

Market Demand Report Q1 2025

1 January 2025–31 March 2025



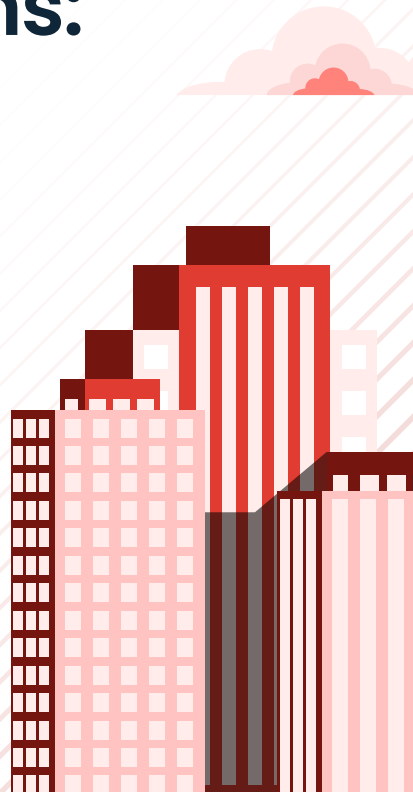
PropertyGuru

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 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	43,560
- 0	2	Reflections at Keppel Bay	D04	33,429
↑ 2	3	Normanton Park	D05	32,939
↑ 9	4	Hundred Palms Residences	D19	31,832
↑ 7	5	Penrose	D14	30,118
↓ 2	6	Affinity At Serangoon	D19	26,373
↑ 3	7	JadeScape	D20	26,281
↓ 1	8	Kingsford Waterbay	D19	25,429
↑ 9	9	The Florence Residences	D19	25,373
↓ 7	10	Parc Esta	D14	24,568

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 Jan 2025– 31 Mar 2025

Top 10 Condo Projects: For Rent

	Ranking	Project Name	District Code	Popularity Index
- 0	1	One Pearl Bank	D03	27,520
- 0	2	The Sail @ Marina Bay	D01	25,773
↑ 809	3	Irwell Hill Residences	D09	25,296
↑ 4	4	Reflections at Keppel Bay	D04	18,093
↑ 4	5	Marina One Residences	D01	17,952
↓ 1	6	Parc Oasis	D22	17,676
↓ 3	7	d'Leedon (Former Farrer Court)	D10	17,417
↑ 4	8	One Holland Village Residences	D10	17,203
↓ 2	9	Normanton Park	D05	16,654
- 0	10	Treasure at Tampines	D18	15,281

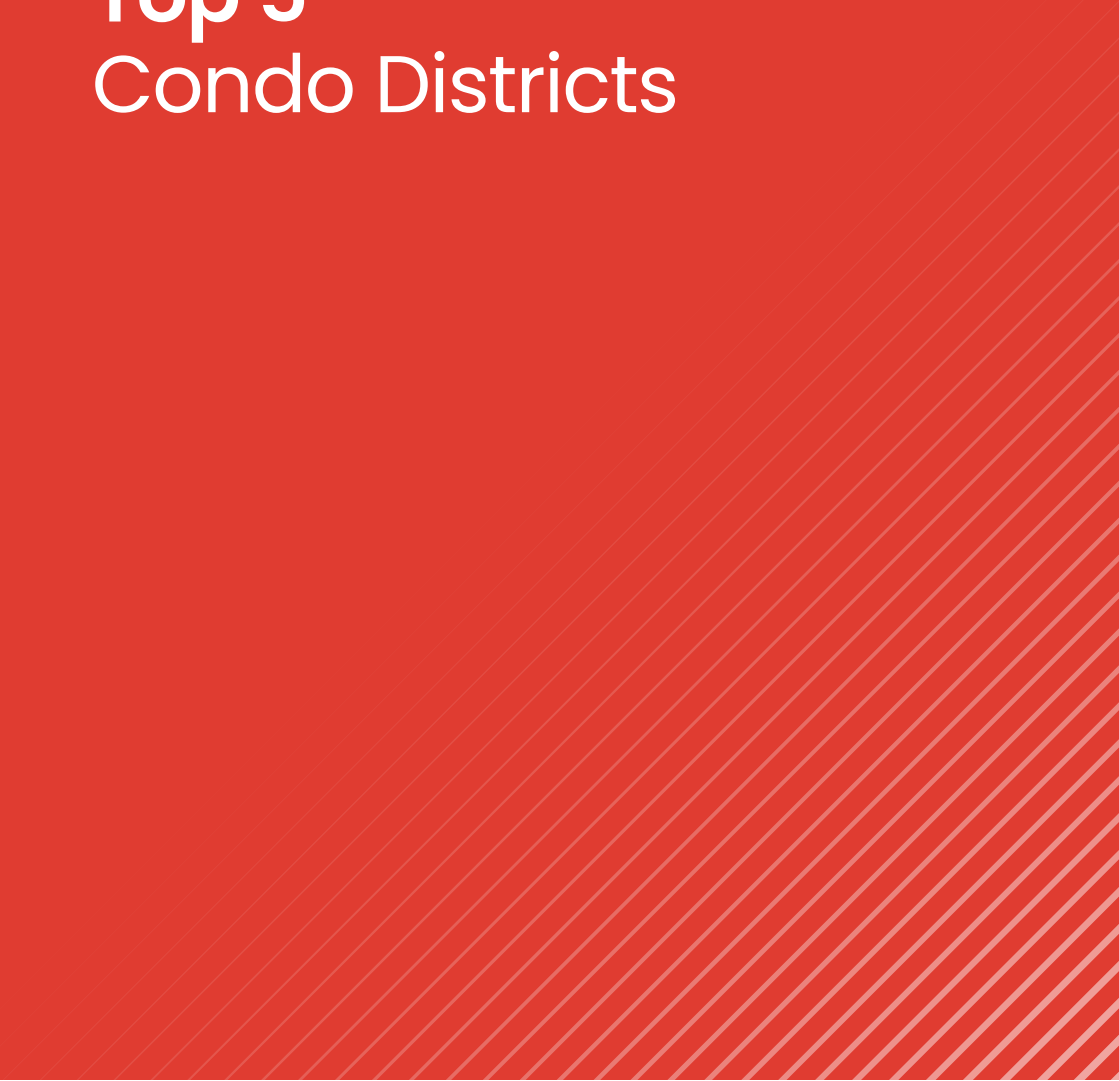
Ranking ● Increased ● Decreased ● New ● Retained

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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 Jan 2025– 31 Mar 2025



Top 5 Condo Districts



Top 5 Condo Districts: For Sale

	Ranking	District Code	District Name	Popularity Index
- 0	1	D19	Hougang / Punggol / Sengkang	739,411
- 0	2	D15	East Coast / Marine Parade	560,278
- 0	3	D10	Tanglin / Holland / Bukit Timah	433,004
↓ 1	4	D18	Pasir Ris / Tampines	369,223
↑ 2	5	D09	Orchard / River Valley	367,234

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 2025– 31 Mar 2025

Top 5 Condo Districts: For Rent

	Ranking	District Code	District Name	Popularity Index
- 0	1	D09	Orchard / River Valley	486,855
- 0	2	D10	Tanglin / Holland / Bukit Timah	406,422
- 0	3	D15	East Coast / Marine Parade	349,858
- 0	4	D19	Hougang / Punggol / Sengkang	282,448
- 0	5	D14	Eunos / Geylang / Paya Lebar	261,152

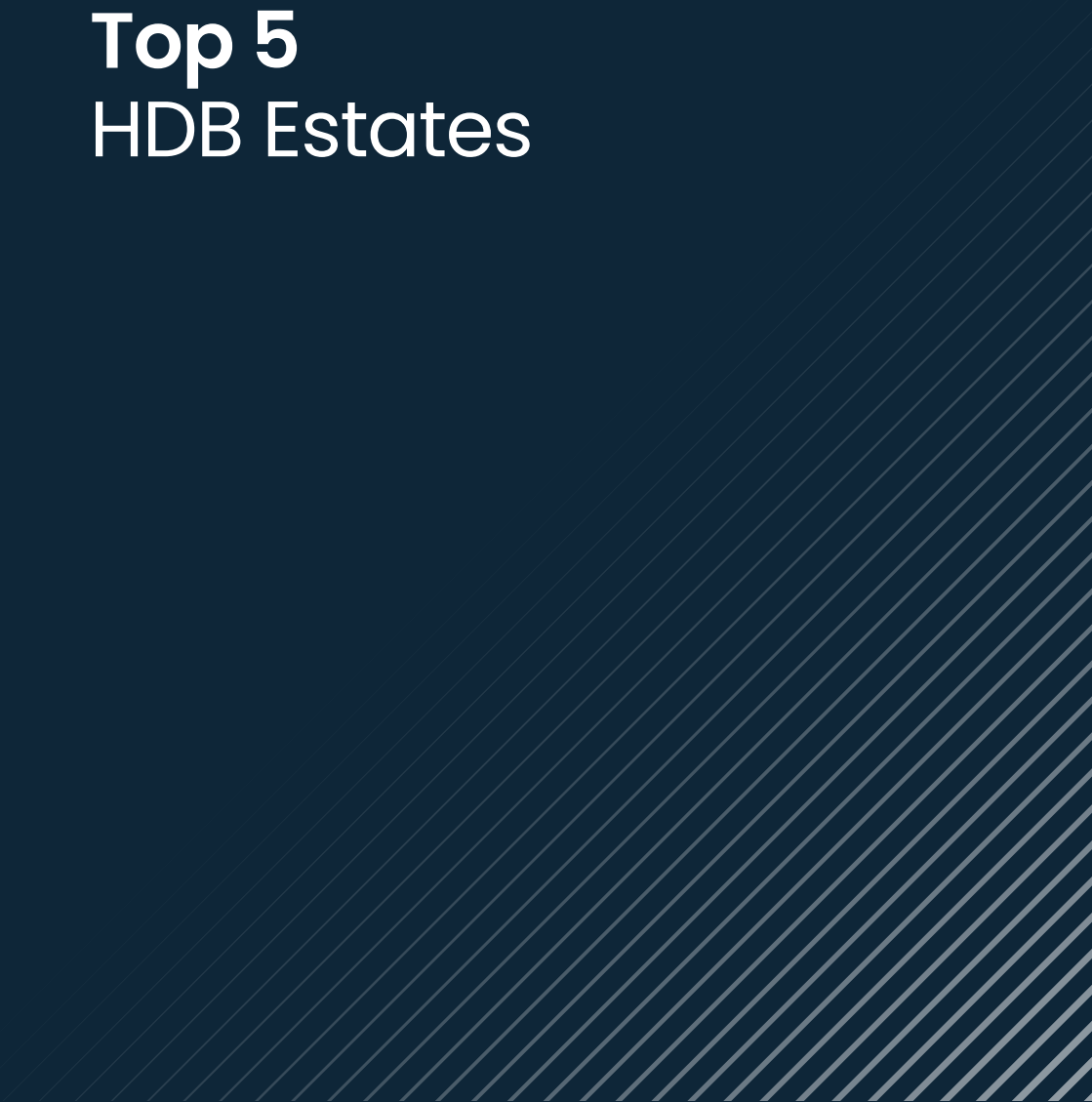
Ranking ● Increased ● Decreased ● New ● Retained

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 2025– 31 Mar 2025



Top 5 HDB Estates



Top 5 HDB Estates: for Sale

	Ranking	Project Name	District Code	Popularity Index
- 0	1	Tampines	D18	294,364
↑ 1	2	Sengkang	D19	256,797
↓ 1	3	Woodlands	D25	241,354
- 0	4	Jurong West	D22	222,815
- 0	5	Punggol	D19	209,650

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 2025– 31 Mar 2025

Top 5 HDB Estates: for Rent

	Ranking	Project Name	District Code	Popularity Index
- 0	1	Tampines	D18	124,866
- 0	2	Bukit Merah	D03	122,406
↑ 3	3	Queenstown	D03	106,708
↓ 1	4	Sengkang	D19	99,392
↓ 1	5	Bedok	D16	96,823

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 2025– 31 Mar 2025

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
↑ 6	D18 PASIR RIS / TAMPINES
↑ 1	D10 TANGLIN / HOLLAND / BUKIT TIMAH
↓ 2	WOODLANDS
- 0	BEDOK
↓ 3	D09 ORCHARD / RIVER VALLEY

↓ 1	BUKIT BATOK
↑ 1	PASIR RIS
↓ 2	SENGKANG
↑ 6	D22 BOON LAY / JURONG / TUAS
↓ 1	HOUGANG
↑ 2	D20 ANG MO KIO / BISHAN / THOMSON
- 0	CLEMENTI
↓ 2	ANG MO KIO
↑ 9648	EAST COAST / MARINE PARADE
↑ 3	D14 EUNOS / GEYLANG / PAYA LEBAR

↓ 2	D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN
- 0	BISHAN
↓ 8	JURONG WEST
- 0	D27 SEMBAWANG / YISHUN
↓ 4	D16 BEDOK / UPPER EAST COAST
↑ 2	D11 NEWTON / NOVENA
↓ 2	D25 ADMIRALTY / WOODLANDS
↑ 71388	BOAT QUAY / RAFFLES PLACE / MARINA
- 0	D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG
↑ 12358	ORCHARD / RIVER VALLEY

- 0	SERANGOON
↓ 6	BUKIT PANJANG
↓ 3	TOA PAYOH
↓ 2	DUAL KEY
↑ 12	CONDO
↓ 1	SIMEI
↓ 10	CHOA CHU KANG
↓ 5	PARC ESTA
↑ 6335	HOUGANG / PUNGGOL / SENGKANG
↑ 6	KOVAN

Top 50 Keyword Searches on PropertyGuru.com.sg

↓ 5	TREASURE AT TAMPINES
↓ 5	NORMANTON PARK
↑ 26	PENROSE
↑ 7	PARC CLEMATIS
↓ 6	D12 BALESTIER / TOA PAYOH
↓ 4	EW17 TIONG BAHRU MRT STATION
↓ 4	D13 MACPHERSON / POTONG PASIR
↑ 7	JADESCAPE
↑ 56	D01 BOAT QUAY / RAFFLES PLACE / MARINA
↑ 1412	TANGLIN / HOLLAND / BUKIT TIMAH

Ranking ● Increased ● Decreased ● New ● Retained

Comparison is benchmarked against 1 Oct 2024– 31 Dec 2024 Market Demand Report.

Data source: PropertyGuru internal data, comprised of web & app searches

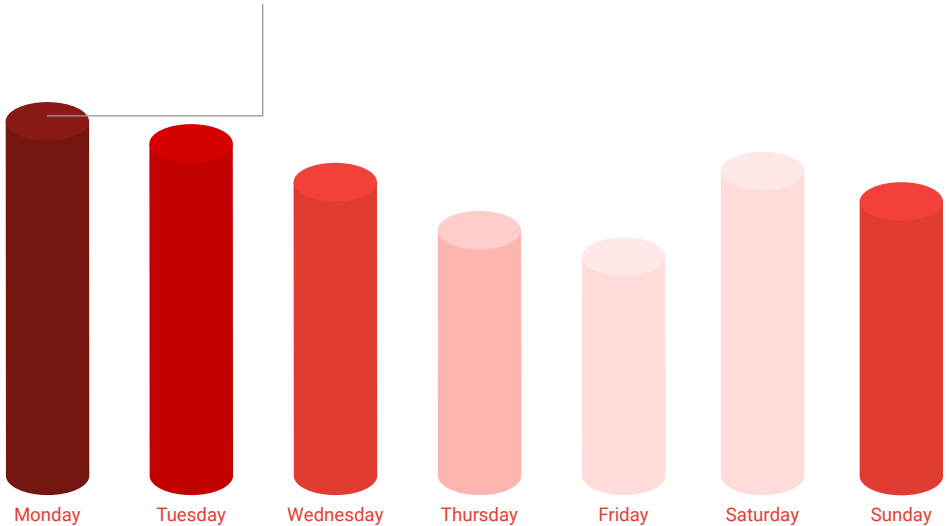
within 1 Jan 2025– 31 Mar 2025



Popular Day for Property Search

Most of the PropertySeekers Conduct their Searches **on Monday**

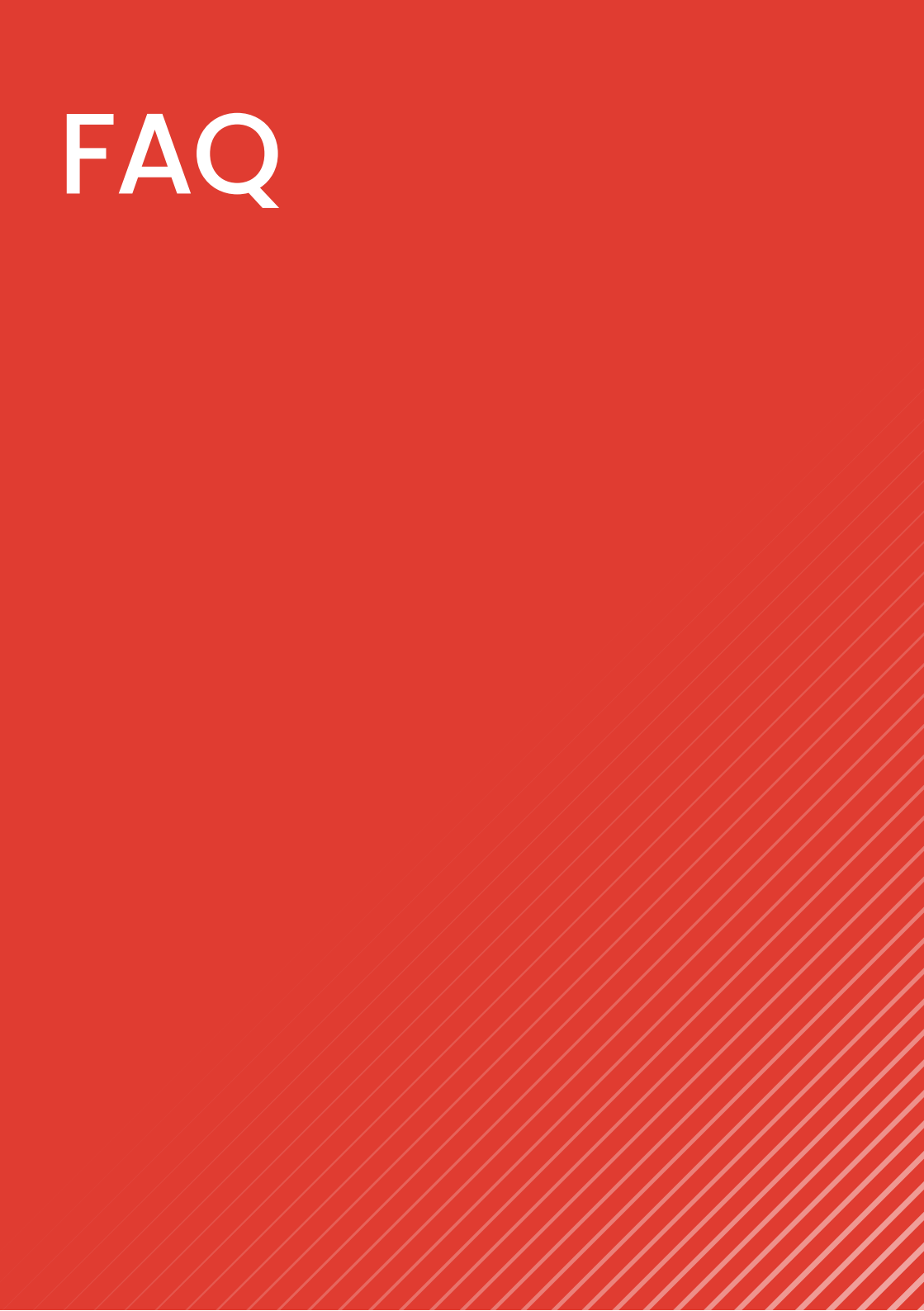
Monday | Highest Traffic Volume



Volume of views to residential and commercial listings

Data source: PropertyGuru internal data, as of 1 Jan 2025– 31 Mar 2025

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