

# Market Demand Report

Singapore | 1 Apr 2022– 30 Jun 2022





# 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) 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	1	Bellewaters	D19	133,040
↑2	2	The Vales	D19	96,450
↑50	3	The Terrace	D19	82,834
↓3	4	Reflections at Keppel Bay	D04	72,865
↑10	5	Bellewoods	D25	66,275
↑3	6	d'Leedon (Former Farrer Court)	D10	60,072
↓2	7	Kingsford Waterbay	D19	59,437
↓5	8	Parc Rosewood	D25	57,136
↑1	9	Skies Miltonia	D27	50,247
↑59	10	Stirling Residences	D03	47,531

- 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 2022– 30 Jun 2022



# Top 10 Condo Projects: For Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	Project Name	District	Popularity Index
↑15	1	Park Colonial	D13	120,986
↑189	2	Stirling Residences	D03	115,365
↓2	3	The Sail @ Marina Bay	D01	65,586
↑1170	4	Whistler Grand	D05	65,544
↑1170	5	Parc Botannia	D28	59,962
↑6	6	Sophia Hills	D07	49,214
↑22	7	Parc Oasis	D22	48,851
↑6	8	d'Leedon (Former Farrer Court)	D10	48,290
↓1	9	Marina One Residences	D01	45,284
↓3	10	Sims Urban Oasis	D14	45,028

- 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 2022– 30 Jun 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	1,784,832
↑3	2	D15	East Coast / Marine Parade	1,021,630
↑8	3	D10	Tanglin / Holland / Bukit Timah	767,430
↓1	4	D18	Pasir Ris / Tampines	719,422
↑5	5	D14	Eunos / Geylang / Paya Lebar	673,524

- *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 2022– 30 Jun 2022*



# Top 5 Condo Districts: for Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	District Code	District Name	Popularity Index
↑1	1	D09	Orchard / River Valley	1,046,287
↑1	2	D10	Tanglin / Holland / Bukit Timah	809,435
↑1	3	D15	East Coast / Marine Parade	721,958
↓3	4	D19	Hougang / Punggol / Sengkang	633,661
↑0	5	D14	Eunos / Geylang / Paya Lebar	606,807

- *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 2022– 30 Jun 2022*





# Top 5 HDB Estates



# Top 5 HDB Estates: for Sale

## Ranking

- Up
- Down
- New
- Retained

	Ranking	HDB Estate Name	District Code	Popularity Index
↑0	1	Sengkang	D19	958,666
↑2	2	Woodlands	D25	875,655
↓1	3	Punggol	D19	777,477
↑2	4	Yishun	D27	769,740
↓2	5	Tampines	D18	757,754

- 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 2022– 30 Jun 2022



# Top 5 HDB Estates: for Rent

## Ranking

- Up
- Down
- New
- Retained

	Ranking	HDB Estate Name	District Code	Popularity Index
↑3	1	Jurong West	D22	420,163
↑5	2	Tampines	D18	342,438
↓2	3	Bukit Merah	D03	340,498
↓1	4	Queenstown	D03	305,602
↑3	5	Woodlands	D25	296,933

- *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 HDB Estates for Rent among property seekers.*
- *Data source: PropertyGuru internal data, 1 Apr 2022– 30 Jun 2022*



# Top 50 Keyword Searches on PropertyGuru.com.sg



# Top 50 Keyword Searches on PropertyGuru.com.sg

↑0	TAMPINES	↓6	PASIR RIS	↑13	D22 BOON LAY / JURONG / TUAS	↑15	D25 ADMIRALTY / WOODLANDS	↑14	D01 BOAT QUAY / RAFFLES PLACE / MARINA, D02 CHINATOWN
↑0	D15 EAST COAST / MARINE PARADE	↑14	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↓7	BUKIT BATOK	↑6	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	↓3	JURONG EAST
↑3	D19 HOUGANG / PUNGGOL / SENGGANG	↑9	D18 PASIR RIS / TAMPINES	↑9	D27 SEMBAWANG / YISHUN	↓5	TOA PAYOH	↑17	D04 HARBOURFRONT / TELOK BLANGAH
↓3	TAMPINES	↓6	BEDOK	↑11	D16 BEDOK / UPPER EAST COAST	↑10	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↑6	D28 SELETAR / YIO CHU KANG
↑8	D09 ORCHARD / RIVER VALLEY	↓5	SENGKANG	↑11	D14 EUNOS / GEYLANG / PAYA LEBAR	↑10	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST	↓4	SEMBAWANG
↓2	PUNGGOL	↓5	HOUGANG	↓9	CLEMENTI	↓13	SERANGOON	↑30	D13 MACPHERSON / POTONG PASIR
↓4	YISHUN	↓5	JURONG WEST	↑15	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	↓16	JURONG	↓20	PENTHOUSE
↑6	D10 TANGLIN / HOLLAND / BUKIT TIMAH	↓2	ANG MO KIO	↑5	D11 NEWTON / NOVENA	↓20	BISHAN	↑419	STIRLING RESIDENCES
↓2	WOODLANDS	↑10	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	↓10	CHOA CHU KANG	↑14	D12 BALESTIER / TOA PAYOH	↑29	EW17 TIONG BAHRU MRT STATION
↑10	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND	↑5	D20 ANG MO KIO / BISHAN / THOMSON	↓6	BUKIT PANJANG	↑26	D03 ALEXANDRA / COMMONWEALTH	↓2	GEYLANG

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

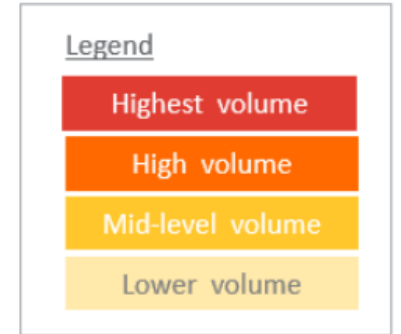
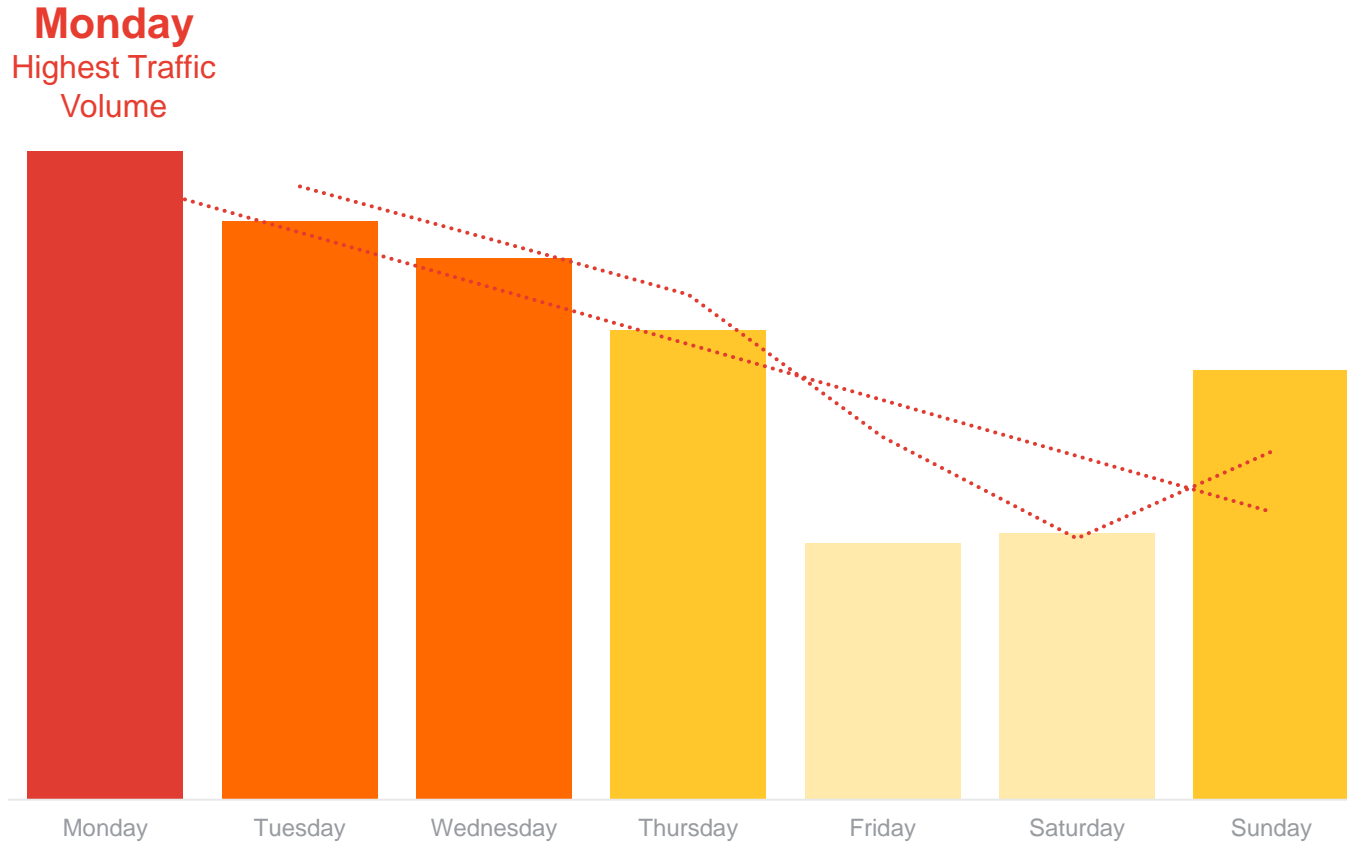
Comparison is benchmarked against 1 Jan 2022– 31 Mar 2022 Market Demand Report.  
 Data source: PropertyGuru internal data, comprised of web & app searches within 1 Apr 2022– 30 Jun 2022



# Popular Day & Time for Property Search



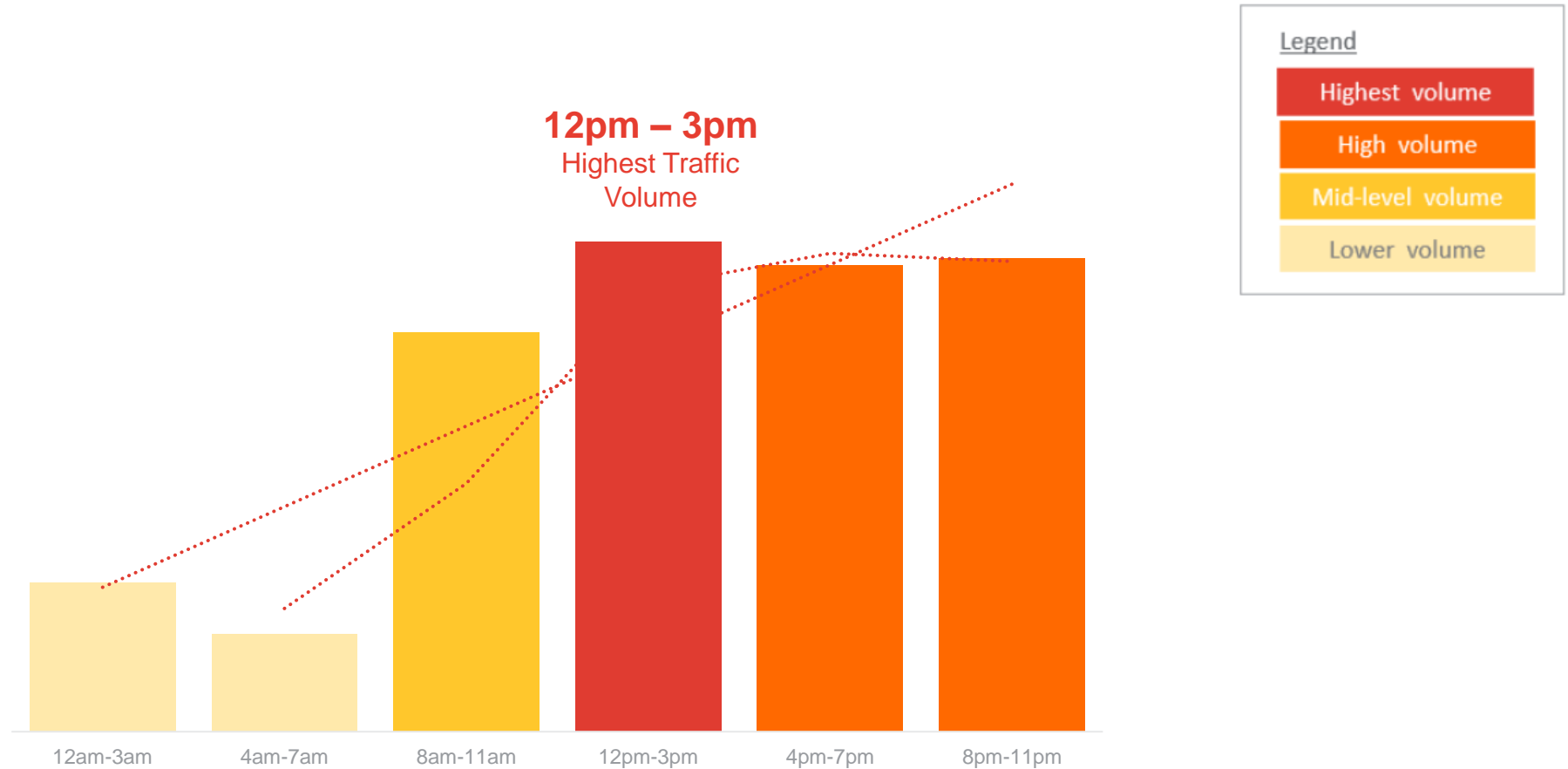
# Most of the Property Seekers Conduct their Searches on **Monday**



*Volume of views to residential and commercial listings*  
*Data source: PropertyGuru internal data, as of 1 Apr 2022– 30 Jun 2022*



# 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 2022– 30 Jun 2022*





# 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





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Look forward to a future  
of possibilities

