

# Market Demand Report Q1 2023

Singapore | 1 Jan - 31 Mar 2023



**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 New Launch Projects
4. Top 5 HDB Estates (for Sale and Rent)
5. Top 50 Keyword Searches
6. Popular Day & Time for Property Search



# Top 10 Condo Projects



# Top 10 Condo Projects: For Sale

	Ranking	Project Name	District	Popularity Index
↑58	1	Sol Acres	D23	62,535
↑1	2	Reflections at Keppel Bay	D04	43,945
↑1	3	d'Leedon (Former Farrer Court)	D10	43,788
↓3	4	The Brownstone	D27	43,427
↑5	5	Treasure at Tampines	D18	40,819
↓4	6	Parc Esta	D14	39,279
- 0	7	Riverfront Residences	D19	37,567
↑3	8	JadeScape	D20	37,086
↑28	9	The Tre Ver	D13	32,928
↓4	10	Kingsford Waterbay	D19	32,214

**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 Jan 2023– 31 Mar 2023

# Top 10 Condo Projects: For Rent

	Ranking	Project Name	District	Popularity Index
↑4	1	JadeScape	D20	49,199
- 0	2	The Sail @ Marina Bay	D01	42,248
↑1	3	Sophia Hills	D09	39,383
↑242	4	The Tre Ver	D13	35,765
↑12	5	Reflections at Keppel Bay	D04	35,075
↑2	6	Gem Residences	D12	32,387
↓6	7	Parc Esta	D14	31,113
↓5	8	City Square Residences	D08	30,290
↓2	9	d'Leedon (Former Farrer Court)	D10	27,749
↓4	10	Sims Urban Oasis	D14	27,704

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 Jan 2023– 31 Mar 2023

# Top 5 Condo Districts



# Top 5 Condo Districts: for Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	2,816,412
↑3	2	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	1,453,724
↑3	3	D18	Pasir Ris / Tampines	1,089,422
↑6	4	D27	Sembawang / Yishun	1,087,818
↓3	5	D15	East Coast / Marine Parade	962,683

**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 Jan 2023– 31 Mar 2023

# Top 5 Condo Districts: for Rent

	Ranking	District Code	District Name	Popularity Index
↑2	1	D19	Hougang / Punggol / Sengkang	1,209,660
↑3	2	D10	Tanglin / Holland / Bukit Timah	810,921
↓1	3	D14	Eunos / Geylang / Paya Lebar	791,516
↓3	4	D09	Orchard / River Valley	771,597
↓1	5	D15	East Coast / Marine Parade	753,994

**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 Jan 2023– 31 Mar 2023



# Top 5 HDB Estates

# Top 5 HDB Estates: for Sale

	Ranking	HDB Estate Name	District Code	Popularity Index
↑1	1	Punggol	D19	588,270
↓1	2	Woodlands	D25	565,905
↑1	3	Sengkang	D19	558,836
↑1	4	Tampines	D18	465,813
↓2	5	Yishun	D27	436,727

**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 Jan 2023– 31 Mar 2023

# Top 5 HDB Estates: for Rent

	Ranking	HDB Estate Name	District Code	Popularity Index
↑1	1	Tampines	D18	255,888
↑3	2	Bukit Merah	D03	233,770
↓2	3	Jurong West	D22	230,144
↑2	4	Bedok	D16	223,897
↓1	5	Woodlands	D25	217,493

**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 Jan 2023– 31 Mar 2023

# Top 50 Keyword Searches on PropertyGuru.com.sg

# Top 50 Keyword Searches on PropertyGuru.com.sg

- 0	D15 EAST COAST / MARINE PARADE	↑3	SENGKANG	↑1	D20 ANG MO KIO / BISHAN / THOMSON	↓1	TOA PAYOH	↑4	D12 BALESTIER / TOA PAYOH
- 0	TAMPINES	↓1	PASIR RIS		D14 EUNOS / GEYLANG / PAYA LEBAR	↓1	D11 NEWTON / NOVENA	↓5	BALCONY
- 0	D19 HOUGANG / PUNGGOL / SENGKANG	- 0	HOUGANG	↑2	BISHAN	- 0	D25 ADMIRALTY / WOODLANDS	↑8	SEMBAWANG
- 0	PUNGGOL	- 0	ANG MO KIO	↓3	JURONG	↑4	DUAL KEY		
- 0	YISHUN	- 0	D18 PASIR RIS / TAMPINES	↓2	D16 BEDOK / UPPER EAST COAST	↓3	D15 EAST COAST / MARINE PARADE, D16	↓4	PENTHOUSE
- 0	D10 TANGLIN / HOLLAND / BUKIT TIMAH	- 0	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA	↓7	D22 BOON LAY / JURONG / TUAS	↓2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN	↑4	GEYLANG
↑2	BEDOK	↑7	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	↓1	BUKIT PANJANG	↓1	D21 CLEMENTI PARK	- 0	SENTOSA
- 0	WOODLANDS	↓1	D05 BUONA VISTA / WEST COAST	↓1	D27 SEMBAWANG / YISHUN	↑5	D14 EUNOS / GEYLANG / PAYA LEBAR	↑1	D03 ALEXANDRA / COMMONWEALTH
↓2	D09 ORCHARD / RIVER VALLEY	↑1	CLEMENTI	↑6	SERANGOON	↑268	D01 BOAT QUAY / RAFFLES PLACE	↓6	SINGAPORE
- 0	BUKIT BATOK			↓2	CHOA CHU KANG	↑1	JURONG EAST	↓2	CORNER
								↑2	D04 HARBOURFRONT / TELOK BLANGAH

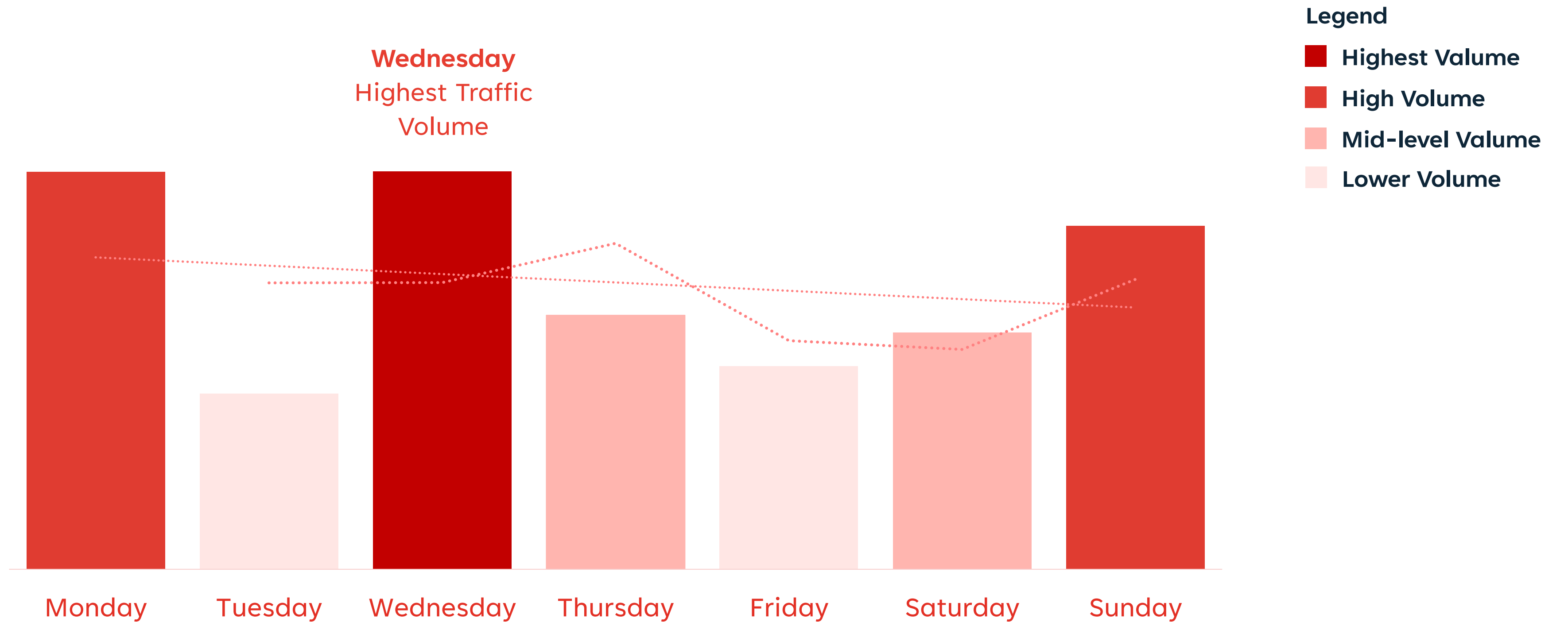
Ranking ■ Increased ■ Decreased ■ New ■ Retained

Comparison is benchmarked against 1 Oct 2022– 31 Dec 2022 Market Demand Report.

Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jan 2023– 31 Mar 2023

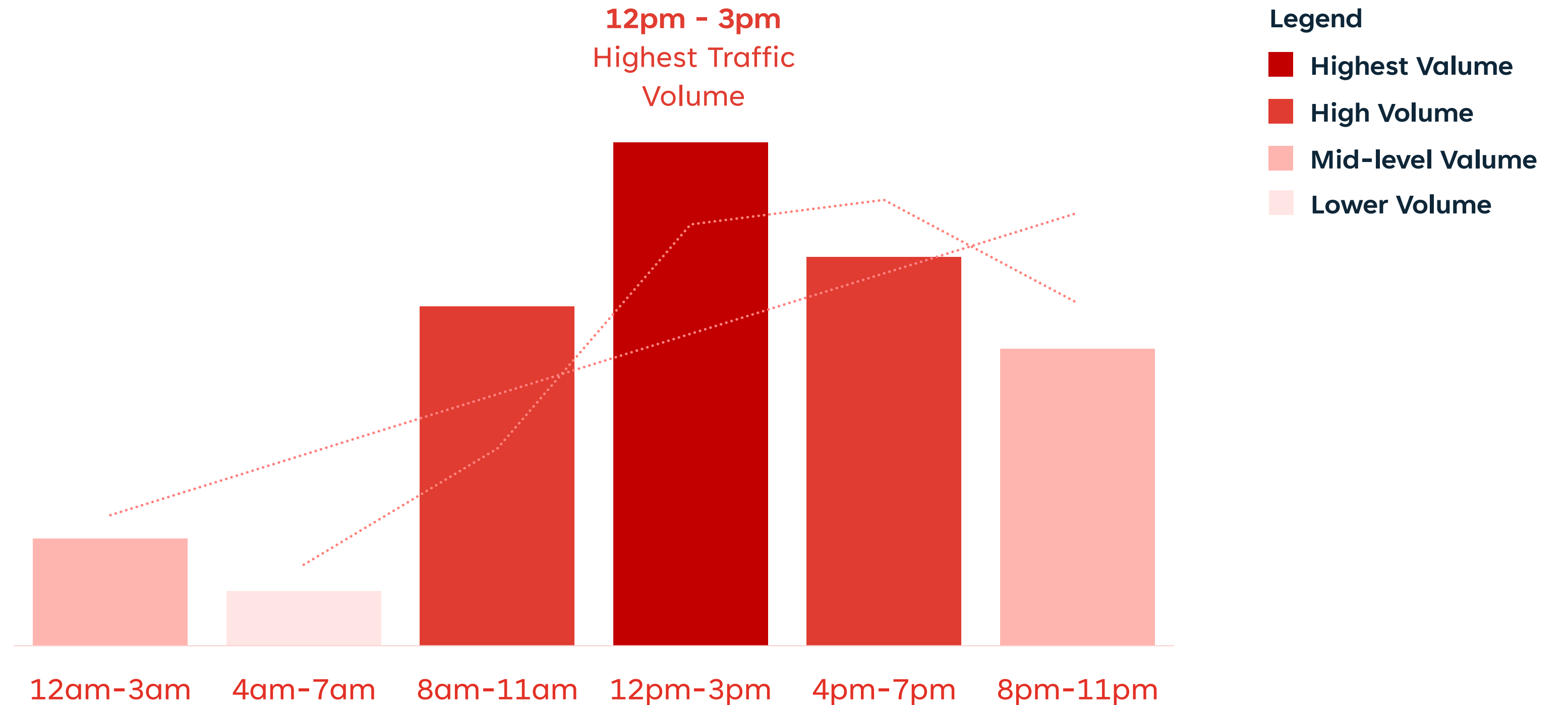
# Popular Day & Time for Property Search

# Most of the Property Seekers Conduct their Searches on Wednesday



Volume of views to residential and commercial listings  
Data source: PropertyGuru internal data, as of 1 Jan 2023– 31 Mar 2023

# 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 Jan 2023– 31 Mar 2023





# 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