

Market Demand Report

Singapore | 1 Jan 2022– 31 Mar 2022





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

- Up
- Down
- New
- Retained

	Ranking	Project Name	District	Popularity Index
↑0	1	Reflections at Keppel Bay	D04	69,343
↑119	2	Bellewaters	D19	68,498
↓1	3	Parc Rosewood	D25	67,060
↑18	4	The Vales	D19	66,254
↑3	5	Kingsford Waterbay	D19	57,402
↑3	6	The Topiary	D28	56,481
↑5	7	Lake Life	D22	51,801
↓4	8	High Park Residences	D28	51,197
↓3	9	D'Leedon Former Farrer Court	D10	50,889
↑13	10	Skies Miltonia	D27	47,240

- 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 2022– 31 Mar 2022



Top 10 Condo Projects: For Rent

Ranking

- Up
- Down
- New
- Retained

	Ranking	Project Name	District	Popularity Index
↑0	1	The Sail Marina Bay	D01	74,677
↑6	2	Gem Residences	D12	62,131
↓1	3	City Square Residences	D08	59,449
↑0	4	Urban Vista	D16	58,855
↑15	5	Watertown	D19	56,145
↑0	6	Reflections at Keppel Bay	D04	49,229
↓4	7	Sims Urban Oasis	D14	45,771
↑1	8	Marina One Residences	D01	44,298
↑4	9	Lotus at Paya Lebar	D14	42,844
↑37	10	City Gate	D07	40,076

- 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 Jan 2022– 31 Mar 2022



Top 5 Condo Districts



Top 5 Condo Districts: for Sale

Ranking

- Up
- Down
- New
- Retained

	Ranking	District Code	District Name	Popularity Index
↑0	1	D19	Hougang / Punggol / Sengkang	4,364,090
↑5	2	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	2,020,246
↑1	3	D18	Pasir Ris / Tampines	1,980,673
↑6	4	D27	Sembawang / Yishun	1,596,740
↓3	5	D15	East Coast / Marine Parade	1,465,212

- 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 2022– 31 Mar 2022



Top 5 Condo Districts: for Rent

Ranking

- Up
- Down
- New
- Retained

	Ranking	District Code	District Name	Popularity Index
↑2	1	D19	Hougang / Punggol / Sengkang	1,403,953
↓1	2	D09	Orchard / River Valley	1,274,643
↑1	3	D10	Tanglin / Holland / Bukit Timah	1,010,826
↓2	4	D15	East Coast / Marine Parade	936,923
↑0	5	D14	Eunos / Geylang / Paya Lebar	890,972

- *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 2022– 31 Mar 2022*



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	965,594
	2	Punggol	D19	786,410
	3	Tampines	D18	759,989
↑1	4	Woodlands	D25	754,988
↑2	5	Jurong West	D22	696,688

- 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 Jan 2022– 31 Mar 2022



Top 5 HDB Estates: for Rent

Ranking

- Up
- Down
- New
- Retained

	Ranking	HDB Estate Name	District Code	Popularity Index
	1	Bukit Merah	D03	335,425
	2	Bedok	D16	283,394
↑1	3	Queenstown	D03	263,017
↑3	4	Jurong West	D22	262,515
↑1	5	Ang Mo Kio	D20	259,027

- *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 2022– 31 Mar 2022*



Top 50 Keyword Searches on PropertyGuru.com.sg



Top 50 Keyword Searches on PropertyGuru.com.sg

↑1	TAMPINES
↓1	D15 EAST COAST / MARINE PARADE
↑2	YISHUN
↑0	PUNGGOL
↑1	PASIR RIS
↓3	D19 HOUGANG / PUNGGOL / SENGKANG
↑0	WOODLANDS
↑0	BEDOK
↑13	BALCONY
↑2	SENGKANG

↑0	HOUGANG
↑2	JURONG WEST
↓4	D09 ORCHARD / RIVER VALLEY
↓4	D10 TANGLIN / HOLLAND / BUKIT TIMAH
↑2	BUKIT BATOK
↓3	ANG MO KIO
↑4	CLEMENTI
↑10	BISHAN
↑1	CHOA CHU KANG
↓5	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA

↑11	JURONG
↓6	D18 PASIR RIS / TAMPINES
↑11	SERANGOON
↓1	BUKIT PANJANG
↓6	D20 ANG MO KIO / BISHAN / THOMSON
↓8	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN
↑8	PENTHOUSE
↑1	TOA PAYOH
↓4	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG
↑8	DUAL KEY

↑14	SENTOSA
↓8	D27 SEMBAWANG / YISHUN
↓7	D11 NEWTON / NOVENA
↓7	D22 BOON LAY / JURONG / TUAS
↓4	D16 BEDOK / UPPER EAST COAST
↓6	D14 EUNOS / GEYLANG / PAYA LEBAR
↑15	CORNER
↓5	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST
↑4	JURONG EAST
↑127	POOL

↑3	SEMBAWANG
↓6	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH
↑6	SIMEI
↓7	D21 CLEMENTI PARK / UPPER BUKIT TIMAH
↓5	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST
↓7	D25 ADMIRALTY / WOODLANDS
↑4	RIVER VALLEY
↑0	GEYLANG
↑9	KOVAN
↓9	D28 SELETAR / YIO CHU KANG

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.

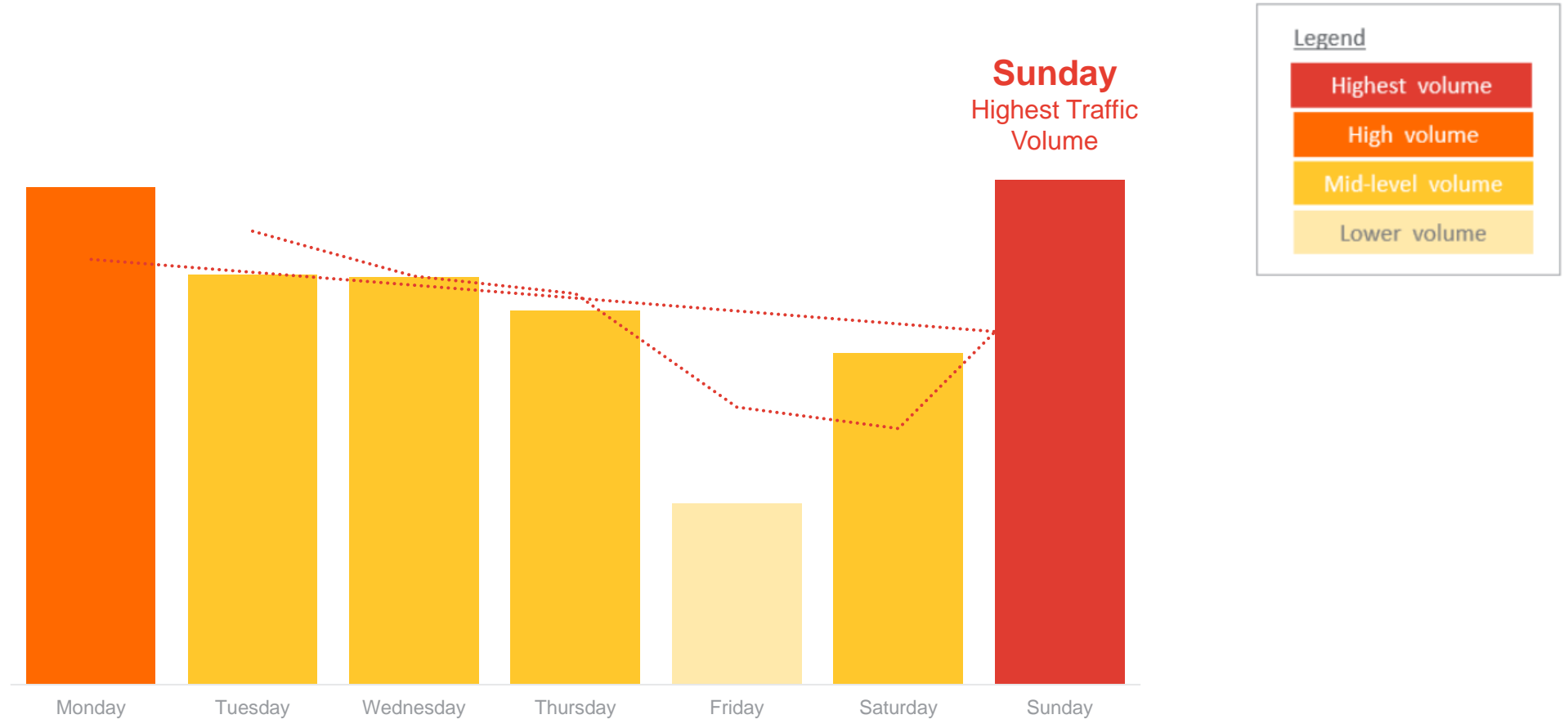
Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jan 2022– 31 Mar 2022



Popular Day & Time for Property Search



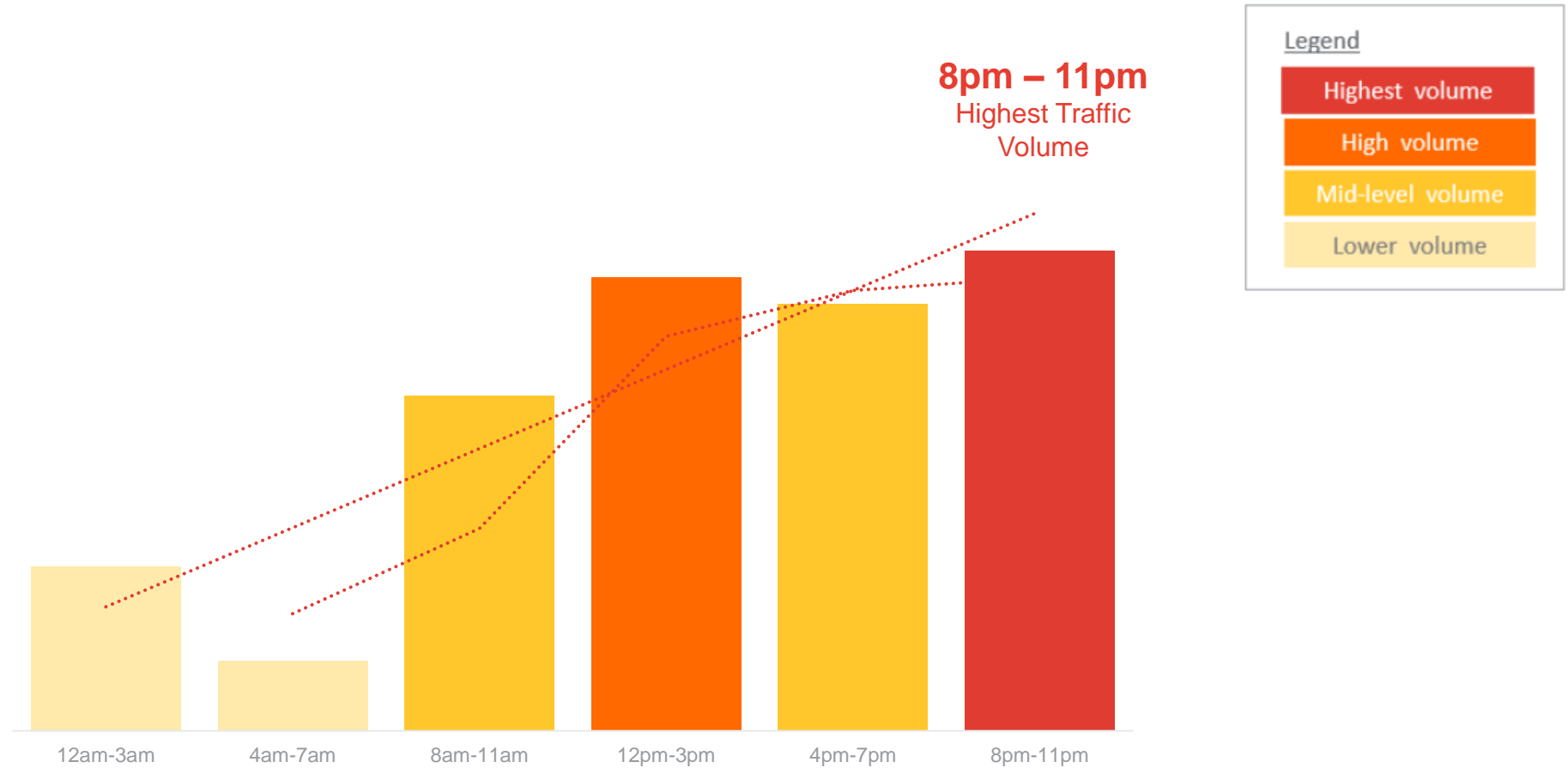
Most of the Property Seekers Conduct their Searches on **Sunday**



Volume of views to residential and commercial listings
Data source: PropertyGuru internal data, as of 1 Jan 2022– 31 Mar 2022



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 Jan 2022– 31 Mar 2022



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

