

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 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 Q4 2022

Singapore | 1 Oct- 31 Dec 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
↑16	1	The Brownstone	D27	61,001
↑2	2	Parc Esta	D14	47,782
- 0	3	Reflections at Keppel Bay	D04	47,171
↑4	4	d'Leedon (Former Farrer Court)	D10	42,730
↓3	5	Bellewaters	D19	42,003
- 0	6	Kingsford Waterbay	D19	40,357
↑3	7	Riverfront Residences	D19	35,938
↓7	8	The Terrace	D19	35,828
- 0	9	Bellewoods	D25	34,168
↑12	10	Treasure at Tampines	D18	33,657

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 Oct 2022– 31 Dec 2022

Top 10 Condo Projects: For Rent

	Ranking	Project Name	District	Popularity Index
- 0	1	Parc Esta	D14	97,584
↑2	2	The Sail @ Marina Bay	D01	54,207
- 0	3	City Square Residences	D08	52,765
↑1	4	Sophia Hills	D09	52,182
↑994	5	JadeScape	D20	48,067
↑6	6	Sims Urban Oasis	D14	42,171
↑3	7	d'Leedon (Former Farrer Court)	D10	39,320
↓2	8	Gem Residences	D12	34,011
↑22	9	Trilive	D19	33,329
↑32	10	North Park Residences	D27	32,636

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 Oct 2022– 31 Dec 2022

Top 5 Condo Districts



Top 5 Condo Districts: for Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	1,018,517
- 0	2	D15	East Coast / Marine Parade	607,387
- 0	3	D10	Tanglin / Holland / Bukit Timah	553,184
↑1	4	D14	Eunos / Geylang / Paya Lebar	487,730
↑2	5	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	448,997

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 Oct 2022– 31 Dec 2022

Top 5 Condo Districts: for Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	741,748
- 0	2	D14	Eunos / Geylang / Paya Lebar	646,941
- 0	3	D19	Hougang / Punggol / Sengkang	637,611
- 0	4	D15	East Coast / Marine Parade	612,577
- 0	5	D10	Tanglin / Holland / Bukit Timah	557,195

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 Oct 2022– 31 Dec 2022

Top 5 HDB Estates

Top 5 HDB Estates: for Sale

	Ranking	HDB Estate Name	District Code	Popularity Index
- 0	1	Woodlands	D25	653,534
↑1	2	Punggol	D19	575,041
↑1	3	Yishun	D27	569,047
↓2	4	Sengkang	D19	503,282
- 0	5	Tampines	D18	502,342

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 Oct 2022– 31 Dec 2022

Top 5 HDB Estates: for Rent

	Ranking	HDB Estate Name	District Code	Popularity Index
- 0	1	Jurong West	D22	331,734
↑2	2	Tampines	D18	325,684
- 0	3	Ang Mo Kio	D20	297,011
↑1	4	Woodlands	D25	292,979
↑1	5	Bukit Merah	D03	281,122

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 Oct 2022– 31 Dec 2022

Top 50 Keyword Searches on PropertyGuru.com.sg

Top 50 Keyword Searches on PropertyGuru.com.sg

↑1	D15 EAST COAST / MARINE PARADE	↓5	PASIR RIS	↓2	CLEMENTI	↑1	D11 NEWTON / NOVENA	↓3	JURONG EAST
↓1	TAMPINES	↑2	JURONG WEST	-0	D20 ANG MO KIO / BISHAN / THOMSON	↑3	D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST	↑8	SINGAPORE
↑2	D19 HOUGANG / PUNGGOL / SENGKANG	↓1	HOUGANG	↑4	D16 BEDOK / UPPER EAST COAST	↑1	D25 ADMIRALTY / WOODLANDS	↓1	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE
↓1	PUNGGOL	↓3	SENGKANG	↓1	D14 EUNOS / GEYLANG / PAYA LEBAR	↑1	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑8	D01 BOAT QUAY / RAFFLES PLACE / MARINA
↓1	YISHUN	-0	ANG MO KIO	↓1	D23 DAIRY FARM / BUKIT PANJANG / CHO A CHU KANG	↑2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	↓2	D12 BALESTIER / TOA PAYOH
↑4	D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑1	D18 PASIR RIS / TAMPINES	↓5	BUKIT PANJANG	↓6	SERANGOON	↑1	SENTOSA
↑2	D09 ORCHARD / RIVER VALLEY	↓1	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA	↑4	D27 SEMBAWANG / YISHUN	↑4	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↓2	CORNER
↓1	WOODLANDS	-0	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↑2	CHOA CHU KANG	↓4	BALCONY	-0	D03 ALEXANDRA / COMMONWEALTH
↓1	BEDOK	↑1	D22 BOON LAY / JURONG / TUAS	↓3	JURONG	↓1	DUAL KEY	↓3	GEYLANG
↑3	BUKIT BATOK	↑5	BISHAN	↓2	TOA PAYOH	↓39	MASTER	↓6	PARC ESTA
						↓1	PENTHOUSE		

Ranking ■ Increased ■ Decreased ■ New ■ Retained

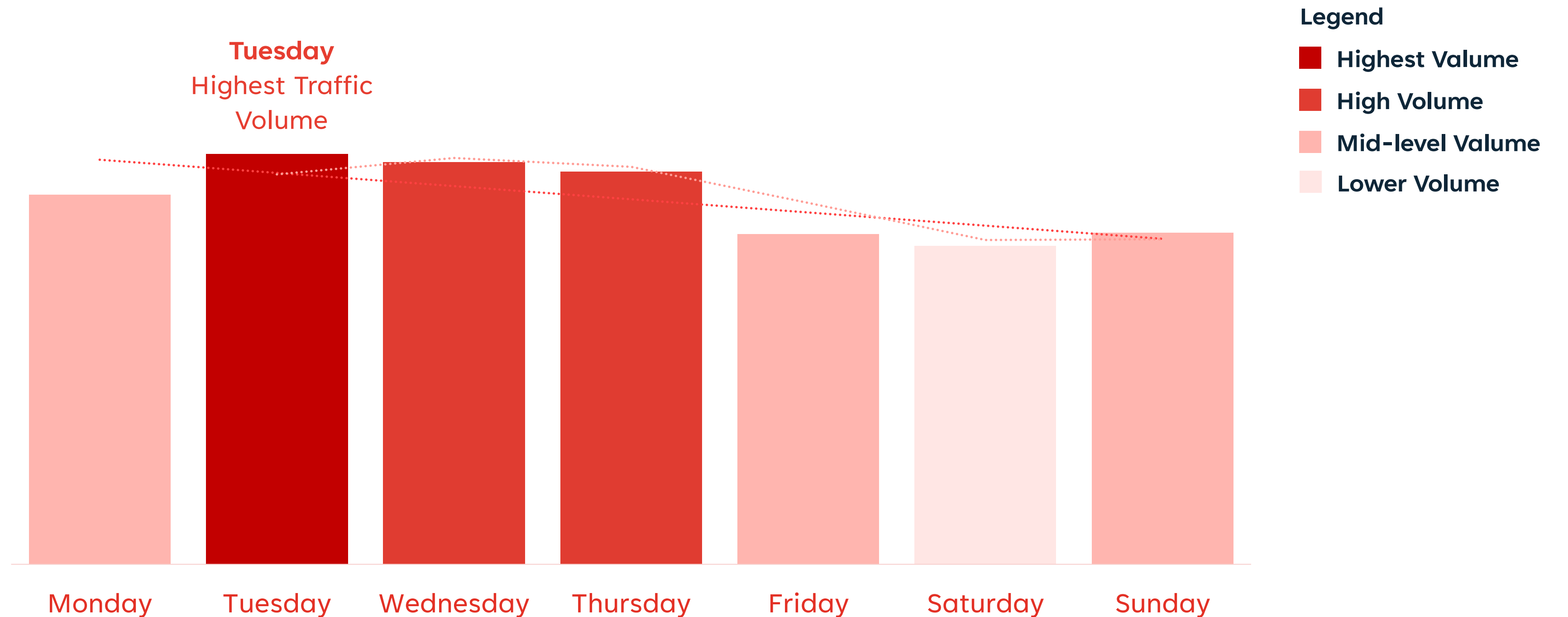
Comparison is benchmarked against 1 Apr 2022– 30 Jun 2022 Market Demand Report.

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

Popular Day & Time for Property Search

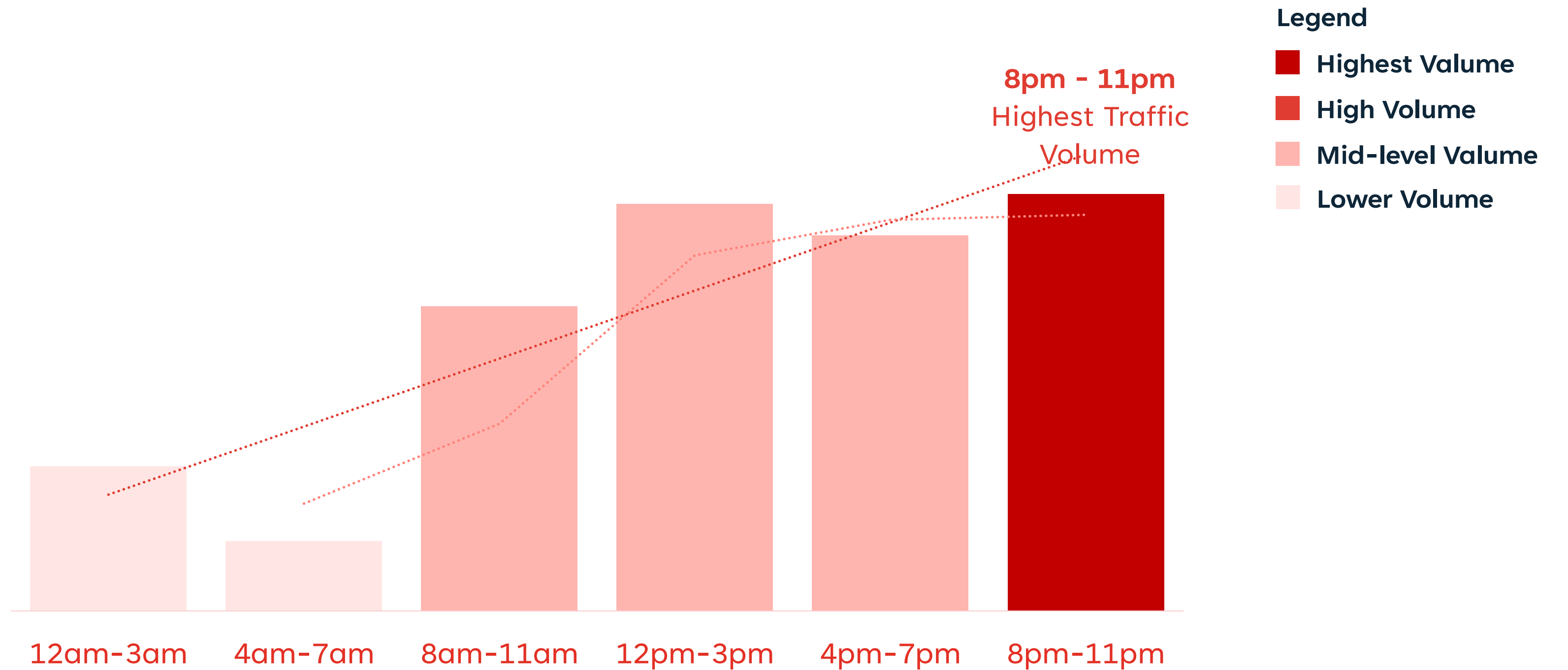


Most of the Property Seekers Conduct their Searches on Tuesday



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

We'll see you home