

# Market Demand Report Q2 2023

Singapore | 1 Apr 2023 – 30 Jun 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 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
- 0	1	Sol Acres	D23	78,742
↑5	2	Riverfront Residences	D19	48,098
↑2	3	Treasure at Tampines	D18	47,813
↓2	4	Reflections at Keppel Bay	D04	38,315
↑5	5	Kingsford Waterbay	D19	37,599
↓3	6	d'Leedon (Former Farrer Court)	D10	33,721
↑8	7	The Florence Residences	D19	33,134
↑11	8	The Criterion	D27	31,693
↑61	9	Parc Life	D27	30,918
↓4	10	Parc Esta	D14	30,401

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 Apr 2023– 30 Jun 2023

# Top 10 Condo Projects: For Rent

	Ranking	Project Name	District	Popularity Index
↑589	1	Kent Ridge Hill Residences	D05	44,214
- 0	2	The Sail @ Marina Bay	D01	43,322
↑6	3	d'Leedon (Former Farrer Court)	D10	33,241
↑1	4	Reflections at Keppel Bay	D04	31,368
↑18	5	Parc Oasis	D22	31,100
↑7	6	Fourth Avenue Residences	D10	28,799
↓1	7	Gem Residences	D12	27,910
↑42	8	The Centris	D22	27,183
↑28	9	J Gateway	D22	26,085
↓2	10	City Square Residences	D08	25,837

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 Apr 2023– 30 Jun 2023

# Top 5 Condo Districts



# Top 5 Condo Districts: for Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	974,184
↑3	2	D15	East Coast / Marine Parade	680,208
↑3	3	D10	Tanglin / Holland / Bukit Timah	561,071
↓2	4	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	461,224
↑10	5	D09	Orchard / River Valley	452,979

**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 Apr 2023– 30 Jun 2023

# Top 5 Condo Districts: for Rent

	Ranking	District Code	District Name	Popularity Index
↑3	1	D09	Orchard / River Valley	694,380
- 0	2	D10	Tanglin / Holland / Bukit Timah	662,901
↑2	3	D15	East Coast / Marine Parade	569,549
↓3	4	D19	Hougang / Punggol / Sengkang	464,284
↑8	5	D05	Buona Vista / West Coast / Clementi New Town	445,065

**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 Apr 2023– 30 Jun 2023



# Top 5 HDB Estates

# Top 5 HDB Estates: for Sale

	Ranking	HDB Estate Name	District Code	Popularity Index
↑1	1	Woodlands	D25	530,422
↑1	2	Sengkang	D19	522,371
↓2	3	Punggol	D19	494,370
- 0	4	Tampines	D18	439,362
↑1	5	Jurong West	D22	400,181

**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 Apr 2023– 30 Jun 2023*

# Top 5 HDB Estates: for Rent

	Ranking	HDB Estate Name	District Code	Popularity Index
↑2	1	Jurong West	D22	268,041
↑4	2	Queenstown	D03	238,689
↓1	3	Bukit Merah	D03	233,319
↓3	4	Tampines	D18	218,115
↑8	5	Clementi	D05	206,279

**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 Apr 2023– 30 Jun 2023*

# Top 50 Keyword Searches on PropertyGuru.com.sg



# Top 50 Keyword Searches on PropertyGuru.com.sg

- 0	D15 EAST COAST / MARINE PARADE	- 0	SENGKANG	↑4	D16 BEDOK / UPPER EAST COAST	- 0	TOA PAYOH		D14 EUNOS / GEYLANG / PAYA
- 0	TAMPINES	↓2	BUKIT BATOK	↓1	D20 ANG MO KIO / BISHAN / THOMSON	- 0	D11 NEWTON / NOVENA	↓3	LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK
- 0	D19 HOUGANG / PUNGGOL / SENGKANG	- 0	HOUGANG	↓5	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	↑1	DUAL KEY	↑1	SEMBAWANG
- 0	PUNGGOL	- 0	JURONG WEST	↓2	D14 EUNOS / GEYLANG / PAYA LEBAR	↓1	D25 ADMIRALTY / WOODLANDS	↑10	EW17 TIONG BAHRU MRT STATION
- 0	YISHUN	- 0	ANG MO KIO	↑2	BUKIT PANJANG	↑2	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↑18	EW23 CLEMENTI MRT STATION
- 0	D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑2	D18 PASIR RIS / TAMPINES	↓3	CHOA CHU KANG	↓1	D15 EAST COAST / MARINE PARADE, D16	↓1	PENTHOUSE
↑1	WOODLANDS	↑2	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↑4	JURONG	↓1	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN	↑14	SOL ACRES
↑1	D09 ORCHARD / RIVER VALLEY	↑2	CLEMENTI	↓3	D27 SEMBAWANG / YISHUN	↑2	JURONG EAST	↑135	NUS
↓2	BEDOK	↓2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN	- 0	BISHAN	↑2	D12 BALESTIER / TOA PAYOH	↑9	NE17 PUNGGOL MRT STATION
↑2	PASIR RIS	↑6	D22 BOON LAY / JURONG / TUAS	↓6	SERANGOON	↑2	BALCONY	↓4	GEYLANG
				↓1				↓4	SENTOSA

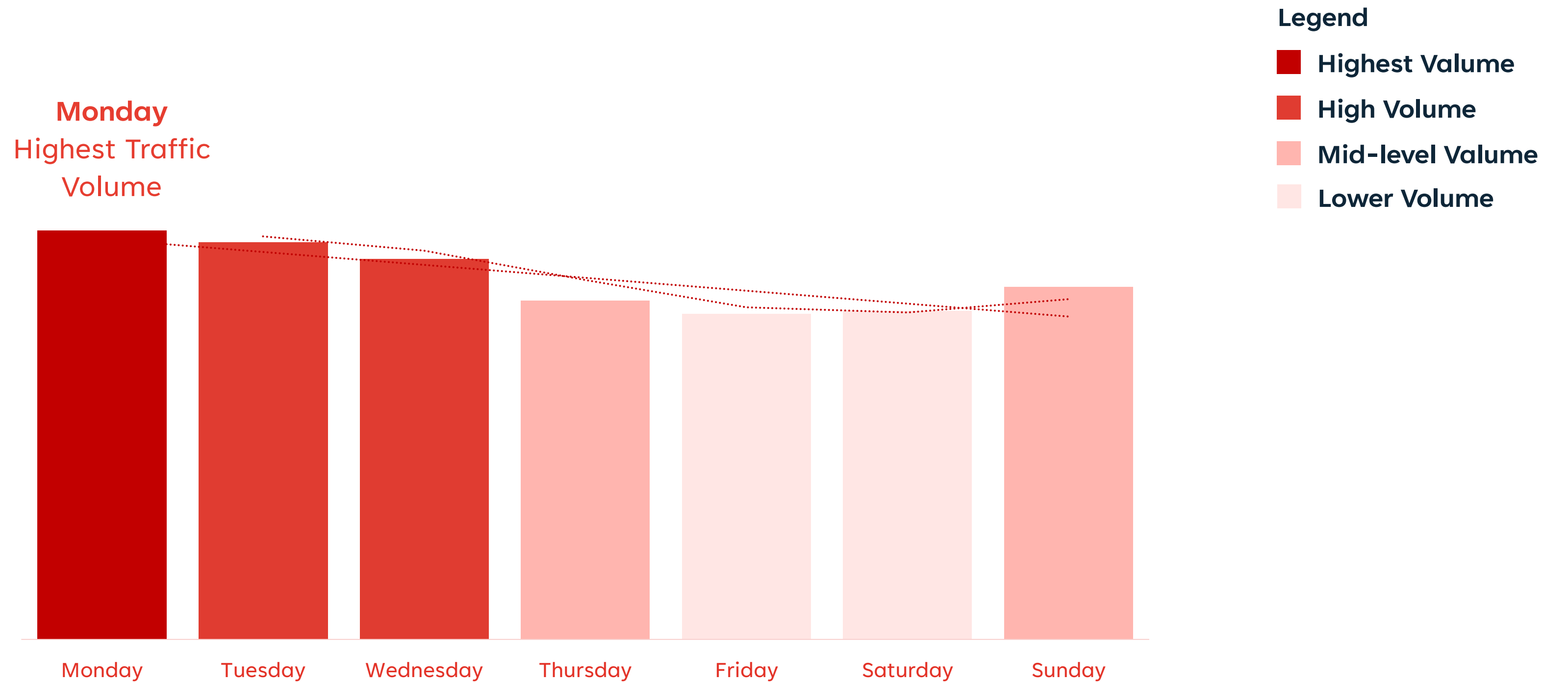
Ranking ■ Increased ■ Decreased ■ New ■ Retained

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 Apr 2023– 30 Jun 2023

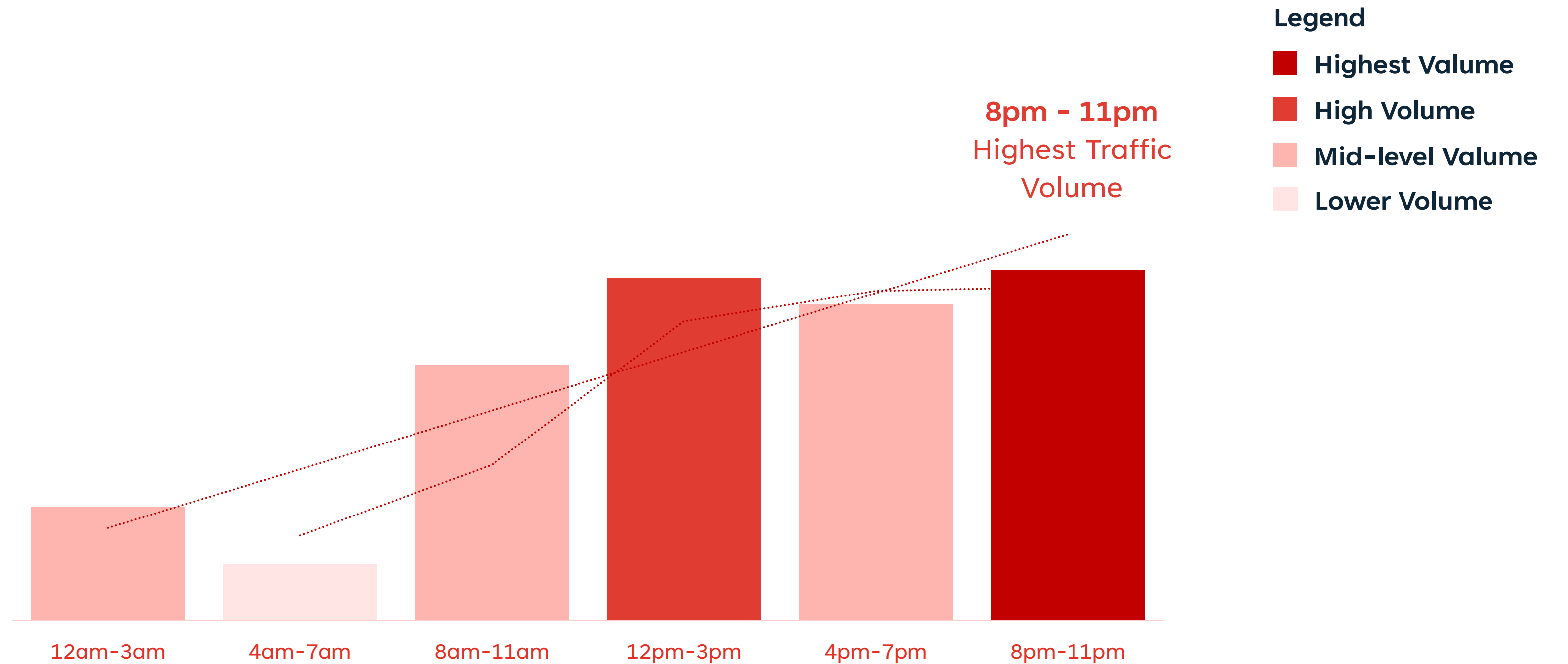
# Popular Day & Time for Property Search

# 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 2023– 30 Jun 2023

# 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 Apr 2023– 30 Jun 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