

# Market Demand Report

Singapore | 1 Apr 2021– 30 Jun 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

- Up
- Down
- New
- Retained

Ranking	Project Name	District	Popularity Index
1	Parc Rosewood	D25	95,378
2	Reflections At Keppel Bay	D04	94,394
3	The Topiary	D28	92,576
4	Forestville	D25	83,841
5	d'Leedon (Former Farrer Court)	D10	64,632
6	Eight Riversuites	D12	62,382
7	Waterbay	D19	60,468
8	The Interlace	D04	57,270
9	Twin Waterfalls	D19	56,331
10	Riversails	D19	52,266

- *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 Apr 2021– 30 Jun 2021*



# Top 10 Condo Projects: For Rent

## Ranking

- Up
- Down
- New
- Retained

Ranking	Project Name	District	Popularity Index
1	Seaside Residences	D15	121,593
2	The Sail Marina Bay	D01	82,073
3	The Tapestry	D18	72,533
4	Grandeur Park Residences	D16	60,364
5	North Park Residences	D27	56,725
6	Sophia Hills	D07	52,865
7	City Square Residences	D08	51,589
8	d'Leedon (Former Farrer Court)	D10	49,448
9	Gem Residences	D12	49,013
10	Marina One Residences	D01	45,523

- 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 Apr 2021– 30 Jun 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	2,128,390
2	D15	East Coast / Marine Parade	1,465,109
3	D18	Pasir Ris / Tampines	1,075,670
4	D10	Tanglin / Holland / Bukit Timah	1,036,061
5	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	828,933

- 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 Apr 2021– 30 Jun 2021*



# Top 5 Condo Districts: for Rent

## Ranking

- Up
- Down
- New
- Retained

Ranking	District Code	District Name	Popularity Index
1	D09	Orchard / River Valley	1,214,503
2	D10	Tanglin / Holland / Bukit Timah	904,054
3	D15	East Coast / Marine Parade	896,989
4	D19	Hougang / Punggol / Sengkang	628,311
5	D14	Eunos / Geylang / Paya Lebar	608,587

- *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 Apr 2021– 30 Jun 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	Punggol	D19	1,149,025
2	Sengkang	D19	1,115,359
3	Tampines	D18	1,019,343
4	Woodlands	D25	861,139
5	Hougang	D19	719,785

- *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 Apr 2021– 30 Jun 2021*



# Top 5 HDB Estates: for Rent

## Ranking

- Up
- Down
- New
- Retained

Ranking	HDB Estate Name	District Code	Popularity Index
1	Queenstown	D03	294,245
2	Bukit Merah	D03	278,915
3	Bedok	D18	251,314
4	Tampines	D19	246,608
5	Jurong West	D16	215,169

- *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 Apr 2021– 30 Jun 2021*



# Top 50 Keyword Searches on PropertyGuru.com.sg



# Top 50 Keyword Searches on PropertyGuru.com.sg

	D15 EAST COAST / MARINE PARADE	↑2	SENGKANG	2↓	D18 PASIR RIS / TAMPINES	10↓	D14 EUNOS / GEYLANG / PAYA LEBAR	↑	D01 BOAT QUAY / RAFFLES PLACE / MARINA...
↑2	TAMPINES		BEDOK	11↓	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↑10	JURONG	↑5	SENTOSA
1↓	D19 HOUGANG / PUNGGOL / SENGKANG	↑7	HOUGANG	↑2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	11↓	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↑	STUDIO APARTMENT FOR RENT
1↓	D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑2	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	6↓	D16 BEDOK / UPPER EAST COAST	↑6	SERANGOON	↑	DUAL KEY
↑3	YISHUN	↑12	CHOA CHU KANG	↑7	BUKIT PANJANG	4↓	D27 SEMBAWANG / YISHUN	7↓	D13 MACPHERSON / POTONG PASIR
↑1	PUNGGOL	6↓	D20 ANG MO KIO / BISHAN / THOMSON		D22 BOON LAY / JURONG / TUAS	↑1	TOA PAYOH	2↓	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE
↑	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑7	BUKIT BATOK	↑2	BISHAN	↑	PENTHOUSE	13↓	D04 HARBOURFRONT / TELOK BLANGAH
↑6	PASIR RIS	↑10	JURONG WEST	↑5	CLEMENTI	3↓	D25 ADMIRALTY / WOODLANDS	2↓	JURONG EAST
	WOODLANDS	4↓	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	12↓	D11 NEWTON / NOVENA	↑4	SEMBAWANG	↑	BALCONY
5↓	D09 ORCHARD / RIVER VALLEY	↑3	ANG MO KIO		D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	1↓	D28 SELETAR / YIO CHU KANG	14↓	D12 BALESTIER / TOA PAYOH

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

Comparison is benchmarked against Jan – Mar 2022 Market Demand Report.

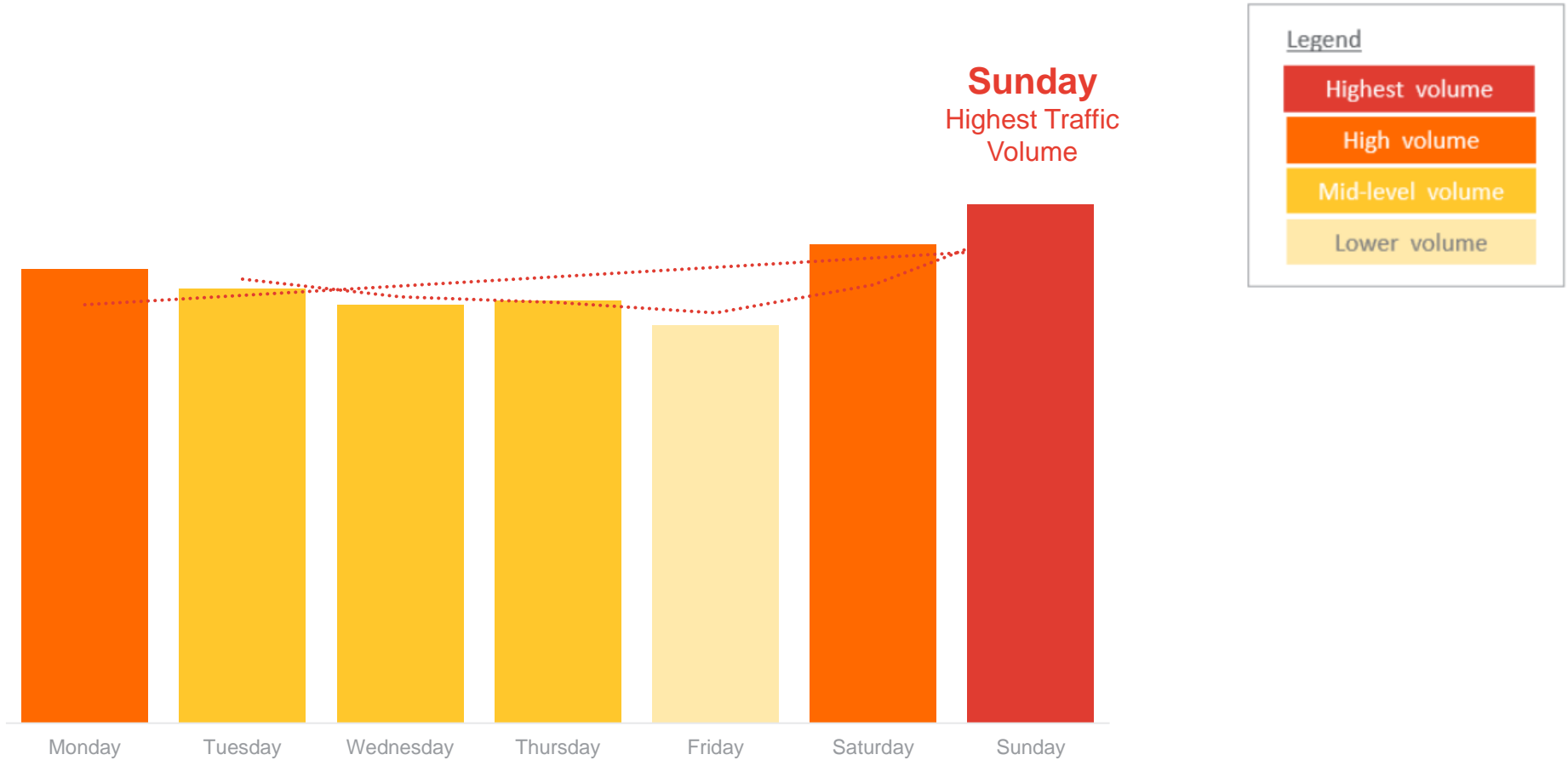
Data source: PropertyGuru internal data, comprised of web & app searches within 1 Apr 2021– 30 Jun 2021



# Popular Day & Time for Property Search



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

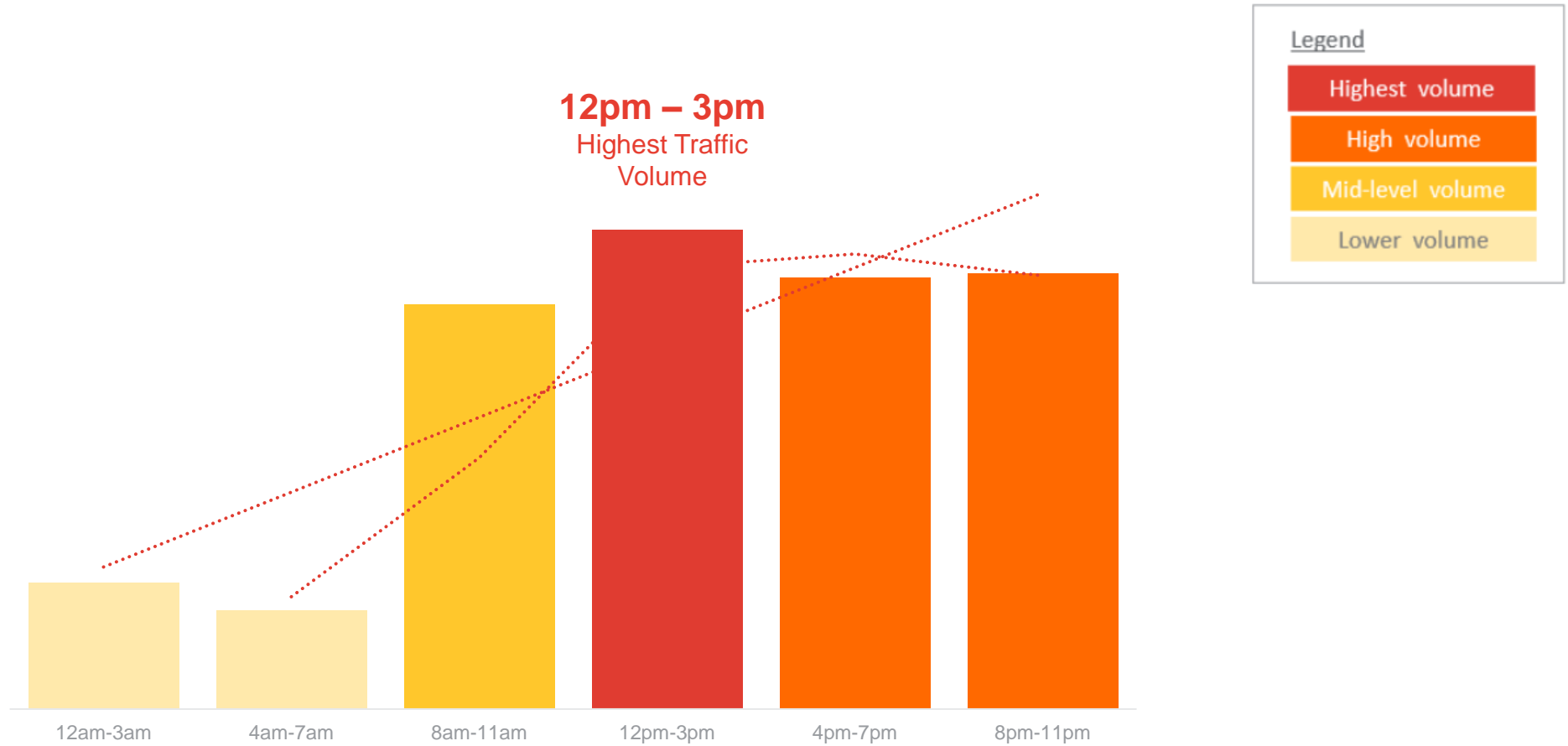


*Volume of views to residential and commercial listings*

*Data source: PropertyGuru internal data, as of 1 Apr 2021– 30 Jun 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 Apr 2021– 30 Jun 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

