

Market Demand Report Q4 2023

1 Oct 2023 – 31 Dec 2023



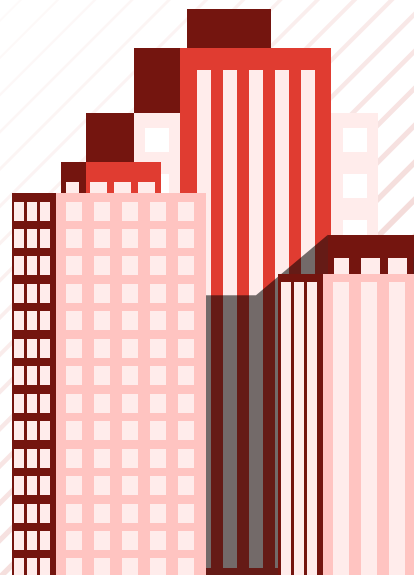
PropertyGuru

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:

- I** Top 10 Condo Projects
(for Sale and Rent)
- II** Top 5 Condo Districts
(for Sale and Rent)
- III** Top 5 HDB Estates
(for Sale and Rent)
- IV** Top 50
Keyword Searches
- V** Popular Day & Time
for Property Search





Top 10 Condo Projects

Top 10 Condo Projects: For Sale

	Ranking	Project Name	District Code	Popularity Index
- 0	1	Treasure at Tampines	D18	68,079
↑ 9	2	Parc Clematis	D05	53,518
↑ 3	3	The Florence Residences	D19	52,073
↓ 2	4	Affinity At Serangoon	D19	44,674
↓ 2	5	Sol Acres	D23	40,762
↓ 1	6	The Visionaire	D27	35,679
↓ 3	7	Riverfront Residences	D19	32,636
↑ 1	8	Reflections at Keppel Bay	D04	30,491
↑ 4	9	Treasure Crest	D19	29,445
↓ 3	10	Kingsford Waterbay	D19	28,526

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 2023– 31 Dec 2023

Top 10 Condo Projects: For Rent

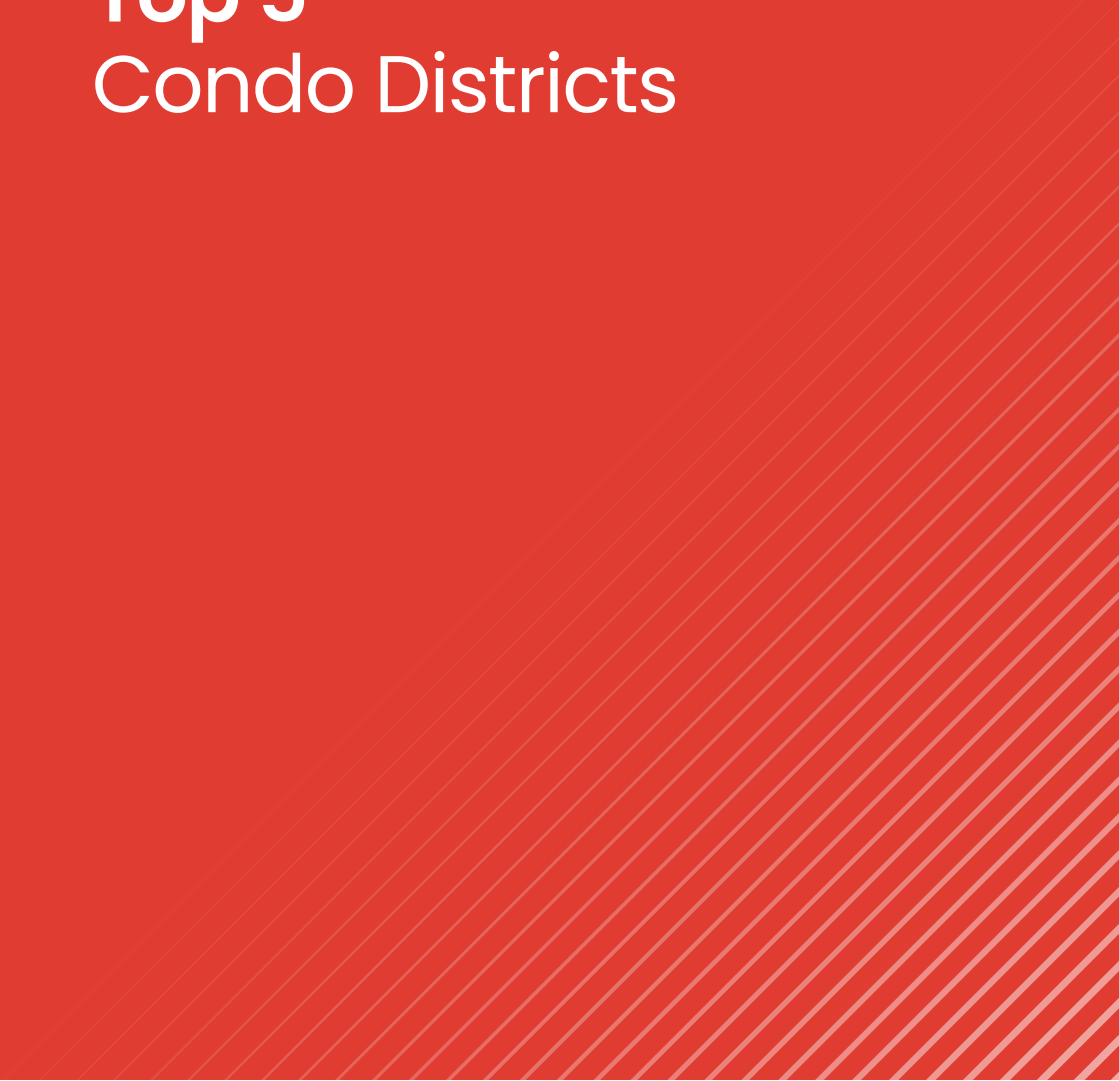
	Ranking	Project Name	District Code	Popularity Index
↑ 4	1	Normanton Park	D05	98,002
↑ 31	2	Treasure at Tampines	D18	56,635
↑ 38	3	The Florence Residences	D19	40,683
↑ 1764	4	Parc Clematis	D05	37,525
↓ 2	5	The Sail @ Marina Bay	D01	34,005
↓ 4	6	Affinity At Serangoon	D19	30,481
↑ 620	7	The M Condo	D07	29,633
↓ 7	8	Riverfront Residences	D19	28,228
↓ 5	9	Avenue South Residence	D03	27,750
↑ 1	10	d'Leedon (Former Farrer Court)	D10	21,679

Ranking ● Increased ● Decreased ● New ● Retained

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Data source: PropertyGuru internal data, 1 Oct 2023– 31 Dec 2023



Top 5 Condo Districts



Top 5 Condo Districts: For Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	815,607
- 0	2	D15	East Coast / Marine Parade	529,073
- 0	3	D10	Tanglin / Holland / Bukit Timah	443,336
↑ 1	4	D09	Orchard / River Valley	344,950
↑ 2	5	D18	Pasir Ris / Tampines	336,678

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 2023– 31 Dec 2023

Top 5 Condo Districts: For Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	545,454
- 0	2	D10	Tanglin / Holland / Bukit Timah	487,695
- 0	3	D19	Hougang / Punggol / Sengkang	465,422
- 0	4	D15	East Coast / Marine Parade	439,756
↑ 1	5	D05	Buona Vista / West Coast / Clementi New Town	339,614

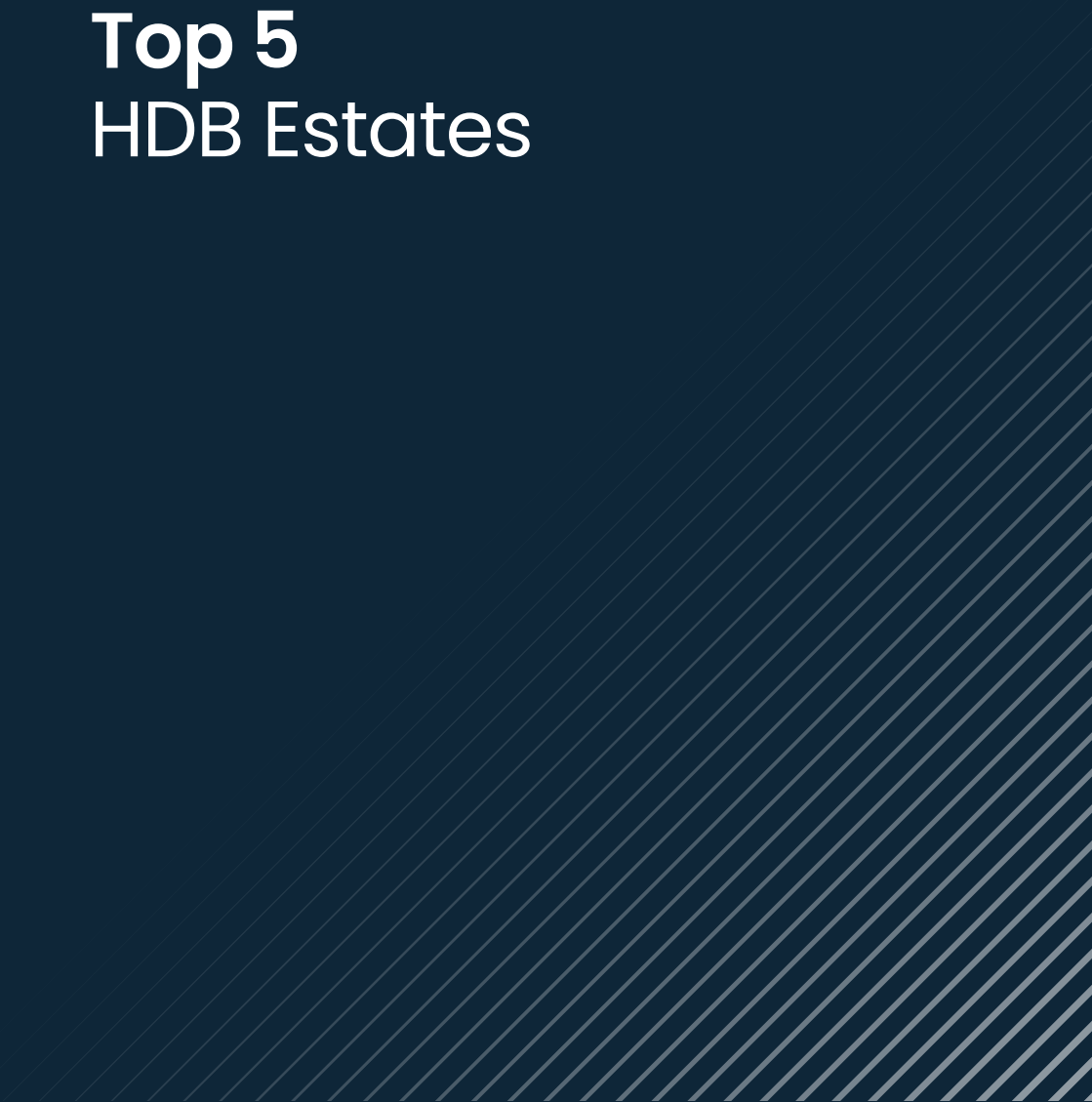
Ranking ● Increased ● Decreased ● New ● Retained

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 2023– 31 Dec 2023



Top 5 HDB Estates



Top 5 HDB Estates: for Sale

	Ranking	Project Name	District Code	Popularity Index
- 0	1	Woodlands	D25	441,916
- 0	2	Sengkang	D19	407,293
- 0	3	Punggol	D19	379,584
↑ 2	4	Jurong West	D22	365,754
↓ 1	5	Hougang	D19	364,162

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 2023– 31 Dec 2023

Top 5 HDB Estates: for Rent

	Ranking	Project Name	District Code	Popularity Index
↑ 2	1	Bukit Merah	D03	162,105
- 0	2	Jurong West	D22	160,952
↓ 2	3	Tampines	D18	156,128
- 0	4	Bedok	D16	155,475
- 0	5	Queenstown	D03	148,091

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 2023– 31 Dec 2023

IV

Top 50

Keyword Searches on
PropertyGuru.com.sg

Top 50 Keyword Searches on PropertyGuru.com.sg

- 0	D15 EAST COAST / MARINE PARADE, D16 BEDOK
- 0	TAMPINES
- 0	D19 HOUGANG / PUNGGOL / SENGKANG
- 0	YISHUN
- 0	PUNGGOL
↑ 1	WOODLANDS
↓ 1	D10 TANGLIN / HOLLAND / BUKIT TIMAH
↑ 1	BEDOK
↑ 1	HOUGANG
↓ 2	D09 ORCHARD / RIVER VALLEY

- 0	SENGKANG
- 0	PASIR RIS
- 0	BUKIT BATOK
- 0	ANG MO KIO
- 0	JURONG WEST
↓ 1	ANG MO KIO
- 0	D18 PASIR RIS / TAMPINES
↑ 1	D20 ANG MO KIO / BISHAN / THOMSON
↑ 18	NORMANTON PARK
↓ 2	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA

↓ 2	D16 BEDOK / UPPER EAST COAST
↓ 1	CLEMENTI
↓ 3	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG
↓ 1	D22 BOON LAY / JURONG / TUAS
↑ 1	BUKIT PANJANG
↑ 1	BISHAN
↑ 3	SERANGOON
↑ 83	PARC CLEMATIS
↓ 5	CHOA CHU KANG
↓ 1	D14 EUNOS / GEYLANG / PAYA LEBAR

- 0	TOA PAYOH
↓ 7	D27 SEMBAWANG / YISHUN
↑ 8	TREASURE AT TAMPINES
↓ 6	D11 NEWTON / NOVENA
↓ 2	D25 ADMIRALTY / WOODLANDS
↓ 4	JURONG
↓ 3	D15 EAST COAST / MARINE PARADE, D16 BEDOK
↓ 3	D21 CLEMENTI PARK / UPPER
- 0	DUAL KEY
↓ 3	D09 ORCHARD / RIVER VALLEY

Top 50 Keyword Searches on PropertyGuru.com.sg

↓ 1	SEMBAWANG
↑ 2	JURONG EAST
- 0	EW17 TIONG BAHRU MRT STATION
↓ 6	D12 BALESTIER / TOA PAYOH
↑ 9	EW23 CLEMENTI MRT STATION
↑ 11	NE17 PUNGGOL MRT STATION
↑ 12	SIMEI
↑ 8	PENTHOUSE
↓ 7	D14 EUNOS / GEYLANG / PAYA LEBAR, D15 EAST COAST / MARINE PARADE, D16 BEDOK
↓ 1	THE FLORENCE RESIDENCES

Ranking ● Increased ● Decreased ● New ● Retained

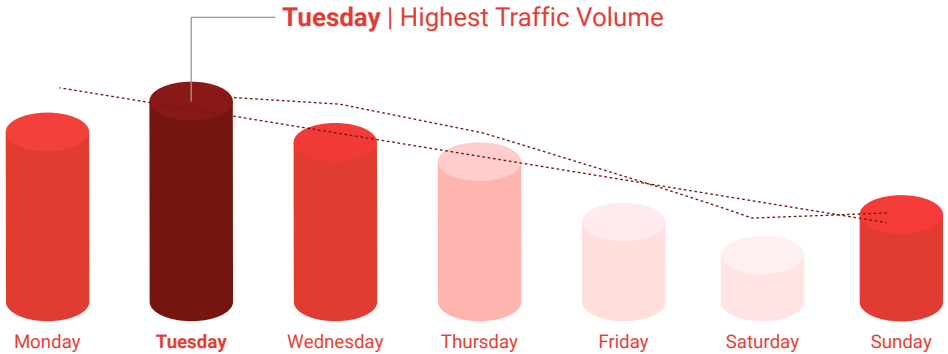
Comparison is benchmarked against 1 Oct 2022– 31 Dec 2022 Market Demand Report.

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



Popular Day & Time for Property Search

Most of the Property Seekers Conduct their Searches on Tuesday

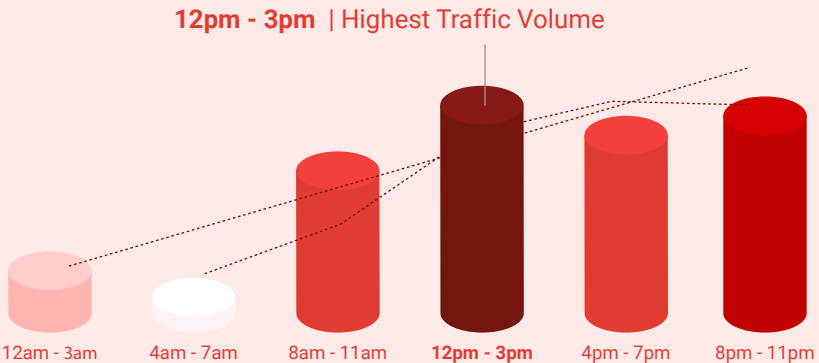


Volume of views to residential and commercial listings

Data source: PropertyGuru internal data, as of 1 Oct 2023– 31 Dec 2023

- Highest Volume
- Mid-level Volume
- High Volume
- Lower Volume

Most of the Property Seekers Conduct their Searches between 12pm - 3pm

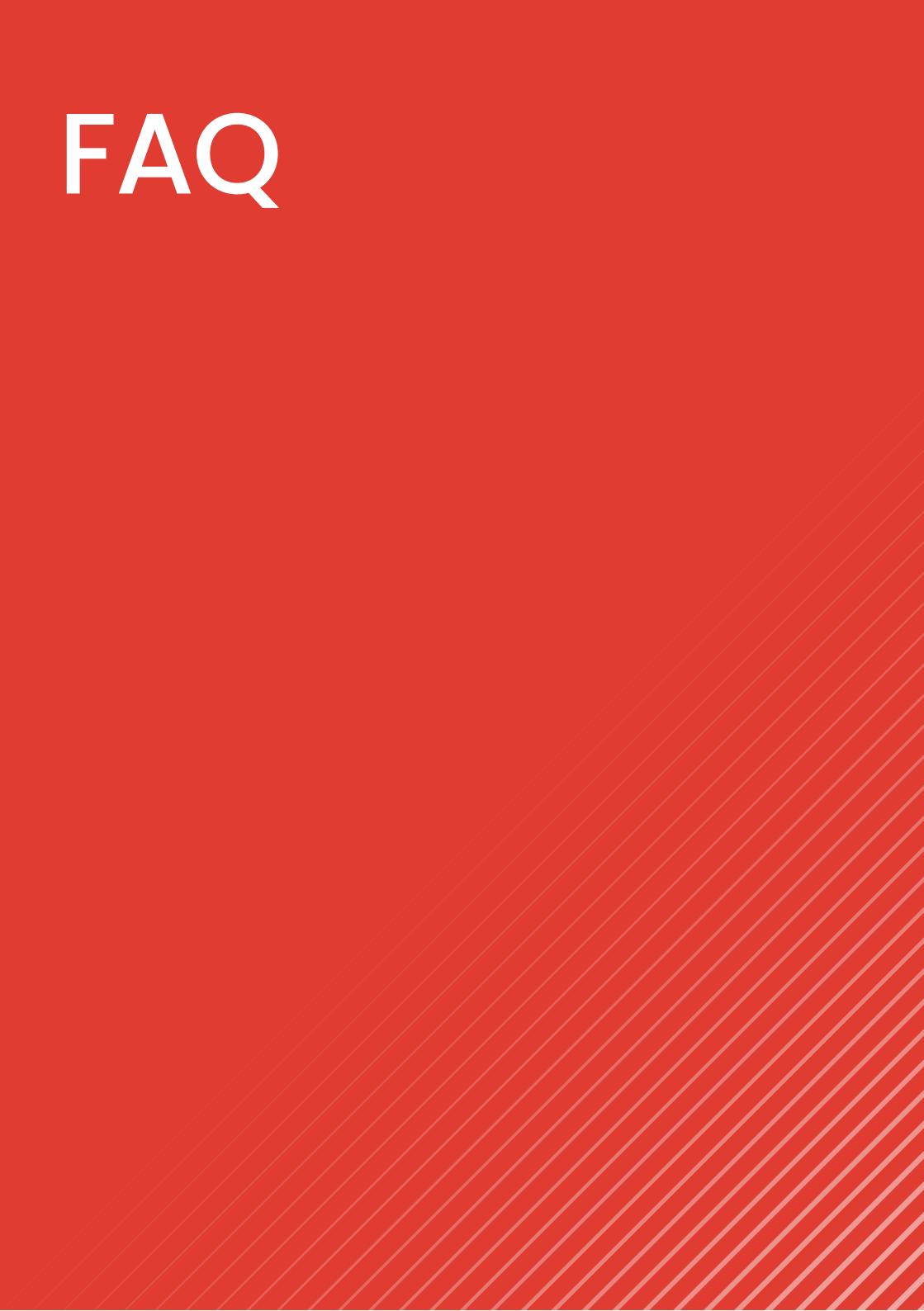


Volume of searches to residential and commercial listings

Data source: PropertyGuru internal data, as of 1 Oct 2023– 31 Dec 2023

- Highest Volume
- Mid-level Volume
- High Volume
- Lower Volume

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

D01	Marina Area	D15	East Coast - Katong
D02	City - CBD	D16	Upper East Coast - Bedok
D03	Central South	D17	Far East - Changi
D04	South - Keppel	D18	Far East - Tampines
D05	South West - Buena Vista	D19	North East - Hougang
D06	City - City Hall	D20	Central North - AMK
D07	City - Beach Road	D21	Central West - Clementi
D08	Central - Little India	D22	Far West - Jurong
D09	Central - Orchard	D23	North West - Bukit Batok
D10	Central - Tanglin	D24	Far North West - Kranji
D11	Central - Newton	D25	Far North - Woodlands
D12	Central - Toa Payoh	D26	North - Yio Chu Kang
D13	Central East - Macpherson	D27	Far North - Yishun
D14	Central - Eunos	D28	North East - Seletar



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We'll see you home