PropertyGuru

Real Estate | Technology | Digital

Market Demand Report

Singapore | 1 Jul 2021– 30 Sep 2021

What are property seekers interested in?

Using the data collected from PropertyGuru's internal sources, this Market Demand Report will keep you up-to-date with what property seekers are searching and enquiring on at PropertyGuru.com.sg.

This report consists of below sections:

a)   Top 10 Condo Projects (for Sale and Rent)

b)   Top 5 Condo Districts (for Sale and Rent)

c)   Top 5 HDB Estates (for Sale and Rent)

d)   Top 50 Keyword Searches

e)   Popular Day & Time for Property Search

Top 10 Condo Projects

Top 10 Condo Projects: For Sale

Ranking	Project Name	District	Popularity Index
1	Reflections at Keppel Bay	D04	97,583
2	Parc Rosewood	D25	96,126
3	Forestville	D25	95,440
4	Ecopolitan	D19	91,632
5	The Topiary	D28	79,993
6	D'Leedon	D10	76,826
7	SkyPark Residences	D27	73,460
8	The Interlace	D04	59,787
9	Coco Palms	D18	58,696
10	Eight Riversuites	D12	58,676

Ranking
- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 10 Condo Projects for Sale among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 10 Condo Projects: For Rent

Ranking
- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

Ranking	Project Name	District	Popularity Index
1	The Sail @ Marina Bay	D01	69,428
2	Twin Vew	D05	61,269
3	Reflections at Keppel Bay	D04	59,797
4	City Square Residences	D08	52,748
5	Seaside Residences	D15	49,499
6	Sims Urban Oasis	D14	48,909
7	Sophia Hills	D09	48,814
8	Gem Residences	D12	45,296
9	North Park Residences	D27	43,145
10	Marina One Residences	D01	42,026

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 10 Condo Projects for Rent among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 5 Condo Districts

Top 5 Condo Districts: for Sale

Ranking
- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

Ranking	District Code	District Name	Popularity Index
1	D19	Hougang / Punggol / Sengkang	2,148,319
2	D15	East Coast / Marine Parade	1,478,448
3	D18	Pasir Ris / Tampines	1,088,949
4	D10	Tanglin / Holland / Bukit Timah	1,028,216
5	D14	Eunos / Geylang / Paya Lebar	839,573

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 5 Condo Districts for Sale among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 5 Condo Districts: for Rent

Ranking
- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

Ranking	District Code	District Name	Popularity Index
1	D09	Orchard / River Valley	1,194,171
2	D10	Tanglin / Holland / Bukit Timah	850,887
3	D15	East Coast / Marine Parade	809,593
4	D14	Eunos / Geylang / Paya Lebar	682,653
5	D19	Hougang / Punggol / Sengkang	661,852

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 5 Condo Districts for Rent among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 5 HDB Estates

Top 5 HDB Estates: for Sale

Ranking

- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

Ranking	HDB Estate Name	District Code	Popularity Index
1	Sengkang	D19	1,132,131
2	Punggol	D19	1,066,606
3	Tampines	D18	1,005,196
4	Woodlands	D25	840,961
5	Yishun	D27	831,830

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 5 HDB Estates for Sale among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 5 HDB Estates: for Rent

Ranking
- 🟩 Up
- 🟥 Down
- 🟦 New
- ⬛ Retained

Ranking	HDB Estate Name	District Code	Popularity Index
1	Bukit Merah	D03	277,074
2	Bedok	D16	263,501
3	Queenstown	D03	252,545
4	Jurong West	D22	250,166
5	Tampines	D18	240,445

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the top 5 HDB Estates for Rent among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jul 2021– 30 Sep 2021*

Top 50 Keyword Searches on PropertyGuru.com.sg

Top 50 Keyword Searches on PropertyGuru.com.sg

↑1	TAMPINES
↓1	D15 EAST COAST / MARINE PARADE
3	D19 HOUGANG / PUNGGOL / SENGKANG
↑1	YISHUN
↑1	PUNGGOL
↓2	D10 TANGLIN / HOLLAND / BUKIT TIMAH
↑1	PASIR RIS
↑1	WOODLANDS
↓2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA
↑1	SENGKANG

↑1	BEDOK
↓2	D09 ORCHARD / RIVER VALLEY
↑5	JURONG WEST
↓1	HOUGANG
↑34	BALCONY
↑1	BUKIT BATOK
↓2	CHOA CHU KANG
↓2	D20 ANG MO KIO / BISHAN / THOMSON
↑2	D18 PASIR RIS / TAMPINES
20	ANG MO KIO

↑1	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN
↓8	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST
↓4	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG
↑2	D22 BOON LAY / JURONG / TUAS
↑4	D11 NEWTON / NOVENA
↑1	BISHAN
↓2	BUKIT PANJANG
↓4	D16 BEDOK / UPPER EAST COAST
↓6	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH
↓2	CLEMENTI

↑1	JURONG
↓2	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST
↑2	D27 SEMBAWANG / YISHUN
↑3	PENTHOUSE
↓4	D14 EUNOS / GEYLANG / PAYA LEBAR
↑0	TOA PAYOH
↓4	D21 CLEMENTI PARK / UPPER BUKIT TIMAH
↓4	SERANGOON
↑5	DUAL KEY
↑2	SENTOSA

↓3	D25 ADMIRALTY / WOODLANDS
↓2	D28 SELETAR / YIO CHU KANG
↓4	SEMBAWANG
44	D01 BOAT QUAY / RAFFLES PLACE / MARINA, D02 CHINATOWN / TANJONG PAGAR, D03 ALEXANDRA
↑3	JURONG EAST
↑4	D12 BALESTIER / TOA PAYOH
47	CORNER
↓3	D13 MACPHERSON / POTONG PASIR
↓3	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE
↓3	D04 HARBOURFRONT / TELOK BLANGAH

Ranking increased　　**Ranking decreased**　　**New in Top 50 searches**　　**Retained in Top 50 searches**

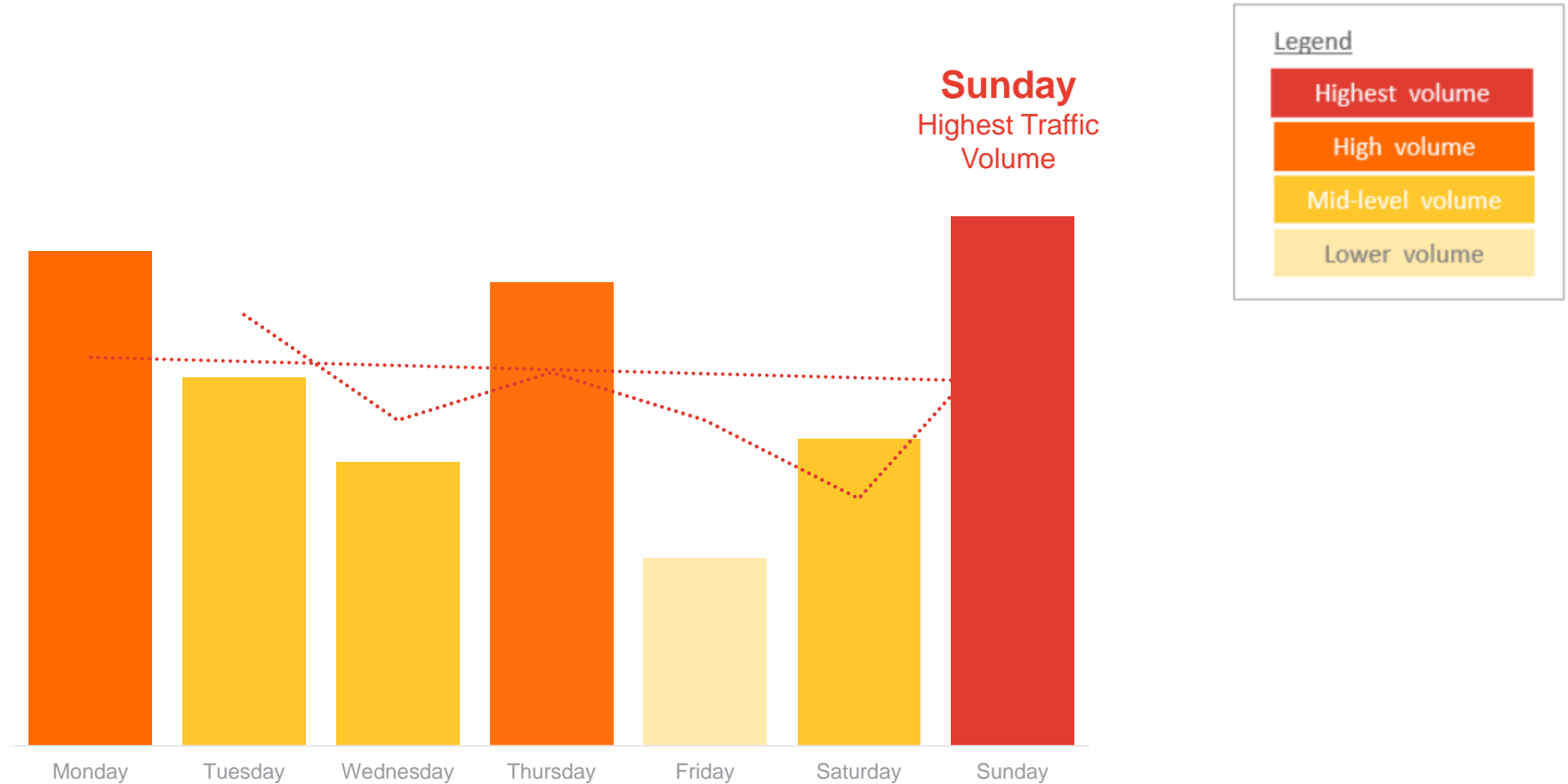*Comparison is benchmarked against Apr – Jun 2022 Market Demand Report.*
Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jul 2021– 30 Sep 2021

Popular Day & Time for Property Search

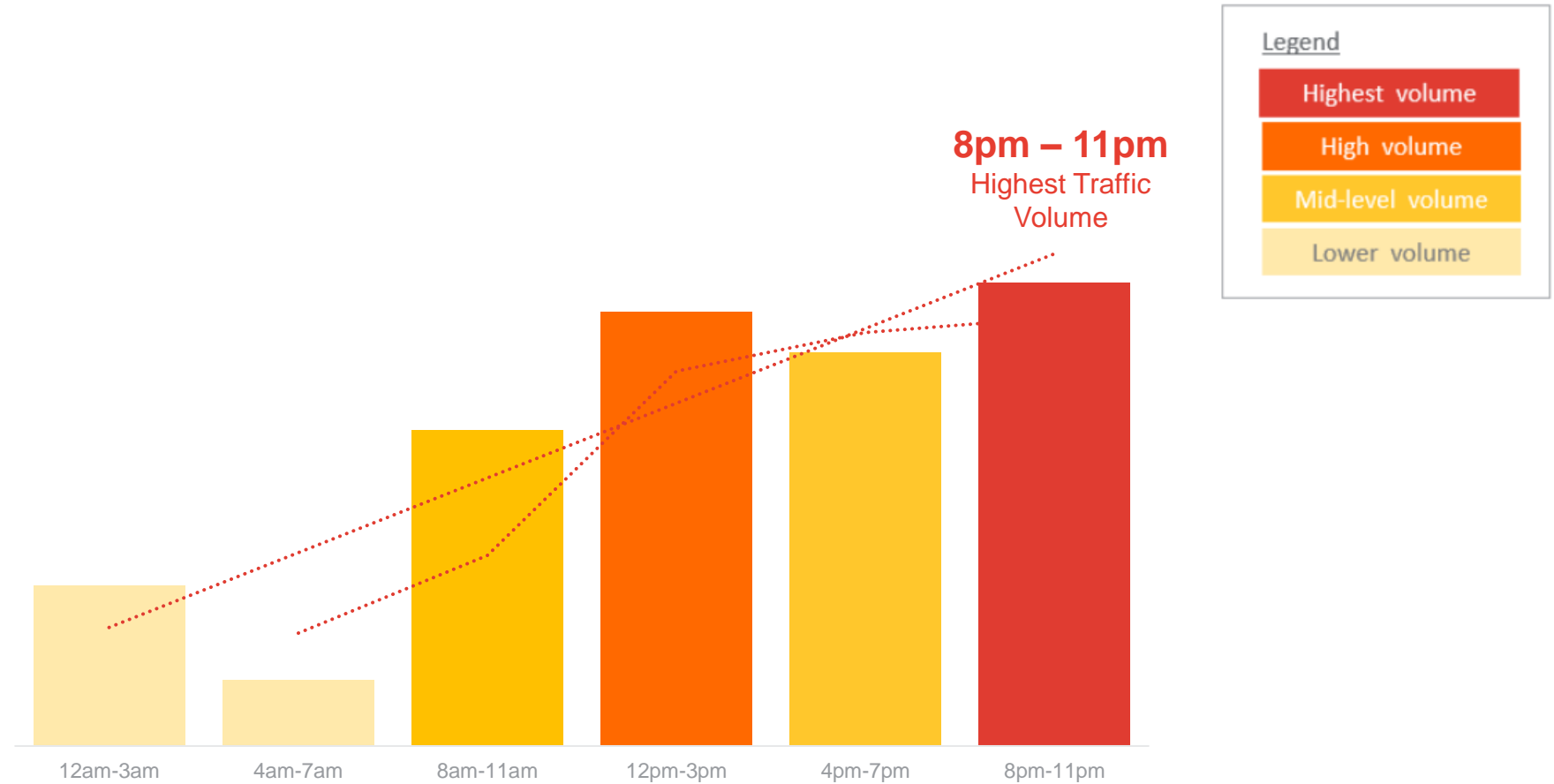# Most of the Property Seekers Conduct their Searches on **Sunday**

Sunday
Highest Traffic Volume

Legend

| Highest volume |
| High volume |
| Mid-level volume |
| Lower volume |

Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday

Volume of views to residential and commercial listings
Data source: PropertyGuru internal data, as of 1 Jul 2021– 30 Sep 2021

Most of the Property Seekers Conduct their Searches between **8pm - 11pm**

8pm – 11pm
Highest Traffic Volume

Legend

| Highest volume |
| High volume |
| Mid-level volume |
| Lower volume |

12am-3am | 4am-7am | 8am-11am | 12pm-3pm | 4pm-7pm | 8pm-11pm

Volume of searches to residential and commercial listings
Data source: PropertyGuru internal data, as of 1 Jul 2021– 30 Sep 2021

FAQ

FAQ

What is Popularity Index?

Popularity Index is a measure set in place to indicate demand for the top 10 properties being searched for and enquired about, by property seekers.

How is Popularity Index calculated?

Popularity Index is calculated through a combination of the following data:

- Page Views (40% weightage) + Enquiries (60% weightage)

e.g. Condo ABC has 100 Page Views and 50 Enquiries. Its Popularity Index is calculated by:
   (100 Page Views x 40% = 40) + (50 Enquiries x 60% = 30) = Popularity Index of 70

Where is this data sourced from?

All data shown are sourced from PropertyGuru internal data and is an accumulation of data gathered from usage of both PropertyGuru SG website and mobile app.

Appendix

District Map

District 01	Marina Area		District 15	East Coast – Katong
District 02	City - CBD		District 16	Upper East Coast - Bedok
District 03	Central South - Tiong Bahru		District 17	Far East - Changi
District 04	South - Keppel		District 18	Far East - Tampines
District 05	South West - Buona Vista		District 19	North East - Hougang
District 06	City - City Hall		District 20	Central North - AMK
District 07	City - Beach Road		District 21	Central West - Clementi
District 08	Central - Little India		District 22	Far West - Jurong
District 09	Central - Orchard		District 23	North West – Bukit Batok
District 10	Central - Tanglin		District 24	Far North West - Kranji
District 11	Central - Newton		District 25	Far North - Woodlands
District 12	Central - Toa Payoh		District 26	North - Yio Chu Kang
District 13	Central East - Macpherson		District 27	Far North - Yishun
District 14	Central East - Eunos		District 28	North East - Seletar

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Look forward to a future of possibilities