

Market Demand Report Q4 2024

1 October 2024 – 31 December 2024



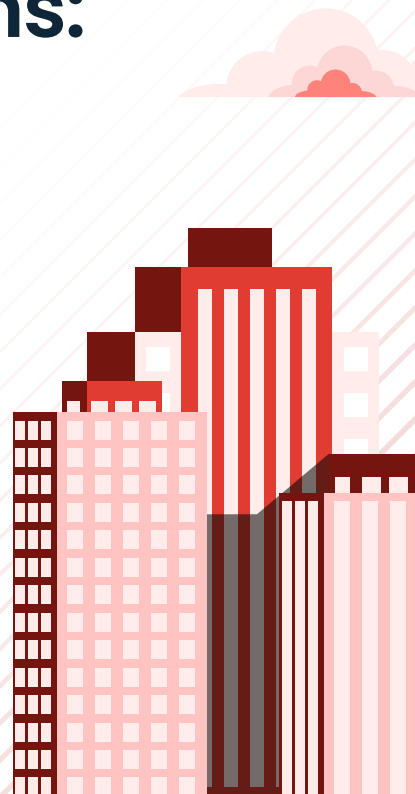
PropertyGuru

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	42,836
- 0	2	Reflections at Keppel Bay	D04	31,872
↑ 4	3	Parc Esta	D14	28,941
↑ 1	4	Affinity At Serangoon	D19	28,296
↑ 9	5	Normanton Park	D05	26,197
↓ 2	6	Parc Clematis	D05	25,509
↑ 4	7	Kingsford Waterbay	D19	25,480
↑ 9	8	The Garden Residences	D19	25,171
↓ 6	9	Clavon	D05	23,182
- 0	10	JadeScape	D20	22,592

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 2024– 31 Dec 2024

Top 10 Condo Projects: For Rent

	Ranking	Project Name	District Code	Popularity Index
↑ 68	1	One Pearl Bank	D03	27,875
↓ 1	2	The Sail @ Marina Bay	D01	24,844
↑ 42	3	The Reef at King's Dock	D04	22,046
↑ 3	4	d'Leedon (Former Farrer	D10	19,561
- 0	5	Parc Oasis	D22	19,524
↑ 111	6	Forett at Bukit Timah	D21	19,520
↓ 5	7	Normanton Park	D05	19,190
↑ 4	8	Reflections at Keppel Bay	D04	19,157
↓ 1	9	Marina One Residences	D01	17,670
- 0	10	Treasure at Tampines	D18	17,402

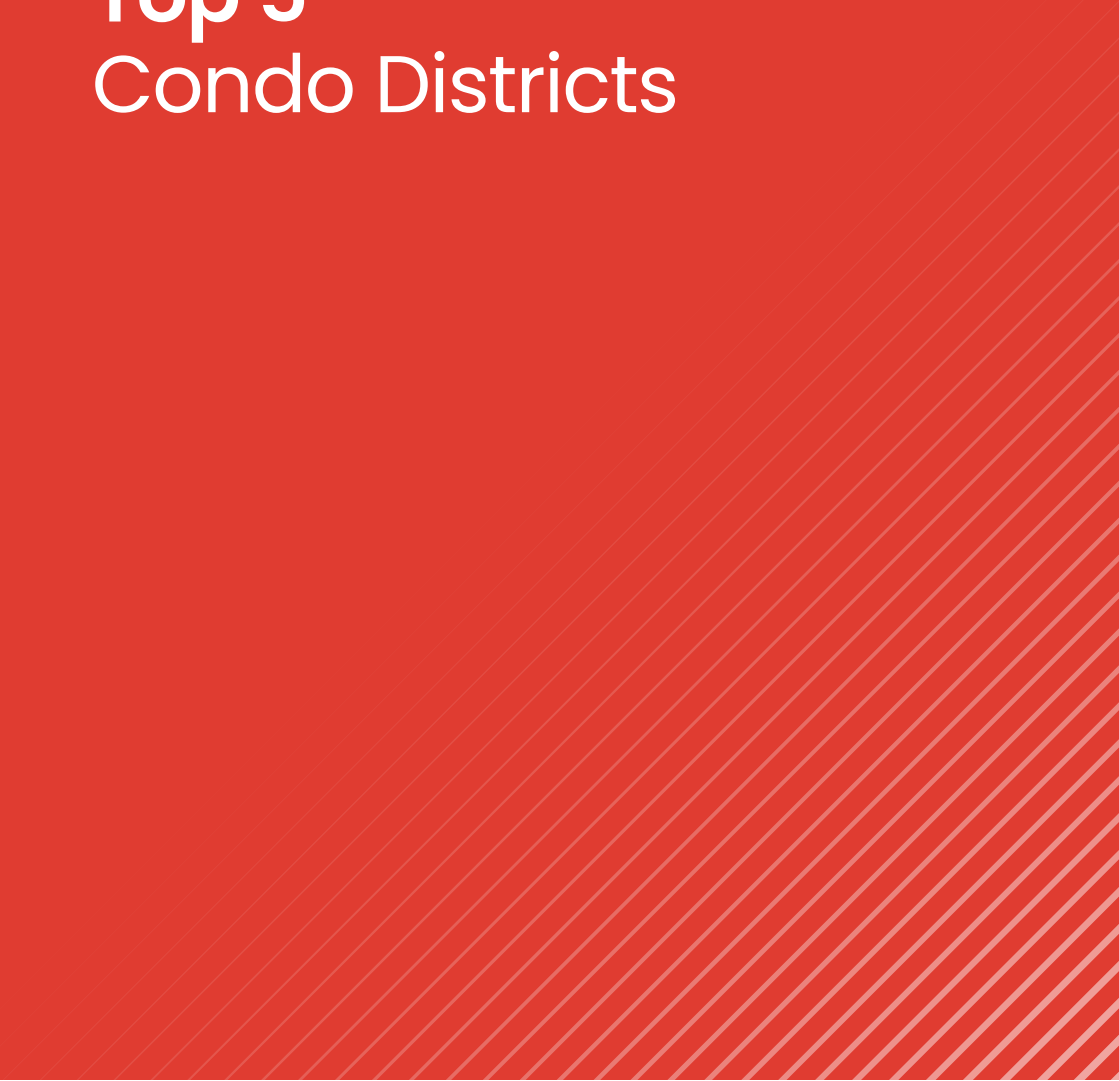
Ranking ● Increased ● Decreased ● New ● Retained

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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 2024– 31 Dec 2024



Top 5 Condo Districts



Top 5 Condo Districts: For Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	719,384
- 0	2	D15	East Coast / Marine Parade	549,259
- 0	3	D10	Tanglin / Holland / Bukit Timah	386,740
↑ 4	4	D09	Orchard / River Valley	338,392
↑ 2	5	D14	Eunos / Geylang / Paya Lebar	316,057

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 2024– 31 Dec 2024

Top 5 Condo Districts: For Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	475,925
- 0	2	D10	Tanglin / Holland / Bukit Timah	417,038
- 0	3	D15	East Coast / Marine Parade	357,023
- 0	4	D19	Hougang / Punggol / Sengkang	317,362
- 0	5	D14	Eunos / Geylang / Paya Lebar	287,132

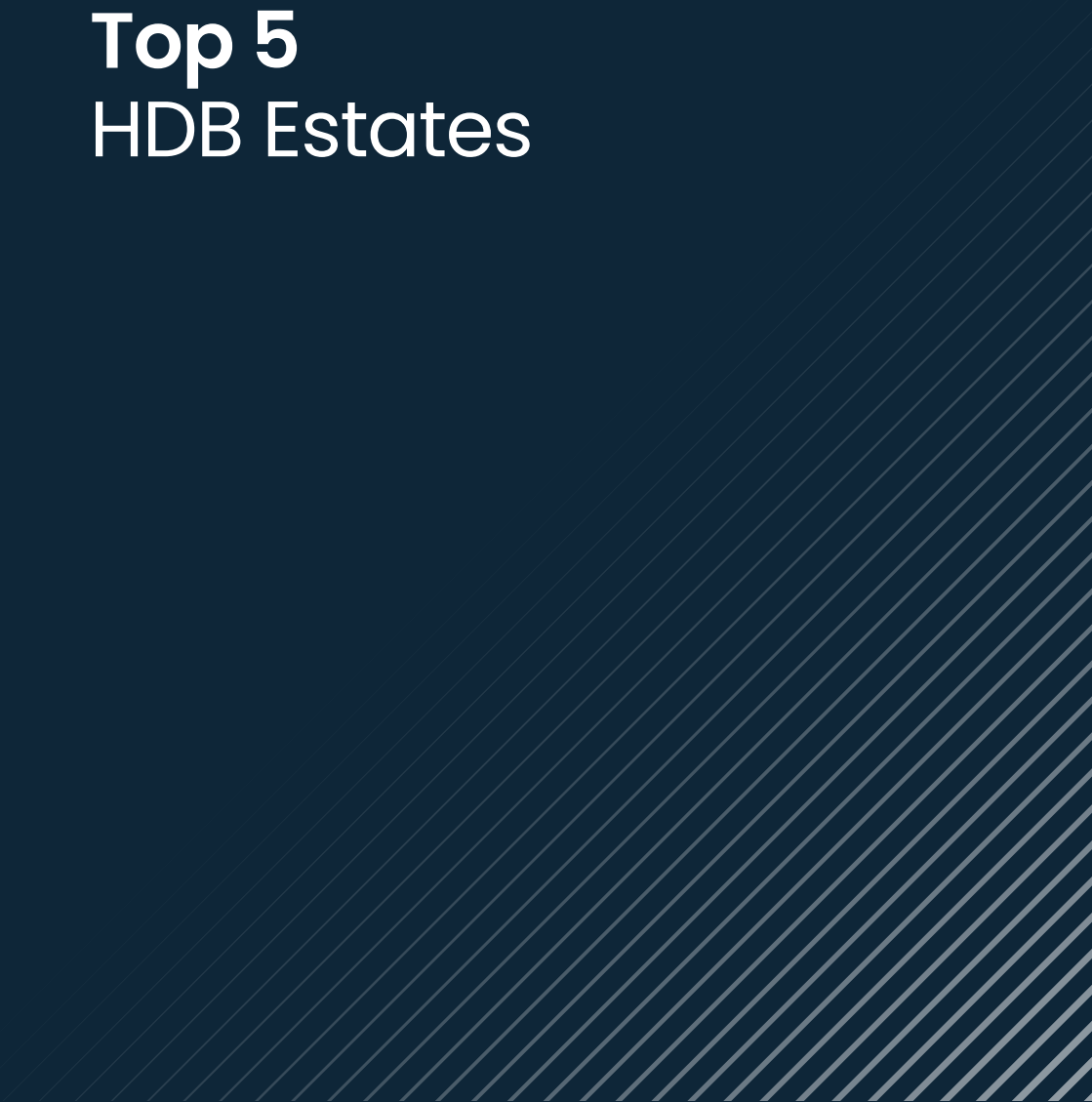
Ranking ● Increased ● Decreased ● New ● Retained

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 2024– 31 Dec 2024



Top 5 HDB Estates



Top 5 HDB Estates: for Sale

	Ranking	Project Name	District Code	Popularity Index
↑ 3	1	Tampines	D18	315,228
↑ 1	2	Woodlands	D25	208,181
↓ 2	3	Sengkang	D19	268,181
↑ 1	4	Jurong West	D22	245,894
↓ 3	5	Punggol	D19	234,356

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 2024 – 31 Dec 2024

Top 5 HDB Estates: for Rent

	Ranking	Project Name	District Code	Popularity Index
↑ 3	1	Tampines	D18	134,907
↓ 1	2	Bukit Merah	D03	122,918
↑ 3	3	Sengkang	D19	119,806
↑ 1	4	Bedok	D16	119,070
↓ 2	5	Jurong West	D22	117,678

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 HDB Estates for Sale among property seekers.

Data source: PropertyGuru internal data, 1 Oct 2024– 31 Dec 2024

IV

Top 50

Keyword Searches on
PropertyGuru.com.sg

Top 50 Keyword Searches on PropertyGuru.com.sg

- 0	D15 EAST COAST / MARINE PARADE
- 0	TAMPINES
- 0	D19 HOUGANG / PUNGGOL / SENGKANG
- 0	YISHUN
- 0	PUNGGOL
- 0	WOODLANDS
- 0	D09 ORCHARD / RIVER VALLEY
- 0	D10 TANGLIN / HOLLAND / BUKIT TIMAH
↑ 3	BEDOK
↓ 1	BUKIT BATOK

↓ 1	SENGKANG
↑ 2	D18 PASIR RIS / TAMPINES
↓ 2	PASIR RIS
↓ 1	HOUGANG
- 0	JURONG WEST
- 0	ANG MO KIO
↑ 4	CLEMENTI
↓ 1	D20 ANG MO KIO / BISHAN / THOMSON
↑ 1	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW

↓ 2	D22 BOON LAY / JURONG / TUAS
↑ 1	D16 BEDOK / UPPER EAST COAST
↑ 3	BISHAN
↓ 4	D14 EJUNOS / GEYLANG / PAYA LEBAR
↑ 2	D27 SEMBAWANG / YISHUN
↑ 5	D25 ADMIRALTY / WOODLANDS
↓ 3	BUKIT PANJANG
↑ 1	CHOA CHU KANG
↓ 1	D11 NEWTON / NOVENA
↓ 5	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG

↓ 1	TOA PAYOH
- 0	SERANGOON
↑ 2	DUAL KEY
↑ 4	PARC ESTA
↑ 1	JURONG EAST
↑ 21	SIMEI
↑ 10	TREASURE AT TAMPINES
↑ 17	NORMANTON PARK
↑ 3	SEMBAWANG
↓ 3	D12 BALESTIER / TOA PAYOH

Top 50 Keyword Searches on PropertyGuru.com.sg

↑ 8	JURONG
↓ 8	D21 CLEMENTI PARK / UPPER BUKIT TIMAH
↑ 7	EW17 TIONG BAHRU MRT STATION
- 0	D13 MACPHERSON / POTONG PASIR
↓ 12	D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA
↑ 24	ONE PEARL BANK
↑ 28	KOVAN
↑ 16	CONDO
↓ 8	CLAVON
↓ 2	D28 SELETAR / YIO CHU KANG
- 0	RIVER VALLEY

Ranking ● Increased ● Decreased ● New ● Retained

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

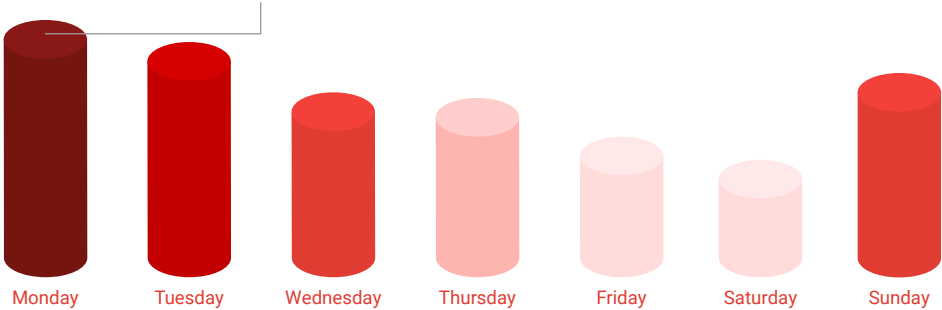
Data source: PropertyGuru internal data, comprised of web & app searches within 1 Oct 2024– 31 Dec 2024



Popular Day & Time for Property Search

Most of the Property Seekers Conduct their Searches **on Monday**

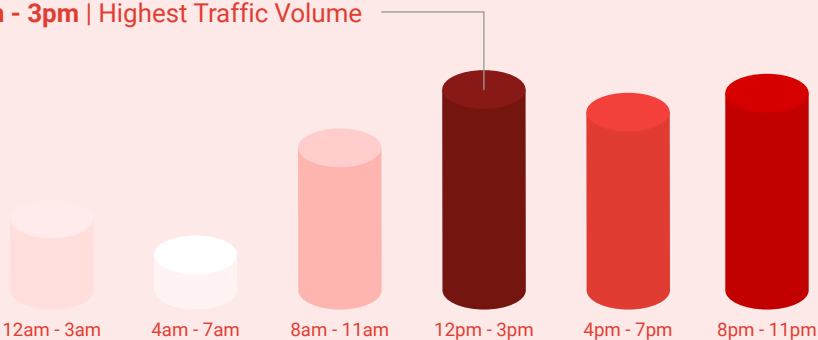
Monday | Highest Traffic Volume



Volume of views to residential and commercial listings
Data source: PropertyGuru internal data, as of 1 Oct 2024– 31 Dec 2024

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

12pm - 3pm | Highest Traffic Volume



Volume of searches to residential and commercial listings
Data source: PropertyGuru internal data, as of 1 Oct 2024– 31 Dec 2024

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