

# Market Demand Report

Singapore | 1 Oct 2021– 31 Dec 2021





# What are property seekers interested in?

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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) 2021 In a Nutshell
- b) Top 10 Condo Projects (for Sale and Rent)
- c) Top 5 Condo Districts (for Sale and Rent)
- d) Top 5 HDB Estates (for Sale and Rent)
- e) Top 50 Keyword Searches
- f) Popular Day & Time for Property Search





# 2021 In a Nutshell



# Together we improved on last year's record!

While it has certainly been a challenging year, it didn't stop us from breaking new grounds together as partners - **delivering you better data and insights** that help take your business to the next level.




This year, we've put out  
**593,557 listings**

with a total value of  
**\$290 Billion**  
in 2021



compared to  
**\$237 Billion**  
in 2020



Check out your email for your consolidated view of insights that are tailored to your partnership with PropertyGuru.



**21,092,683**  
property seekers came through PropertyGuru in 2021



Of which  
**17,442,898**  
became leads



That's about  
**↑ 24.8% increase**  
from last year!



# Fun Fact!

## New Condo Launch



It definitely has been a booming year for new launches in 2021!

A whopping **78,953** of our listings were of new launches, forming **22%** of our total listings. That's about **\$166 Billion** in total value.

### Fun Fact

Most Views

**375,438**

Normanton Park

Most Leads

**10,127**

Seaside Residences

## Good Class Bungalow



The demand for luxury property in Singapore is surging and it is clearly reflected in the GCB market in 2021.

GCB has about **1,625 listings** listed on PropertyGuru amounting to over **\$59 Billion**.

### Fun Fact

Total Views

**836,518**

Total Leads

**21,207**



# Top 10 Condo Projects



# Top 10 Condo Projects: For Sale

## Ranking

- Up
- Down
- New
- Retained

	Ranking	Project Name	District	Popularity Index
	1	Reflections at Keppel Bay	D04	80,130
	2	Parc Rosewood	D25	77,032
↑1	3	Ecopolitan	D19	59,992
↑8	4	High Park Residences	D19	59,293
↑34	5	Sea Horizon	D18	59,100
↑4	6	Eight Riversuites	D12	53,814
↓1	7	d'Leedon Former Farrer Court	D10	53,669
↑3	8	Kingsford Waterbay	D19	53,215
↓4	9	The Topiary	D28	49,624
↑7	10	Watertown	D19	44,789

- 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 Oct 2021– 31 Dec 2021





# Top 10 Condo Projects: For Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	Project Name	District	Popularity Index
	1	The Sail @ Marina Bay	D01	77,496
↑2	2	City Square Residences	D08	71,580
↑3	3	Sims Urban Oasis	D14	55,344
↑13	4	Urban Vista	D16	54,930
↑9	5	Eight Riversuites	D12	50,446
↓3	6	Reflections at Keppel Bay	D04	47,807
	7	Sophia Hills	D09	46,972
	8	Gem Residences	D12	46,584
↑1	9	Marina One Residences	D01	46,160
↓8	10	Twin View	D05	44,005

- 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 Oct 2021– 31 Dec 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	1,754,913
	2	D15	East Coast / Marine Parade	1,174,339
↑1	3	D10	Tanglin / Holland / Bukit Timah	843,793
↓1	4	D18	Pasir Ris / Tampines	824,036
	5	D14	Eunos / Geylang / Paya Lebar	696,484

- *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 Oct 2021– 31 Dec 2021*



# Top 5 Condo Districts: for Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	District Code	District Name	Popularity Index
	1	D09	Orchard / River Valley	1,172,226
↑1	2	D15	East Coast / Marine Parade	778,575
↑2	3	D19	Hougang / Punggol / Sengkang	752,555
↓2	4	D10	Tanglin / Holland / Bukit Timah	739,545
↓1	5	D14	Eunos / Geylang / Paya Lebar	666,611

- *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 Oct 2021– 31 Dec 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	819,490
	2	Punggol	D19	774,504
	3	Tampines	D18	755,753
↑1	4	Yishun	D27	673,544
↓1	5	Woodlands	D25	657,035

- 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 Oct 2021– 31 Dec 2021



# Top 5 HDB Estates: for Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	HDB Estate Name	District Code	Popularity Index
	1	Bukit Merah	D03	295,609
	2	Bedok	D16	289,434
↑2	3	Tampines	D18	274,675
↓1	4	Queenstown	D03	255,416
↑1	5	Sengkang	D19	248,326

- *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 Oct 2021– 31 Dec 2021*



# Top 50 Keyword Searches on PropertyGuru.com.sg





# Top 50 Keyword Searches on PropertyGuru.com.sg

↑1	D15 East Coast / Marine Parade	↑3	Hougang	↑9	Clementi	↓3	D16 Bedok / Upper East Coast	↑1	D28 Seletar / Yio Chu Kang
↓1	Tampines	↓2	Sengkang	↓7	Balcony	↓1	Jurong	↑4	D12 Balestier / Toa Payoh
	D19 Hougang / Punggol / Sengkang	↑7	Ang Mo Kio	↑4	Bukit Panjang	↓11	D15 East Coast / Marine Parade, D16 Bedok / Upper East Coast	↑2	Jurong East
↑1	Punggol	↓1	Jurong West	↑9	D27 Sembawang / Yishun	↑4	Serangoon	↓1	Sembawang
↓1	Yishun	↓6	D09 Orchard / River Valley, D10 Tanglin / Holland / Bukit Timah, D11 Newton / Novena	↓2	D23 Dairy Farm / Bukit Panjang / Choa Chu Kang	↓1	Penthouse	↓5	Sentosa
↑1	Pasir Ris	↑3	D18 Pasir Ris / Tampines	↓1	D11 Newton / Novena	↓7	D09 Orchard / River Valley, D10 Tanglin / Holland / Bukit Timah	↑4	D04 Harbourfront / Telok Blangah
↑1	Woodlands	↓1	Bukit Batok	↓3	D22 Boon Lay / Jurong / Tuas		D21 Clementi Park / Upper Bukit Timah	↑4	D03 Alexandra / Commonwealth
↑3	Bedok	↑3	D05 Buona Vista / West Coast / Clementi New Town	↓2	Bishan	↑1	Dual Key	↑7	Geylang
↑3	D09 Orchard / River Valley	↓1	D20 Ang Mo Kio / Bishan / Thomson	↑7	Toa Payoh	↑2	D25 Admiralty / Woodlands	↑9	Simei
↓4	D10 Tanglin / Holland / Bukit Timah	↓3	Choa Chu Kang	↑5	D14 Eunos / Geylang / Paya Lebar	↓8	D14 Eunos / Geylang / Paya Lebar, D15 East Coast	↑198	D01 Boat Quay / Raffles Place / Marina, D02 Chinatown / Tanjong Pagar

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

Comparison is benchmarked against 1 Jul 2021– 30 Sep 2021 Market Demand Report.  
 Data source: PropertyGuru internal data, comprised of web & app searches within 1 Oct 2021– 31 Dec 2021

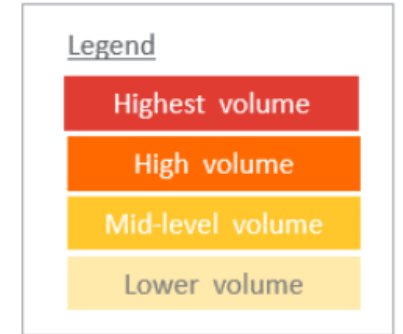
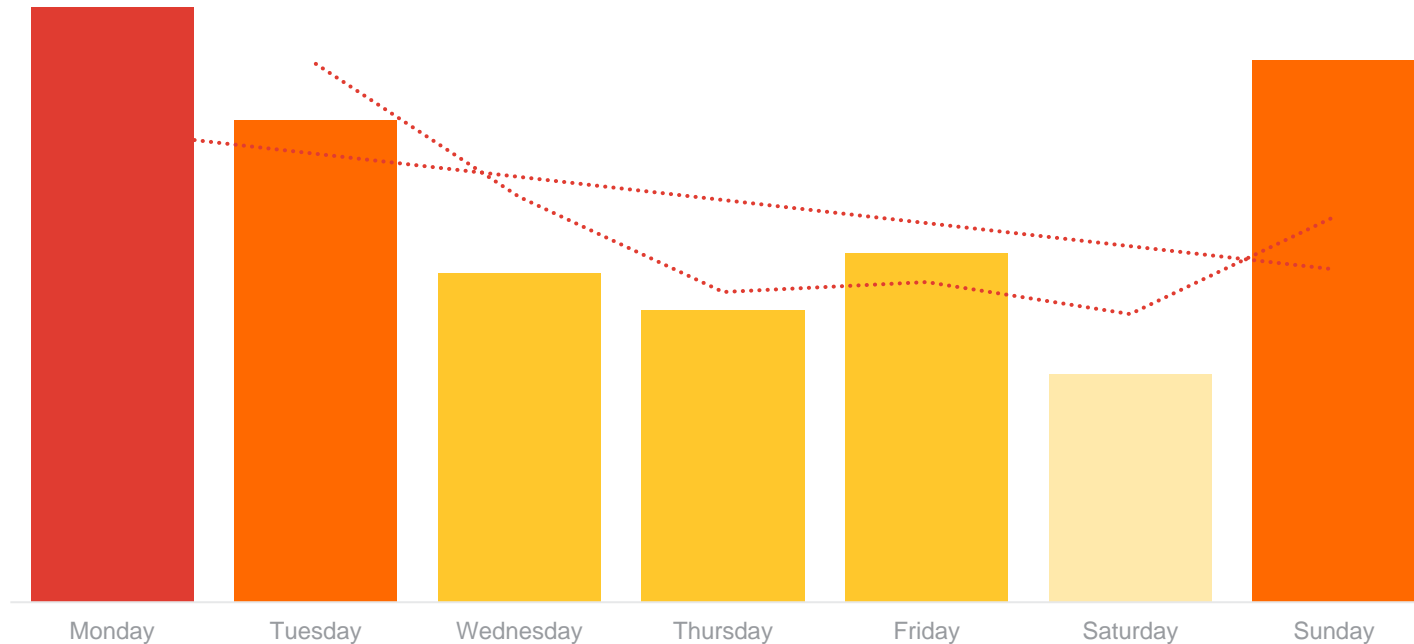


# Popular Day & Time for Property Search



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

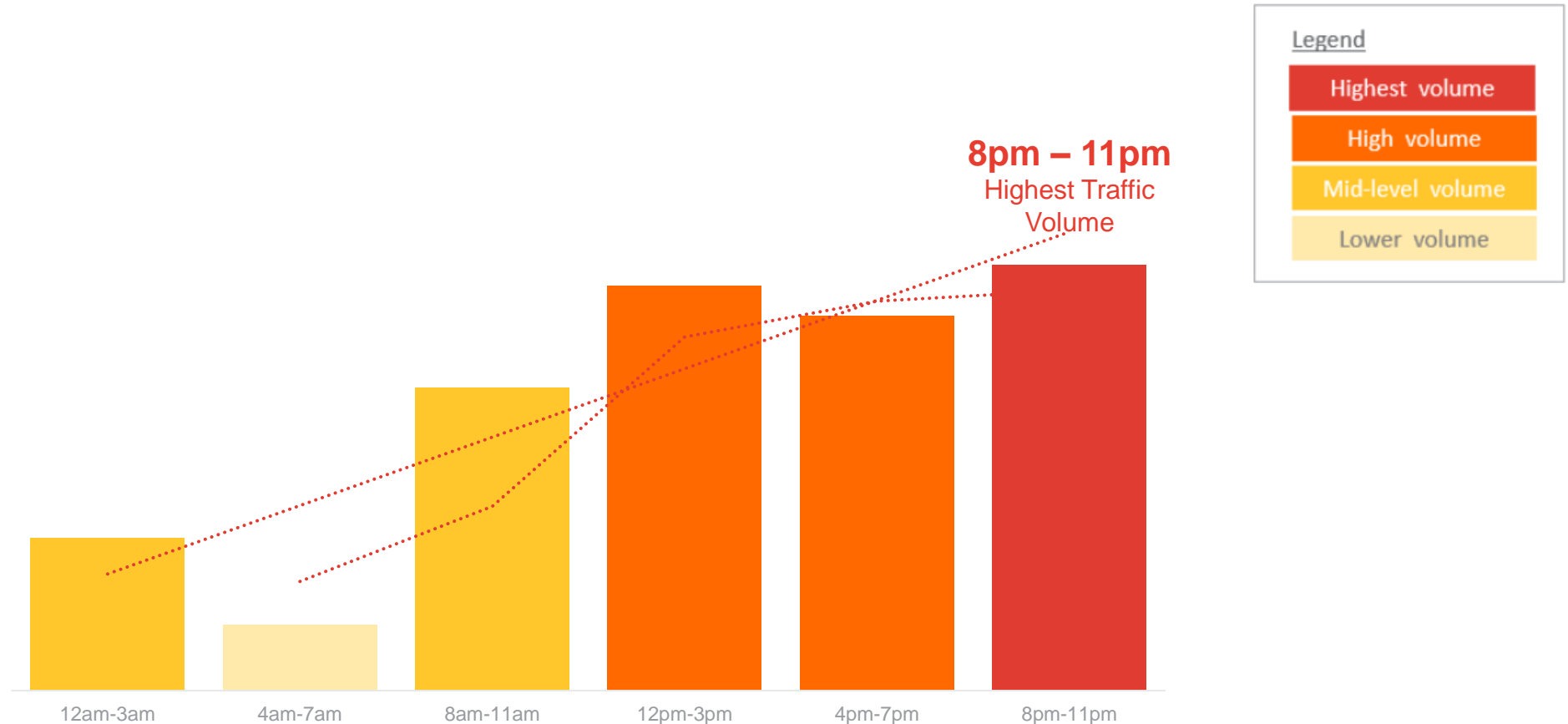
**Monday**  
Highest Traffic  
Volume



*Volume of views to residential and commercial listings*  
*Data source: PropertyGuru internal data, as of 1 Oct 2021– 31 Dec 2021*



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



*Volume of searches to residential and commercial listings*  
*Data source: PropertyGuru internal data, as of 1 Oct 2021– 31 Dec 2021*



# FAQ



# FAQ

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## **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





PropertyGuru

Look forward to a future  
of possibilities

