

# Market Demand Report Q3 2023

1 July 2023 - 30 September 2023



# 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	Treasure at Tampines	D18	66,038
↑14	2	Affinity At Serangoon	D19	60,709
↓2	3	Sol Acres	D23	56,976
↓2	4	Riverfront Residences	D19	55,591
↑67	5	The Visionaire	D27	53,686
↑1	6	The Florence Residences	D19	51,890
↓2	7	Kingsford Waterbay	D19	35,498
- 0	8	The Criterion	D27	33,608
↓5	9	Reflections at Keppel Bay	D04	32,209
- 0	10	Parc Esta	D14	29,568

**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 2023– 30 Sep 2023

# Top 10 Condo Projects: For Rent

	Ranking	Project Name	District	Popularity Index
↑143	1	Riverfront Residences	D19	57,186
↑1529	2	Affinity At Serangoon	D19	46,190
↓1	3	The Sail @ Marina Bay	D01	45,368
↑18	4	Avenue South Residence	D03	43,836
↑1252	5	Normanton Park	D05	40,746
↑5	6	The Woodleigh Residences	D13	30,828
↓3	7	Reflections at Keppel Bay	D04	26,934
↓3	8	Parc Oasis	D22	25,583
↓8	9	Kent Ridge Hill Residences	D05	25,402
↑7	10	Sophia Hills	D09	24,430

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 2023– 30 Sep 2023

# Top 5 Condo Districts



# Top 5 Condo Districts: for Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	980,930
- 0	2	D15	East Coast / Marine Parade	608,620
- 0	3	D10	Tanglin / Holland / Bukit Timah	500,968
- 0	4	D23	Dairy Farm / Bukit Panjang / Choa Chu Kang	398,417
- 0	5	D09	Orchard / River Valley	398,343

**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 2023– 30 Sep 2023

# Top 5 Condo Districts: for Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	668,283
- 0	2	D10	Tanglin / Holland / Bukit Timah	584,791
↑1	3	D19	Hougang / Punggol / Sengkang	514,864
↓1	4	D15	East Coast / Marine Parade	510,247
↑1	5	D14	Eunos / Geylang / Paya Lebar	407,956

**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 2023– 30 Sep 2023



# Top 5 HDB Estates

# Top 5 HDB Estates: for Sale

	Ranking	HDB Estate Name	District Code	Popularity Index
- 0	1	Woodlands	D25	467,259
- 0	2	Sengkang	D19	425,821
- 0	3	Punggol	D19	410,802
↑3	4	Hougang	D19	389,963
↓1	5	Tampines	D18	388,184

**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 2023– 30 Sep 2023

# Top 5 HDB Estates: for Rent

	Ranking	HDB Estate Name	District Code	Popularity Index
↑3	1	Tampines	D18	203,913
↓1	2	Jurong West	D22	195,307
- 0	3	Bukit Merah	D03	191,071
↑3	4	Bedok	D16	184,548
↓3	5	Queenstown	D03	178,519

**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 2023– 30 Sep 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	↓3	CLEMENTI	- 0	TOA PAYOH	↑63	TREASURE AT TAMPINES
- 0	TAMPINES	↓2	PASIR RIS	↓5	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN	↓5	JURONG	↓1	D14 EUNOS / GEYLANG
- 0	D19 HOUGANG / PUNGGOL / SENGKANG	↓1	BUKIT BATOK	↓5	D22 BOON LAY / JURONG / TUAS	↑1	D25 ADMIRALTY / WOODLANDS	- 0	EW17 TIONG BAHRU MRT STATION
↑1	YISHUN	↑1	ANG MO KIO	↓3	CHOA CHU KANG	↑2	D15 EAST COAST / MARINE PARADE, D16 BEDOK	↓6	JURONG EAST
↓1	PUNGGOL	↓1	JURONG WEST	↑2	D27 SEMBAWANG / YISHUN	↑0	D21 CLEMENTI PARK / UPPER BUKIT TIMAH	↑455	D01 BOAT QUAY / RAFFLES PLACE / MARINA
- 0	D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA	↓1	BUKIT PANJANG	↑298	NORMANTON PARK	↑99	AFFINITY AT SERANGOON
- 0	WOODLANDS	↑4	D20 ANG MO KIO / BISHAN / THOMSON	↑2	BISHAN	- 0	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH	↑6	D03 ALEXANDRA / COMMONWEALTH
- 0	D09 ORCHARD / RIVER VALLEY	↑2	D16 BEDOK / UPPER EAST COAST	↑4	D11 NEWTON / NOVENA	↑1	D12 BALESTIER / TOA PAYOH	↓2	SOL ACRES
- 0	BEDOK	↑3	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG	↓5	D14 EUNOS / GEYLANG / PAYA LEBAR	↓6	DUAL KEY	↑111	THE FLORENCE RESIDENCES
↑3	HOUGANG	- 0		- 0	SERANGOON	↑2	SEMBAWANG	↑2	D28 SELETAR / YIO CHU KANG

Ranking ■ Increased ■ Decreased ■ New ■ Retained

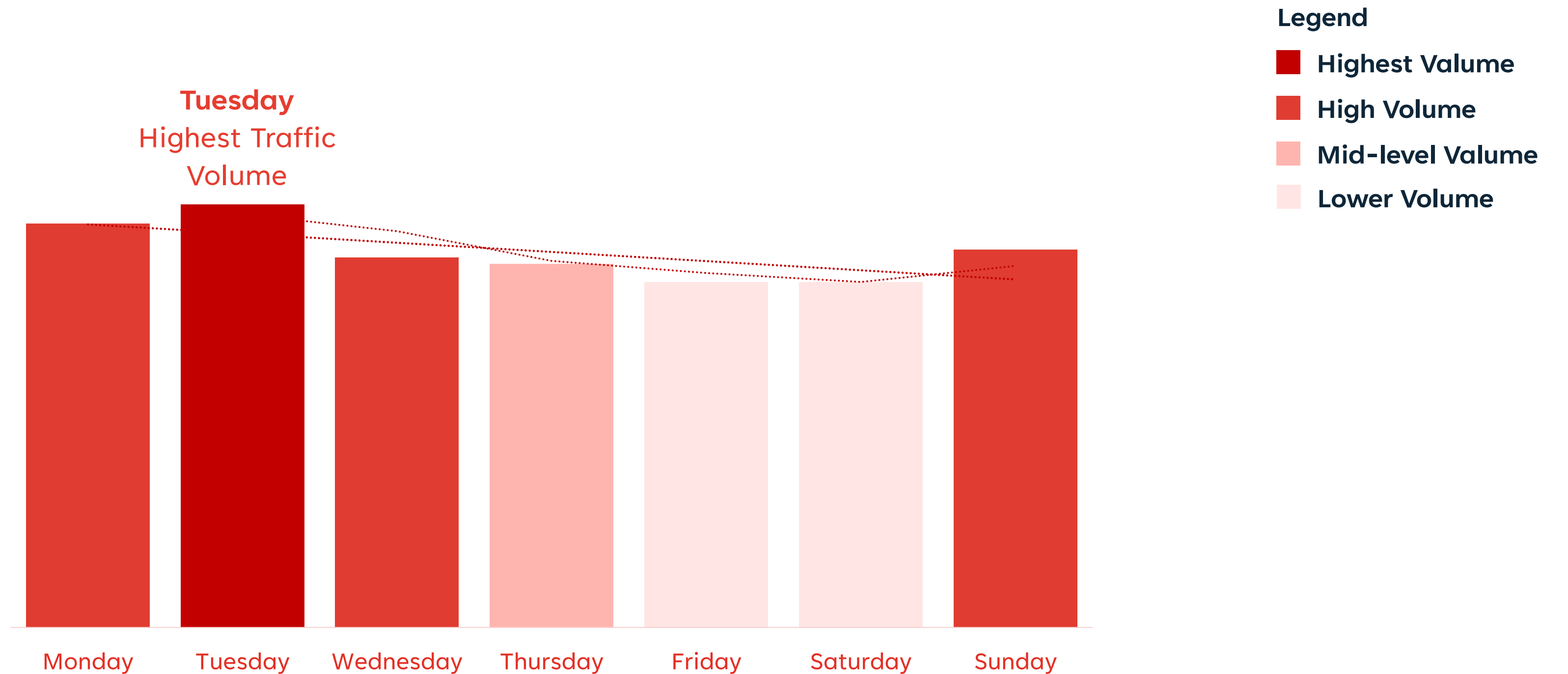
Comparison is benchmarked against 1 Oct 2022– 31 Dec 2022 Market Demand Report.

Data source: PropertyGuru internal data, comprised of web & app searches within 1 Jul 2023– 30 Sep 2023

# Popular Day & Time for Property Search

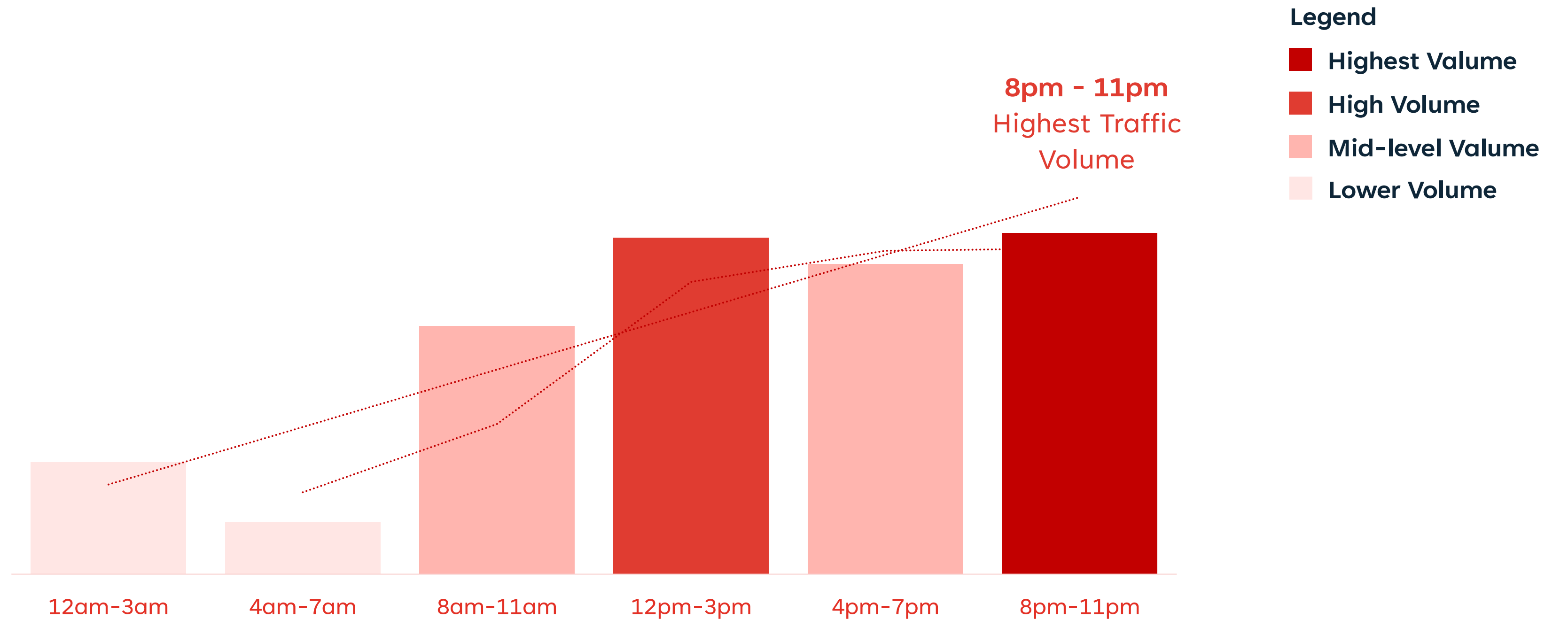


# Most of the Property Seekers Conduct their Searches on Tuesday



Volume of views to residential and commercial listings  
Data source: PropertyGuru internal data, as of 1 Jul 2023– 30 Sep 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 Jul 2023– 30 Sep 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