

Market Demand Report



PropertyGuru



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](https://www.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	34,626
● 1	2 Treasure at Tampines	D18	28,331
● 74	3 Rivercove Residences EC	D19	26,492
● 4	4 Stirling Residences	D03	25,926
● 0	5 Parc Esta	D14	24,368
● 2	6 Affinity At Serangoon	D19	24,163
● 5	7 Reflections at Keppel Bay	D04	24,091
● 2	8 The Florence Residences	D19	22,101
● 2	9 d'Leedon (Former Farrer Court)	D10	20,933
● 1	10 Riverfront Residences	D19	19,795

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 Oct 2025 – 31 Dec 2025



Top 10 Condo Projects

For Rent

Ranking

Increased

Decreased

Retained

New

Ranking	Project Name	District	Popularity Index
● 654 1	One Bernam	D02	25,946
● 1 2	Normanton Park	D05	24,201
● 2 3	The Sail @ Marina Bay	D01	23,737
● 1 4	Marina One Residences	D01	19,182
● 1 5	The Centris	D22	18,889
● 6	Piccadilly Grand	D08	18,710
● 4 7	d'Leedon (Former Farrer Court)	D10	15,935
● 2 8	Parc Oasis	D22	15,803
● 21 9	V on Shenton	D01	15,209
● 23 10	Treasure at Tampines	D18	14,490

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Top 5 Condo Districts

For Sale

Ranking ● Increased ● Decreased ● Retained

Ranking	District	District Name	Popularity Index
● 0 1	D19	Hougang / Punggol / Sengkang	624,632
● 0 2	D15	East Coast / Marine Parade	471,988
● 0 3	D10	Tanglin / Holland / Bukit Timah	433,289
● 0 4	D09	Orchard / River Valley	312,066
● 0 5	D18	Pasir Ris / Tampines	281,524

For Rent

Ranking	District	District Name	Popularity Index
● 0 1	D09	Orchard / River Valley	447,671
● 0 2	D10	Tanglin / Holland / Bukit Timah	370,574
● 0 3	D15	East Coast / Marine Parade	315,674
● 0 4	D19	Hougang / Punggol / Sengkang	300,798
● 0 5	D14	Eunos / Geylang / Paya Lebar	239,376

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 Oct 2025 – 31 Dec 2025



Top 5 HDB Estates

For Sale

Ranking ● Increased ● Decreased ● Retained

Ranking	District	HDB Estate Name	Popularity Index	
● 1	1	D18	Tampines	299,524
● 1	2	D25	Woodlands	286,583
● 0	3	D19	Sengkang	274,356
● 0	4	D19	Punggol	250,396
● 1	5	D22	Jurong West	213,743

For Rent

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.



Top 50 Keyword Searches

on PropertyGuru.com.sg

Ranking

Increased

Decreased

Retained



Comparison is benchmarked against 1 Jul 2025 – 30 Sep 2025 Market Demand Report.

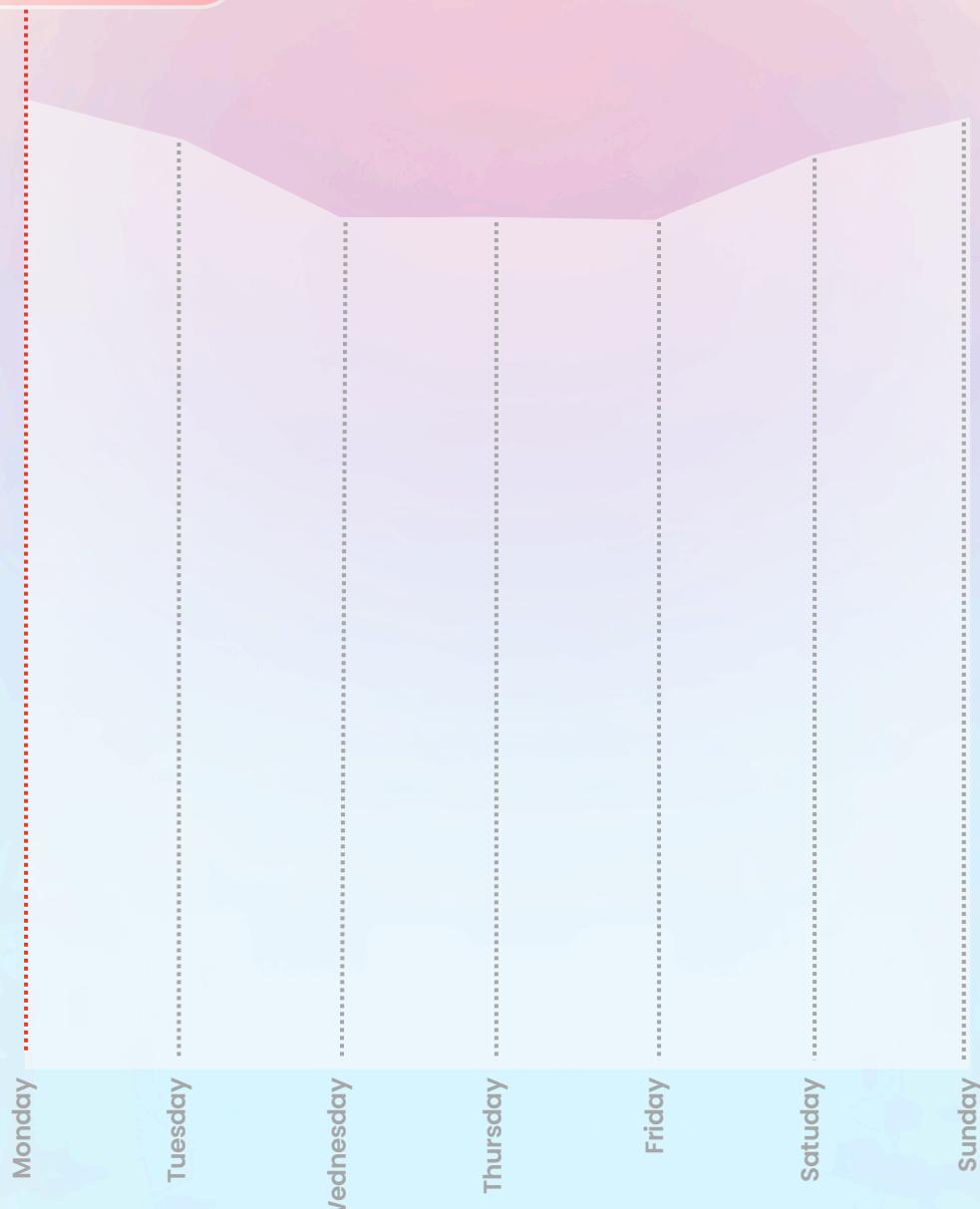
Powered by PropertyGuru internal data, comprised of web & app searches within 1 Oct 2025 – 31 Dec 2025



Popular Day for Property Search

Most of the property seekers conduct their searches on Monday

Highest Traffic Volume



Volume of views to residential and commercial listings

Powered by PropertyGuru internal data, as of 1 Oct 2025 – 31 Dec 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:
 $(100 \text{ Page Views} \times 40\%) + (50 \text{ Enquiries} \times 60\%) = \text{Popularity Index of 70}$

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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