

QUARTERLY REPORT — Q3 2025

Market Demand Report





Summary

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.

01 **Top 10 condo projects**

for sale and rent

02 **Top 5 condo districts**

for sale and rent

03 **Top 5 HDB estates**

for sale and rent

04 **Top 50 keyword searches**

Keep an eye on trends and changes in consumer behavior

05 **Popular day for property search**

Insights for optimizing your customer-first strategy



Top 10 Condo Projects

For Sale

Ranking ● Increased ● Decreased ● Retained

	Ranking	Project Name	District	Popularity Index
● 0	1	Normanton Park	D05	29,592
● 3	2	Reflections at Keppel Bay	D04	22,766
● 1	3	Treasure at Tampines	D18	22,429
● 2	4	Affinity At Serangoon	D19	22,245
● 2	5	Parc Esta	D14	21,894
● 2	6	The Florence Residences	D19	18,718
● 9	7	d'Leedon (Former Farrer Court)	D10	18,512
● 9	8	Stirling Residences	D03	18,198
● 1	9	Riverfront Residences	D19	17,632
● 3	10	JadeScape	D20	17,572

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.

Powered by PropertyGuru internal data, 1 Jul 2025– 30 Sep 2025



Top 10 Condo Projects

For Rent

Ranking ● Increased ● Decreased ● Retained

	Ranking	Project Name	District	Popularity Index
● 1	1	The Sail @ Marina Bay	D01	22,400
● 8	2	Midtown Modern	D07	18,126
● 0	3	Normanton Park	D05	16,282
● 3	4	The Centris	D22	15,803
● 15	5	Marina One Residences	D01	15,596
● 2	6	Parc Oasis	D22	15,570
● 21	7	Dover Parkview	D05	13,714
● 5	8	Reflections at Keppel Bay	D04	13,653
● 20	9	City Square Residences	D08	13,483
● 9	10	Heritage View	D05	12,834



Top 5 Condo Districts

For Sale

Ranking ● Increased ● Decreased ● Retained

	Ranking	District	District Name	Popularity Index
● 0	1	D19	Hougang / Punggol / Sengkang	547,236
● 0	2	D15	East Coast / Marine Parade	433,025
● 0	3	D10	Tanglin / Holland / Bukit Timah	388,750
● 0	4	D09	Orchard / River Valley	306,361
● 0	5	D18	Pasir Ris / Tampines	246,347

For Rent

	Ranking	District	District Name	Popularity Index
● 0	1	D09	Orchard / River Valley	410,058
● 0	2	D10	Tanglin / Holland / Bukit Timah	325,672
● 1	3	D15	East Coast / Marine Parade	278,691
● 1	4	D19	Hougang / Punggol / Sengkang	251,682
● 1	5	D14	Eunos / Geylang / Paya Lebar	234,454

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 and Rent among property seekers.

Powered by PropertyGuru internal data, 1 Jul 2025– 30 Sep 2025



Top 5 HDB Estates

For Sale

Ranking

● Increased

● Decreased

● Retained

	Ranking	District	HDB Estate Name	Popularity Index
● 2	1	D25	Woodlands	217,182
● 1	2	D18	Tampines	215,874
● 1	3	D19	Sengkang	214,314
● 1	4	D19	Punggol	183,041
● 1	5	D27	Yishun	168,447

For Rent

	Ranking	District	HDB Estate Name	Popularity Index
● 0	1	D20	Jurong West	115,481
● 2	2	D16	Bukit Merah	101,752
● 2	3	D20	Tampines	96,072
● 2	4	D23	Queenstown	92,078
● 2	5	D03	Clementi	80,415

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 and Rent among property seekers.

Powered by PropertyGuru internal data, 1 Jul 2025– 30 Sep 2025



Top 50 Keyword Searches

on PropertyGuru.com.sg

Ranking



Increased



Decreased



Retained

0 ● 0 D15 EAST COAST / MARINE PARADE

● 0 D19 HOUGANG / PUNGGOL / SENGKANG

● 0 TAMPINES

● 1 D09 ORCHARD / RIVER VALLEY

● 1 D10 TANGLIN / HOLLAND / BUKIT TIMAH

● 2 D18 PASIR RIS / TAMPINES

● 7 D20 ANG MO KIO / BISHAN / THOMSON

● 1 YISHUN

● 1 D22 BOON LAY / JURONG / TUAS

● 1 D05 BUONA VISTA / WEST COAST / CLEMENTI NEW TOWN

● 3 PUNGGOL

● 5 D14 EUNOS / GEYLANG / PAYA LEBAR

● 2 WOODLANDS

● 8 D11 NEWTON / NOVENA

● 6 D16 BEDOK / UPPER EAST COAST

● 11 D01 BOAT QUAY / RAFFLES PLACE / MARINA, D02 CHINATOWN

● 1 BUKIT BATOK

● 5 D27 SEMBAWANG / YISHUN

● 7 PASIR RIS

● 2 D25 ADMIRALTY / WOODLANDS

● 8 BEDOK

● 3 SENGKANG

● 2 D23 DAIRY FARM / BUKIT PANJANG / CHOA CHU KANG

● 4 HOUGANG

● 10 CLEMENTI

● 7 D13 MACPHERSON / POTONG PASIR

● 1 ANG MO KIO

● 11 D09 ORCHARD / RIVER VALLEY, D10 TANGLIN / HOLLAND / BUKIT TIMAH, D11 NEWTON / NOVENA

● 3 D12 BALESTIER / TOA PAYOH

● 2 BISHAN

● 7 JURONG WEST

● 9 D21 CLEMENTI PARK / UPPER BUKIT TIMAH

● 9 SIMEI

● 31 RIVER VALLEY

● 8 D28 SELETAR / YIO CHU KANG

● 6 BUKIT PANJANG

● 1 D04 HARBOURFRONT / TELOK BLANGAH

● 7 CHOA CHU KANG

● 10 NORMANTON PARK

● 5 D15 EAST COAST / MARINE PARADE, D16 BEDOK / UPPER EAST COAST

● 3 D03 ALEXANDRA / COMMONWEALTH

● 5 PARC ESTA

● 5 DUAL KEY

● 3 TREASURE AT TAMPINES

● 9 TOA PAYOH

● 12 EW17 TIONG BAHRU MRT STATION

● 3 D02 CHINATOWN / TANJONG PAGAR

● 13 SERANGOON

● 8 STIRLING RESIDENCES

● 1 JADESCAPE

50

Comparison is benchmarked against 1 Apr 2025 – 30 Jun 2025 Market Demand Report.

Powered by PropertyGuru internal data, comprised of web & app searches within 1 Jul 2025 – 30 Sep 2025



Popular Day for Property Search

Most of the property seekers conduct their searches on Monday

Highest Traffic Volume

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Volume of views to residential and commercial listings
Powered by PropertyGuru internal data, as of 1 Jul 2025– 30 Sep 2025

Appendix

Frequently Asked Questions

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.

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:
 $(100 \text{ Page Views} \times 40\% = 40) + (50 \text{ Enquiries} \times 60\% = 30) = \text{Popularity Index of } 70$

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.



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