

A photograph of a business meeting. Two hands, one in a dark suit and one in a grey suit, are holding red pencils and pointing at a document on a table. The document contains charts and graphs. The background is a blurred office setting with large windows and a person in a white shirt and blue tie. A red semi-transparent banner is overlaid on the bottom left of the image.

Market Demand Report Q3 2022

Singapore | 1 Jul - 30 Sep 2022



PropertyGuru

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:

1. Top 10 Condo Projects (for Sale and Rent)
2. Top 5 Condo Districts (for Sale and Rent)
3. Top 5 HDB Estates (for Sale and Rent)
4. Top 50 Keyword Searches
5. Popular Day & Time for Property Search



Top 10 Condo Projects



Top 10 Condo Projects: For Sale

	Ranking	Project Name	District	Popularity Index
↑2	1	The Terrace	D19	82,202
↓1	2	Bellewaters	D19	70,471
↑1	3	Reflections at Keppel Bay	D04	62,876
↑40	4	Parc Esta	D06	58,917
↓3	5	The Vales	D19	56,591
↑1	6	Kingsford Waterbay	D19	55,443
↑11	7	Signature At Yishun	D27	55,217
↓2	8	d'Leedon (Former Farrer Court)	D10	53,970
↓4	9	Bellewoods	D25	53,385
↑4	10	Riverfront Residences	D19	48,783

Ranking	
■	Increased
■	Decreased
■	New
■	Retained

- 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 Jul 2022– 30 Sep 2022

Top 10 Condo Projects: For Rent

	Ranking	Project Name	District	Popularity Index
↑1567	1	Parc Esta	D06	125,016
- 0	2	Stirling Residences	D03	89,955
↑12	3	City square residences	D08	80,985
↓1	4	The Sail @ Marina Bay	D01	64,213
↑1	5	Sophia hills	D09	47,903
↑6	6	GEM RESIDENCES	D12	47,701
↑26	7	High Park Residences	D28	46,996
↑1	8	Marina One Residences	D01	45,930
↓8	9	Park Colonial	D08	43,314
↓2	10	d'Leedon (Former Farrer Court)	D10	42,186

Ranking	
■	Increased
■	Decreased
■	New
■	Retained

- 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 Jul 2022– 30 Sep 2022

Top 5 Condo Districts



Top 5 Condo Districts: for Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	1,625,627
- 0	2	D15	East Coast / Marine Parade	895,587
- 0	3	D10	Tanglin / Holland / Bukit Timah	771,157
- 0	4	D18	Pasir Ris / Tampines	658,843
- 0	5	D14	Eunos / Geylang / Paya Lebar	657,094

Ranking

- Increased
- Decreased
- New
- Retained

- 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 Jul 2022– 30 Sep 2022

Top 5 Condo Districts: for Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	921,998
↑3	2	D14	Eunos / Geylang / Paya Lebar	849,098
↑1	3	D19	Hougang / Punggol / Sengkang	739,430
↓1	4	D15	East Coast / Marine Parade	712,998
↓3	5	D10	Tanglin / Holland / Bukit Timah	685,919

Ranking	
■	Increased
■	Decreased
■	New
■	Retained

- 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 Jul 2022– 30 Sep 2022

Top 5 HDB Estates

Top 5 HDB Estates: for Sale

	Ranking	HDB Estate Name	District Code	Popularity Index
↑1	1	Woodlands	D25	968,678
↓1	2	Sengkang	D19	863,342
- 0	3	Punggol	D19	822,510
- 0	4	Yishun	D27	772,877
- 0	5	Tampines	D18	762,581

Ranking

- Increased
- Decreased
- New
- Retained

- 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 Jul 2022– 30 Sep 2022

Top 5 HDB Estates: for Rent

	Ranking	HDB Estate Name	District Code	Popularity Index
- 0	1	Jurong West	D22	434,668
↑5	2	Bedok	D16	365,794
↑3	3	Ang Mo Kio	D20	361,716
↓2	4	Tampines	D18	357,072
- 0	5	Woodlands	D25	346,007

Ranking

- Increased
- Decreased
- New
- Retained

- 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 Jul 2022– 30 Sep 2022

Top 50 Keyword Searches on PropertyGuru.com.sg

Top 50 Keyword Searches on PropertyGuru.com.sg

- 0	TAMPINES	↑4	SENGKANG	↑9	BUKIT PANJANG	↓8	D27 SEMBAWANG / YISHUN	↑4	SEMBAWANG
- 0	D15 EAST COAST / MARINE PARADE	↑4	HOUGANG	↓2	D20 ANG MO KIO / BISHAN / THOMSON	↓4	D11 NEWTON / NOVENA	↓7	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST
↑3	PUNGGOL	↑9	BUKIT BATOK	↑2	D14 EUNOS / GEYLANG / PAYA LEBAR	↑258	BALCONY	↓4	D12 BALESTIER / TOA PAYOH
↑3	YISHUN	↑3	JURONG WEST	↑2	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	↓3	D25 ADMIRALTY / WOODLANDS	↓3	D15 EAST COAST / MARINE PARADE, D16 BEDOK
↓2	D19 HOUGANG / PUNGGOL / SENGKANG	↓6	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA	↓5	BISHAN	↓3	D15 EAST COAST / MARINE PARADE, D16 BEDOK	↓9	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND
↑5	PASIR RIS	↓4	D18 PASIR RIS / TAMPINES	↑13	JURONG	↓9	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND	↑39	DUAL KEY
↑2	WOODLANDS	↓6	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↑11	TOA PAYOH	↑4	JURONG EAST	↑4	JURONG EAST
↑6	BEDOK	↑7	CLEMENTI	↓3	D16 BEDOK / UPPER EAST COAST	↑8	PENTHOUSE	↓6	D21 CLEMENTI PARK / UPPER BUKIT TIMAH
↓4	D09 ORCHARD / RIVER VALLEY	↑1	D22 BOON LAY / JURONG / TUAS	↑5	TOA PAYOH	↓6	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↑60	SIMEI
↓2	D10 TANGLIN / HOLLAND / BUKIT TIMAH			↑7	SERANGOON			↑30	SINGAPORE
				↓1	CHOA CHU KANG				

Ranking ■ Increased ■ Decreased ■ New ■ Retained

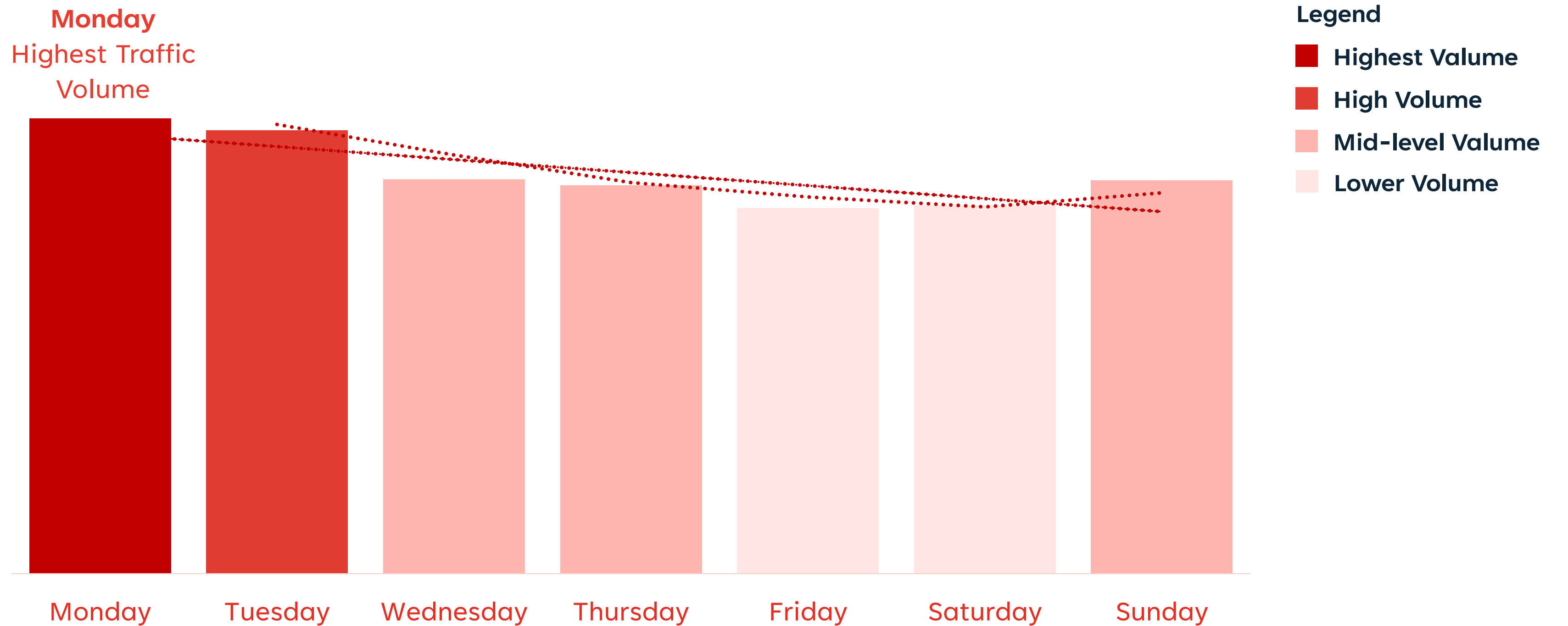
Comparison is benchmarked against 1 Apr 2022– 30 Jun 2022 Market Demand Report.

Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jul 2022– 30 Sep 2022

Popular Day & Time for Property Search

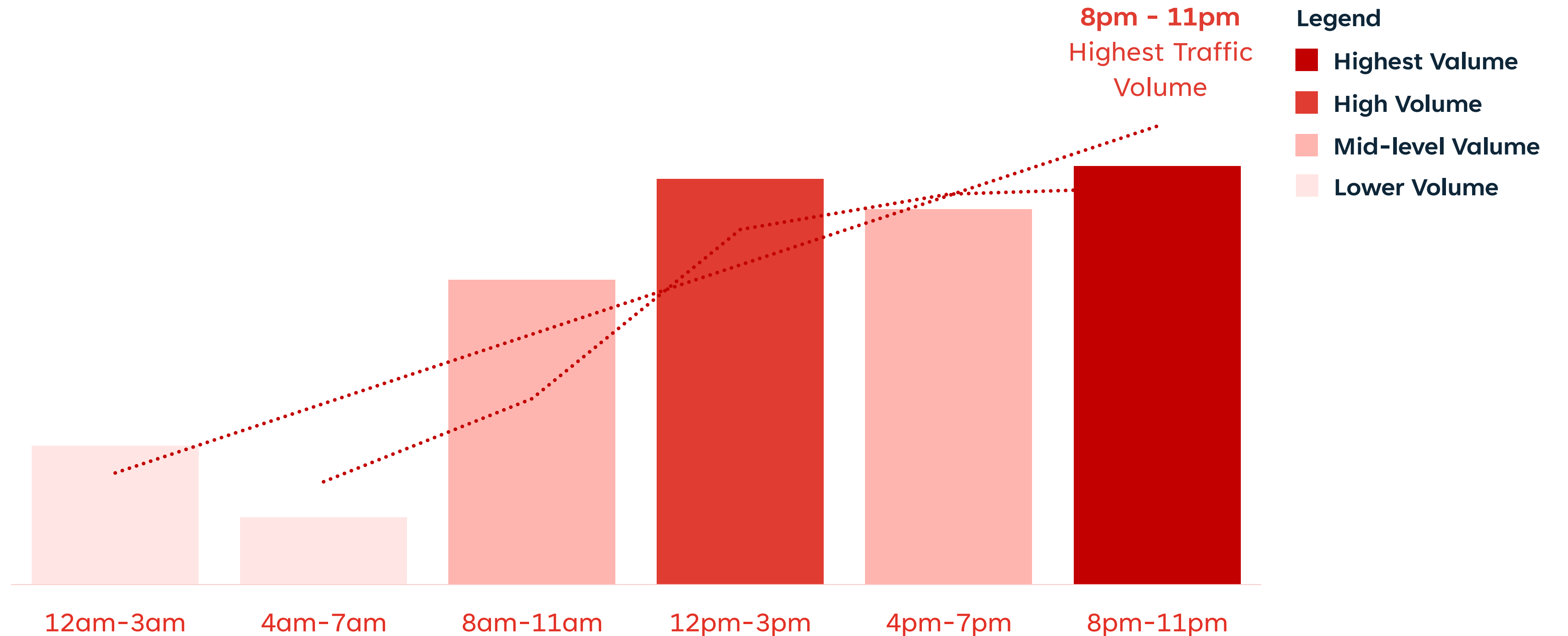


Most of the Property Seekers Conduct their Searches on Monday



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



FAQ



Frequently Asked Questions

1. 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.

2. 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:

$$(100 \text{ Page Views} \times 40\% = 40) + (50 \text{ Enquiries} \times 60\% = 30) = \text{Popularity Index of } 70$$

3. 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



Districts

District 01	Marina Area	District 15	East Coast – Katong
District 02	City – CBD	District 16	Upper East Coast – Bedok
District 03	Central South	District 17	Far East – Changi
District 04	South – Keppel	District 18	Far East – Tampines
District 05	South West – Buena 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 – Eunos	District 28	North East – Seletar

**Look forward to a future
of possibilities**