

Market Demand Report

Singapore | 1 Jan 2021– 31 Mar 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 Key Word Searches
- e) Popular Day & Time for Property Search





Top 10 Condo Projects



Top 10 Condo Projects: For Sale

Ranking

- Up
- Down
- New

Ranking	Project Name	District	Popularity Index
1	The Topiary	D19	91,480
2	Parc Rosewood	D25	87,197
3	Reflections At Keppel Bay	D04	82,824
4	Twin Waterfalls	D19	78,474
5	Waterbay	D19	73,900
6	Forestville	D25	62,166
7	Watercolours	D18	61,939
8	1 Canberra	D27	60,359
9	The Interlace	D04	58,790
10	Eight Riversuites	D12	57,149

- 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 Jan 2021– 31 Mar 2021



Top 10 Condo Projects: For Rent

Ranking

- Up
- Down
- New

Ranking	Project Name	District	Popularity Index
1	Grandeur Park Residences	D16	90,761
2	The Sail Marina Bay	D01	84,922
3	Forest Woods	D19	63,761
4	Sims Urban Oasis	D14	60,021
5	Sophia Hills	D09	56,371
6	Reflections At Keppel Bay	D04	53,403
7	City Square Residences	D08	52,454
8	Gem Residences	D12	52,435
9	Marina One Residences	D01	50,806
10	City Gate	D07	47,408

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- Data source: PropertyGuru internal data, 1 Jan 2021– 31 Mar 2021



Top 5 Condo Districts



Top 5 Condo Districts: for Sale

Ranking

- Up
- Down
- New

Ranking	District Code	District Name	Popularity Index
1	D19	Hougang / Punggol / Sengkang	1,989,068
2	D15	East Coast / Marine Parade	1,407,489
3	D18	Pasir Ris / Tampines	1,024,123
4	D10	Tanglin / Holland / Bukit Timah	987,149
5	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	812,063

- *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 Jan 2021– 31 Mar 2021*



Top 5 Condo Districts: for Rent

Ranking

- Up
- Down
- New

Ranking	District Code	District Name	Popularity Index
1	D09	Orchard / River Valley	1,282,908
2	D10	Tanglin / Holland / Bukit Timah	943,880
3	D15	East Coast / Marine Parade	773,929
4	D14	Eunos / Geylang / Paya Lebar	690,052
5	D19	Hougang / Punggol / Sengkang	680,635

- *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 Jan 2021– 31 Mar 2021*



Top 5 HDB Estates



Top 5 HDB Estates: for Sale

Ranking

- Up
- Down
- New

Ranking	HDB Estate Name	District Code	Popularity Index
1	Punggol	D19	1,175,864
2	Sengkang	D19	1,087,821
3	Tampines	D18	1,004,622
4	Woodlands	D25	809,184
5	Hougang	D19	707,969

- *Popularity Index is calculated using a combination of the following data: Page views (weightage 40%) and Enquiries (weightage 60%) to indicate demand for the the top 5 HDB Estates for Sale among property seekers.*
- *Data source: PropertyGuru internal data, 1 Jan 2021– 31 Mar 2021*



Top 5 HDB Estates: for Rent

Ranking

- Up
- Down
- New

Ranking	HDB Estate Name	District Code	Popularity Index
1	Queenstown	D03	297,600
2	Bukit Merah	D03	296,765
3	Bedok	D18	243,533
4	Tampines	D19	240,024
5	Jurong West	D16	231,747

- *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 Jan 2021– 31 Mar 2021*



Top 50 Keyword Searches on PropertyGuru.com.sg



Top 50 Keyword Searches on PropertyGuru.com.sg

1	D15 EAST COAST / MARINE PARADE	11	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	21	D14 EUNOS / GEYLANG / PAYA LEBAR	31	D27 SEMBAWANG / YISHUN	41	D03 ALEXANDRA / COMMONWEALTH
2	D19 HOUGANG / PUNGGOL / SENGKANG	12	BEDOK	22	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	32	BUKIT PANJANG	42	JURONG
3	D10 TANGLIN / HOLLAND / BUKIT TIMAH	13	SENGKANG	23	ANG MO KIO	33	CLEMENTI	43	SEMBAWANG
4	TAMPINES	14	PASIR RIS	24	BUKIT BATOK	34	D04 HARBOURFRONT / TELOK BLANGAH	44	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE
5	D09 ORCHARD / RIVER VALLEY	15	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	25	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	35	D25 ADMIRALTY / WOODLANDS	45	D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA
6	NOVENA	16	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	26	D22 BOON LAY / JURONG / TUAS	36	D12 BALESTIER / TOA PAYOH	46	JURONG EAST
7	PUNGGOL	17	D11 NEWTON / NOVENA	27	CHOA CHU KANG	37	TOA PAYOH	47	SENTOSA
8	YISHUN	18	D16 BEDOK / UPPER EAST COAST	28	JURONG WEST	38	D13 MACPHERSON / POTONG PASIR	48	D08 FARRER PARK / SERANGOON RD
9	WOODLANDS	19	D18 PASIR RIS / TAMPINES	29	BISHAN	39	D28 SELETAR / YIO CHU KANG	49	QUEENSTOWN
10	D20 ANG MO KIO / BISHAN / THOMSON	20	HOUGANG	30	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	40	SERANGOON	50	D02 CHINATOWN / TANJONG PAGAR



Ranking increased



Ranking decreased



New in Top 50 searches

Comparison is benchmarked against Oct – Dec 2020 Market Demand Report.

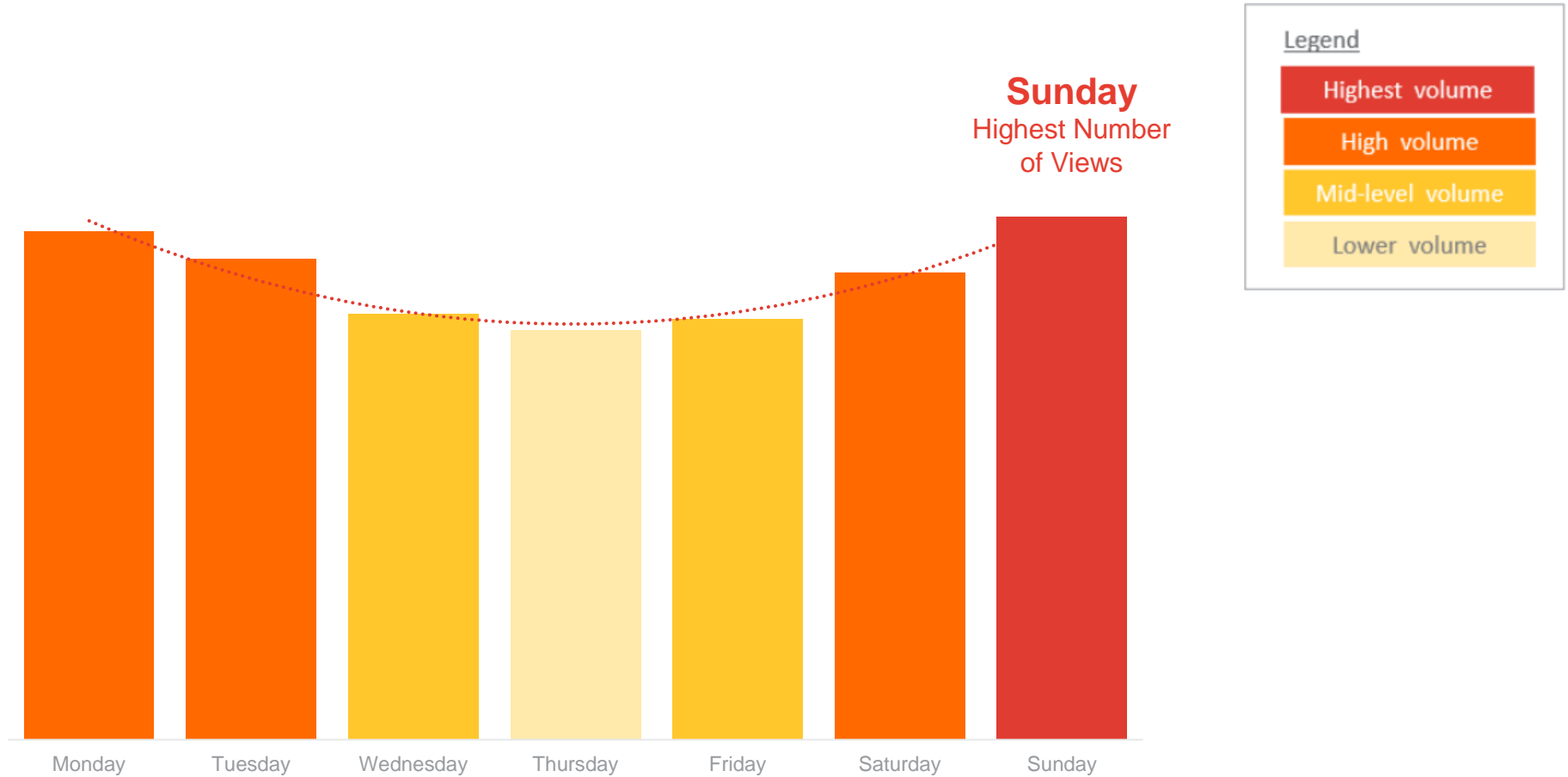
Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jan 2021– 31 Mar 2021



Popular Day & Time for Property Search



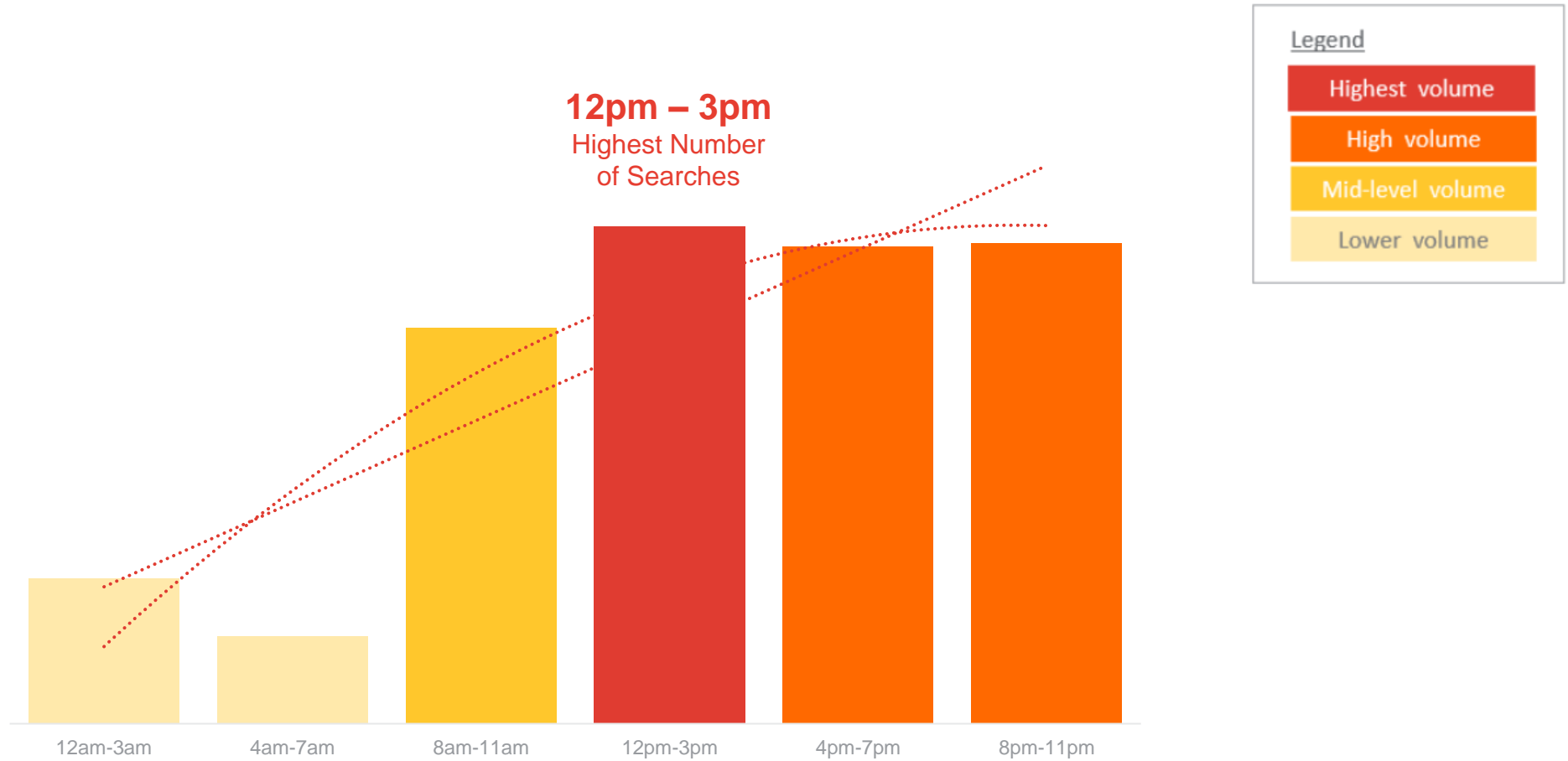
Most of the Property Seekers Conduct their Searches on **Sunday**



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



Most of the Property Seekers Conduct their Searches between 12pm - 3pm



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





PropertyGuru

Look forward to a future
of possibilities

