



Dubai Residential

Off the Launchpad

Examining Dubai's Off Plan Launches in 2024

Executive Summary

- Citywide Trends

The Dubai real estate market has typically seen the highest demand for one and two bedroom offerings. As such, it is no surprise that these comprise over half of the units launched so far in 2024. Similarly, Jumeirah Village Circle's post-COVID boom* has ensured that it comfortably tops the list of communities with the most projects launched.

- Price Analysis

For the most part, units priced between AED 1,000 and 2,000 per square foot have been the most common among launches this year. However, there have also been a significant number of off plan units launched at under AED 1,000 per square foot, demonstrating a healthy demand for mid market residential offerings. There have also been a notable amount of units launched with higher end prices (climbing as high as AED 7,000 per square foot and beyond), even as luxury sales have fallen across many of Dubai's foremost luxury communities.**

- Developer Breakdown

The increased proliferation of smaller developers means that nearly 60% of the projects launched this year are scattered across a variety of developers. Few have managed to stand out with a high volume of launches, but those that have include well-known names such as Emaar, Damac Properties and Dubai Holding Real Estate.

*For a more detailed breakdown of JVC's dominance, see the previous GCP-Reidin report (*It Takes a Village*).

**For a more detailed breakdown of the declining sales in Dubai's luxury communities, see the GCP-Reidin report published on the 2nd of August 2024 (*Where All Roads Lead*).



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Citywide Trends

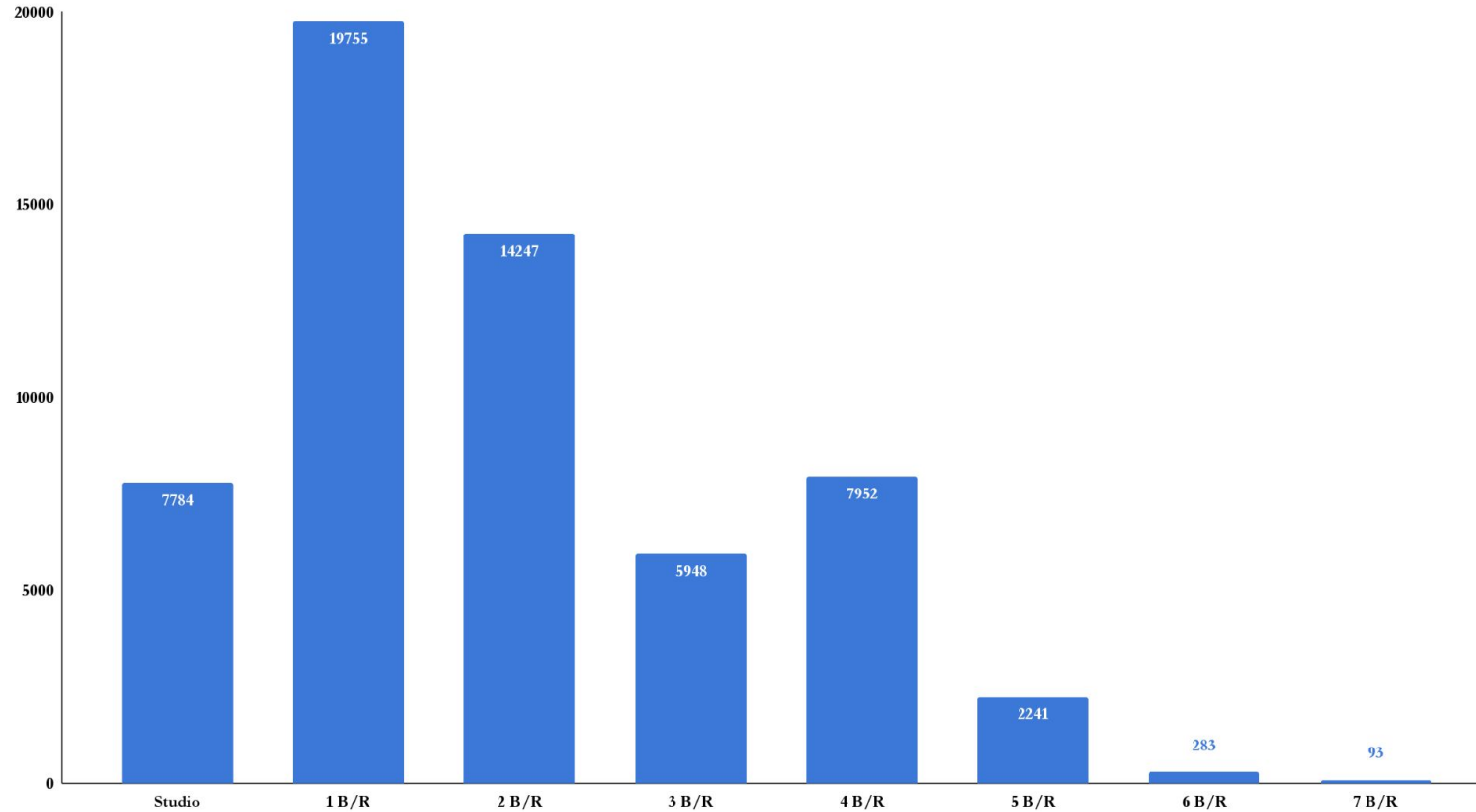
"If the highest aim of a captain were to preserve his ship, he would keep it in port forever."

– Thomas Aquinas.



Total Citywide Volume of Units Launched by Bedroom Size

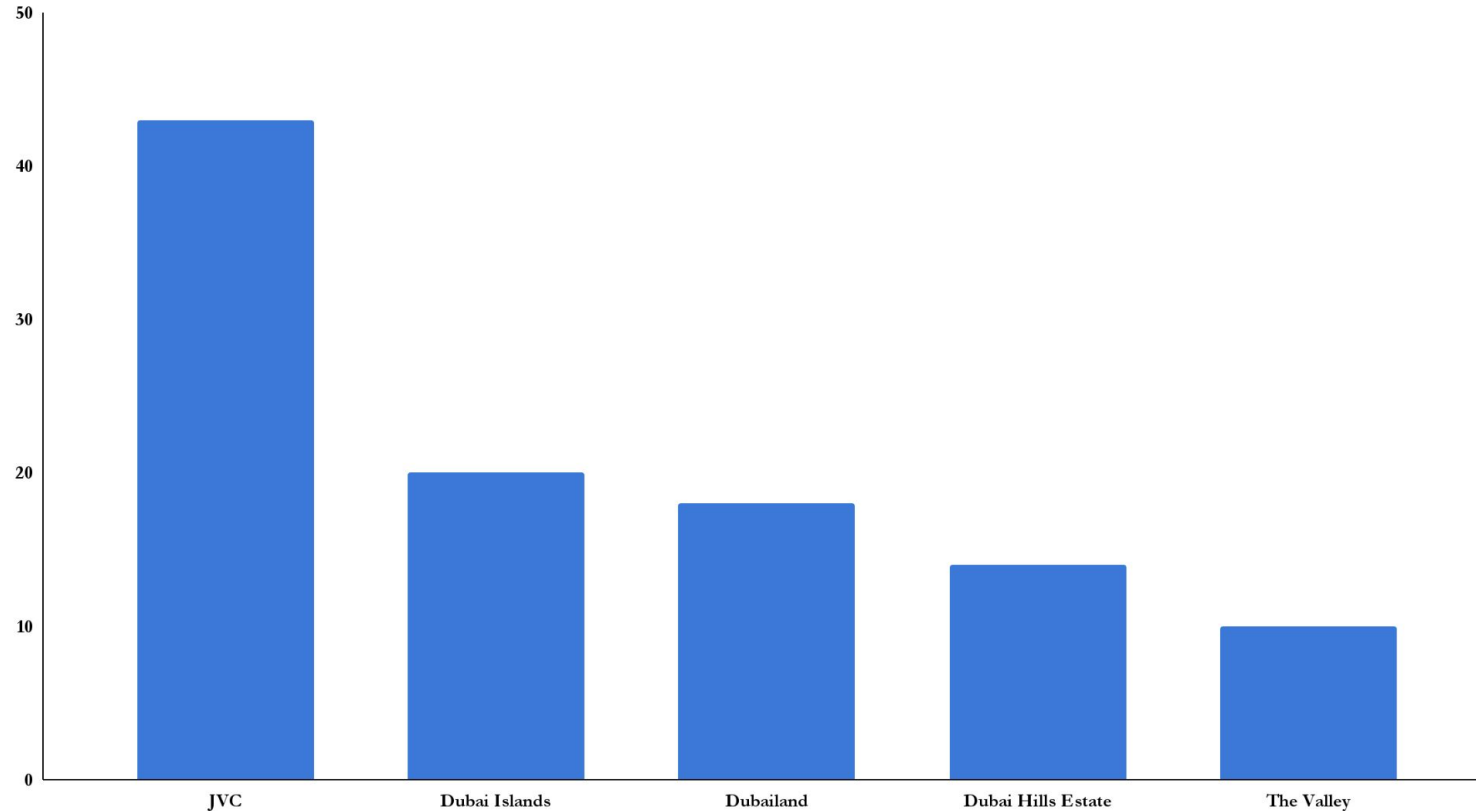
Number of Units Launched 2024



Looking at the number of units launched by bedroom size, there are virtually no surprises. The majority of the supply has been in the one and two bedroom space, which is to be expected given that those are the units that are typically in the highest demand in Dubai.

Top Communities by Launched Projects Volume (YTD)

Top Communities by Project Launches 2024



Jumeirah Village Circle dominates in terms of communities that saw the highest number of project launches in 2024. Its 43 project launches is more than double that of second place in Dubailand, which saw 18 launches this year. A top two of JVC and Dubailand is demonstrative of developers responding to the high demand for mid market residential offerings.

Price Analysis

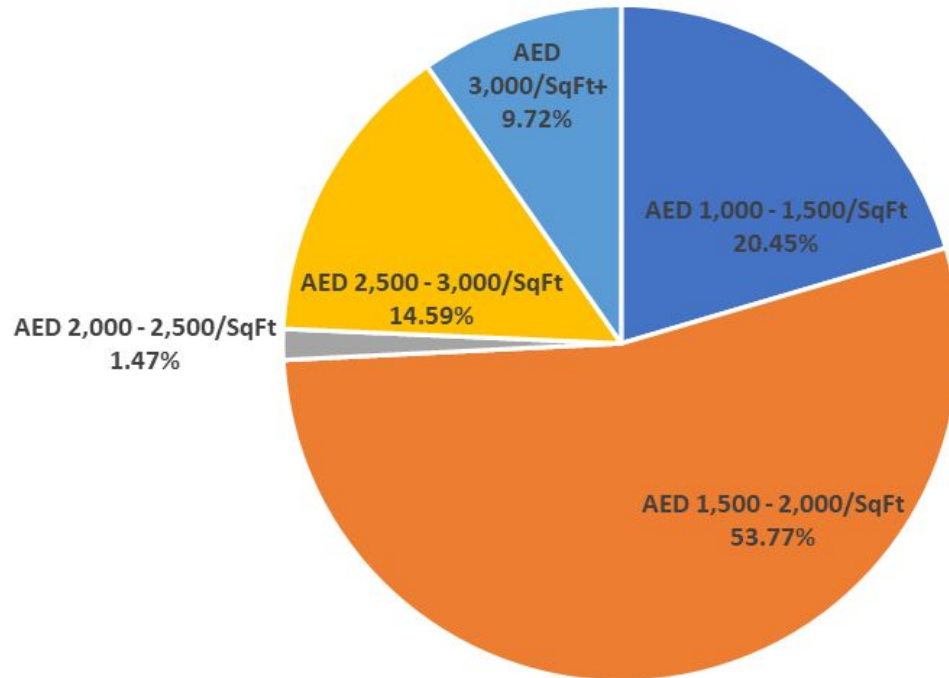
**“Continuous improvement is better than
delayed perfection.”**

- Mark Twain.

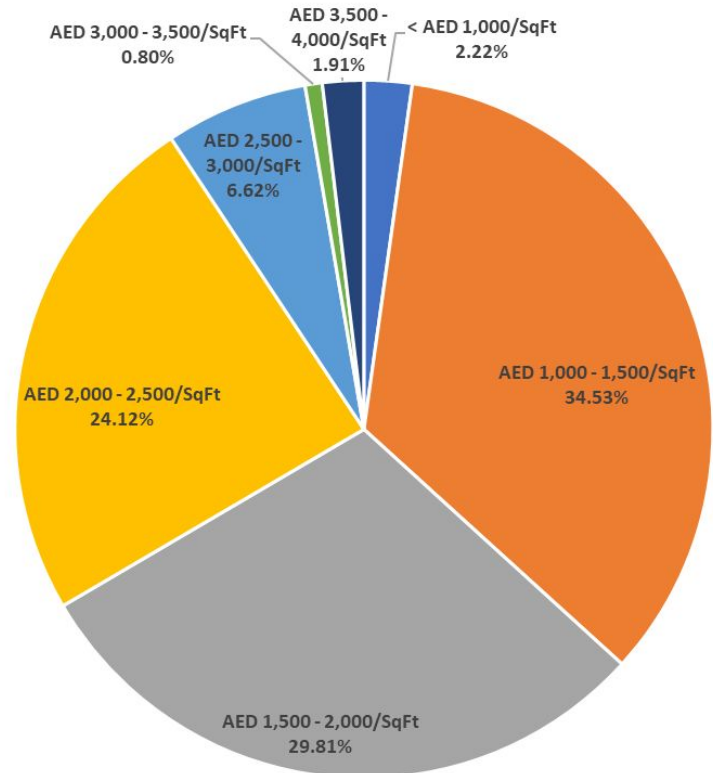


Studios and 1 B/R Launches Price Buckets

Number of 0 B/R Units Launched

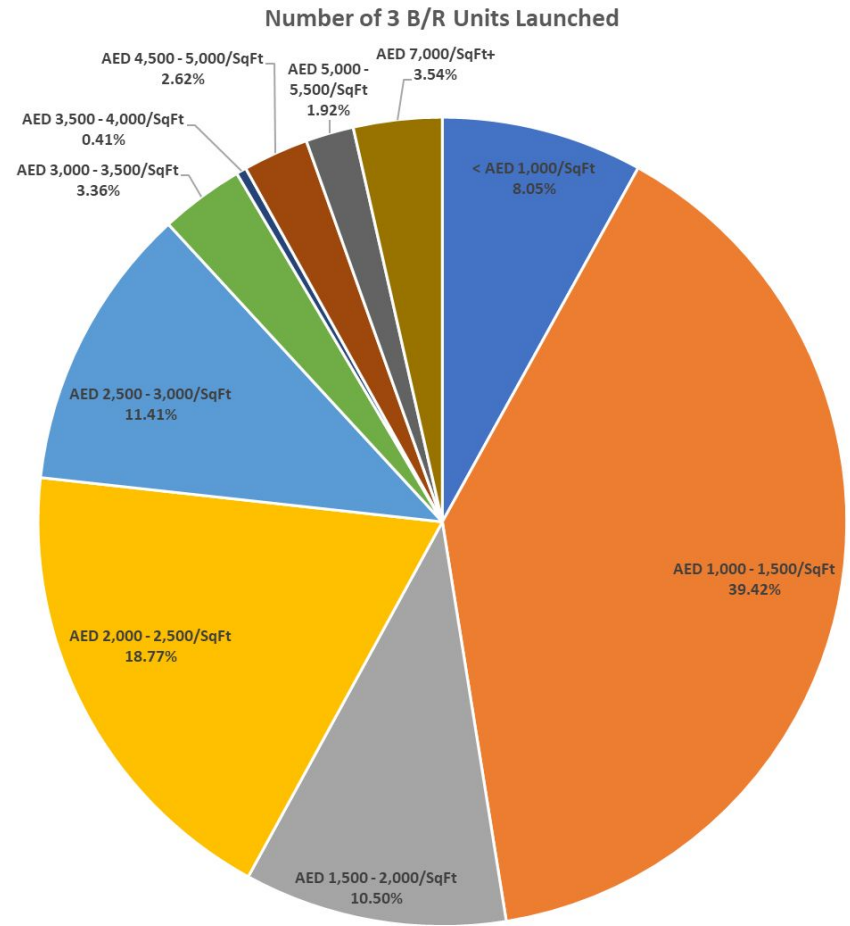
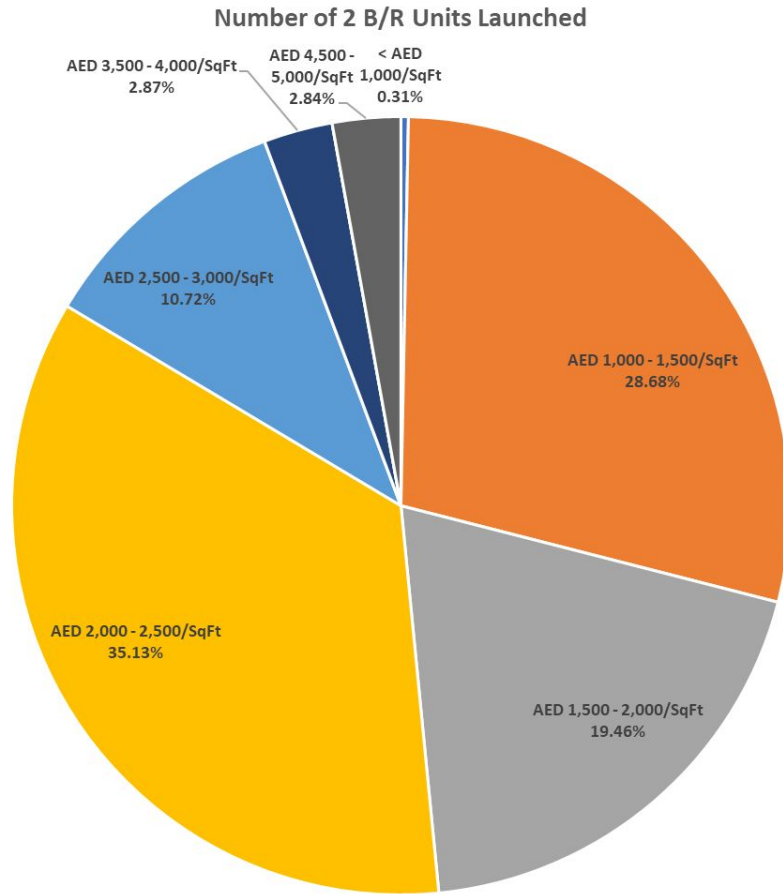


Number of 1 B/R Units Launched



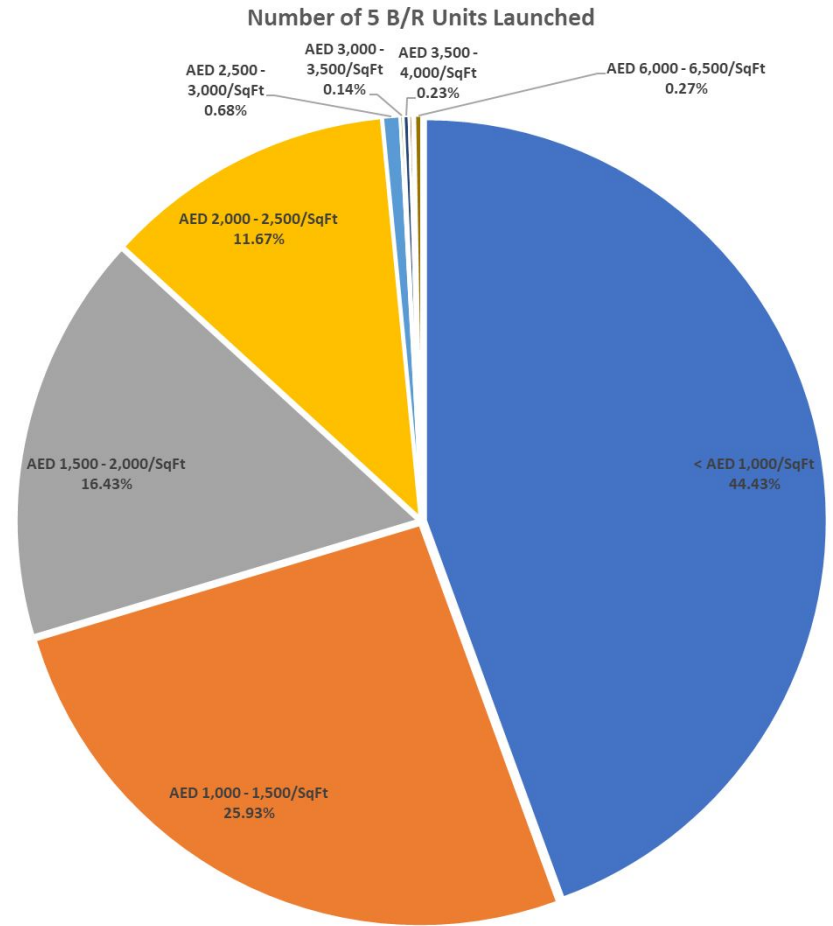
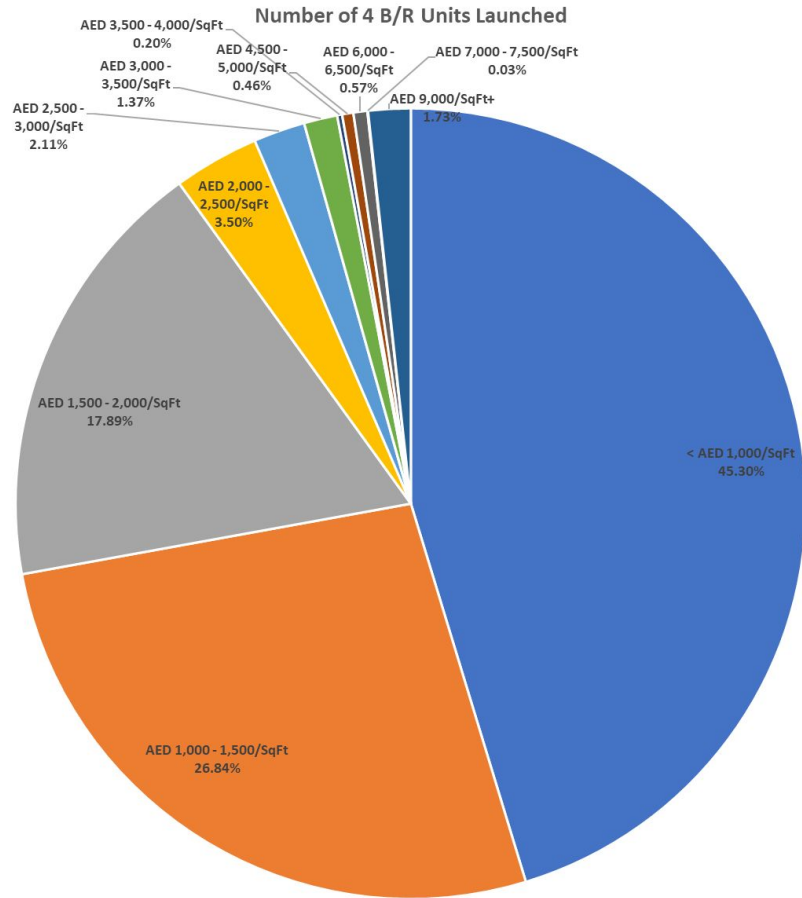
Both in the studios and one bedroom spaces, units offered between AED 1,000 and 2,000 per square foot have constituted the lion's share of their respective launch markets. More premium offerings between AED 2,000 and 3,000 have also been made available in notable quantities.

2 B/R and 3 B/R Launches Price Buckets



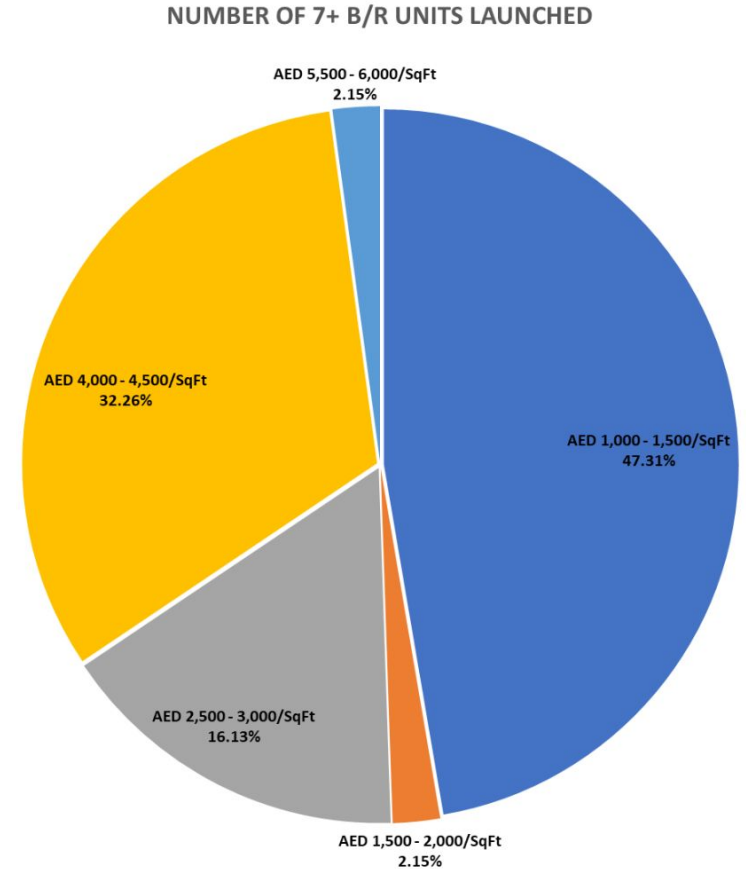
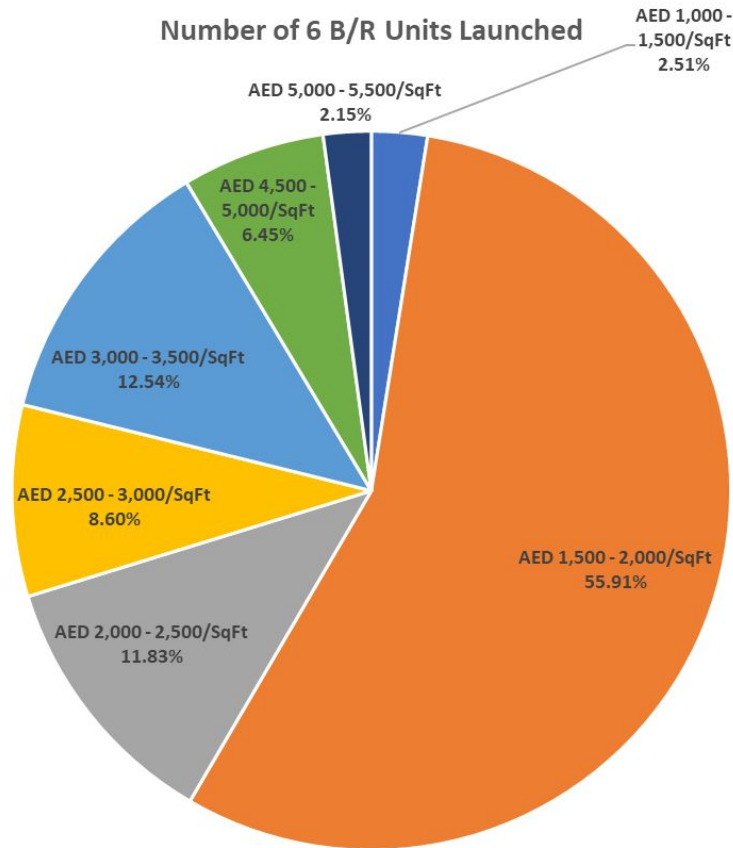
In the two and three bedroom units launched this year, these more premium offerings are more commonplace, with some even exceeding AED 7,000 per square foot. Clearly, this is demonstrative of developer confidence in the demand for luxury properties, even as sales volumes for luxury properties has declined across some of Dubai’s major luxury communities (for more, see the GCP-Reidin report entitled “Where All Roads Lead”).

4 B/R and 5 B/R Launches Price Buckets



Interestingly, the four and five bedroom launches this year have seen pricings more similar to studios and one bedroom unit launches, with the AED 1,000 to 2,000 price bucket once again taking up a significant portion. In fact, the four and five bedroom units launched this year saw the greatest proportion of their units priced at below AED 1,000 per square foot compared to any other bedroom category.

6 B/R and 7+ B/R Launches Price Buckets



The six and seven bedroom unit launches have all sorts of price ranges on offer, but analysis here is complicated by the inherent high-end luxury nature of such offerings, which by extension means that the sample size is much smaller. Indeed, six and seven bedroom units only made up 6.45% of all units launched this year.

Developer Breakdown

“Quality means doing it right when no one is looking.”

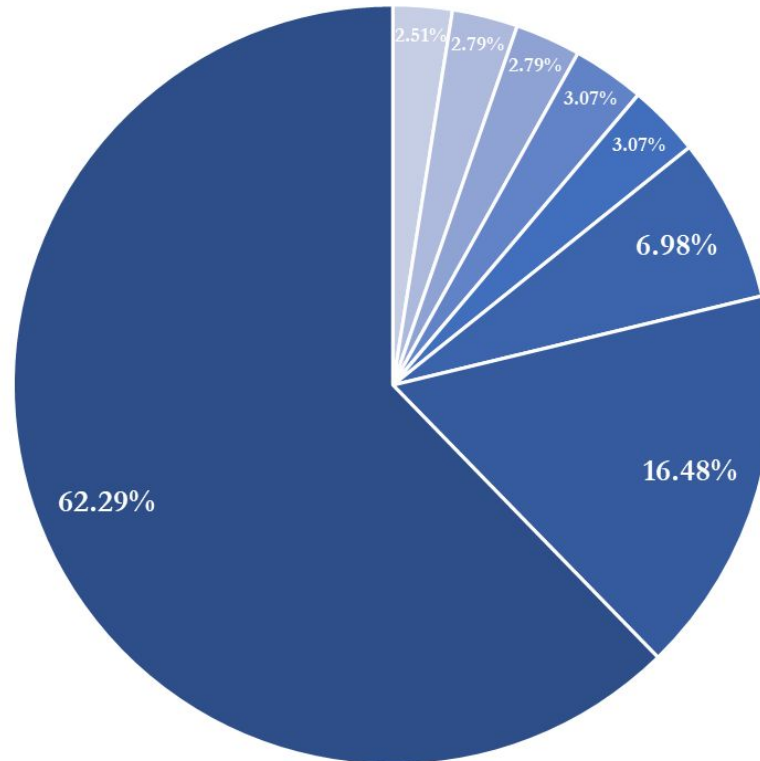
- Henry Ford.



2024 Launches Market Share by Developers

Number of Launches 2024

■ Nshama ■ Binghatti ■ Samana ■ Dubai Holding Real Estate ■ Sobha ■ Damac Properties ■ Emaar ■ Rest of the Market



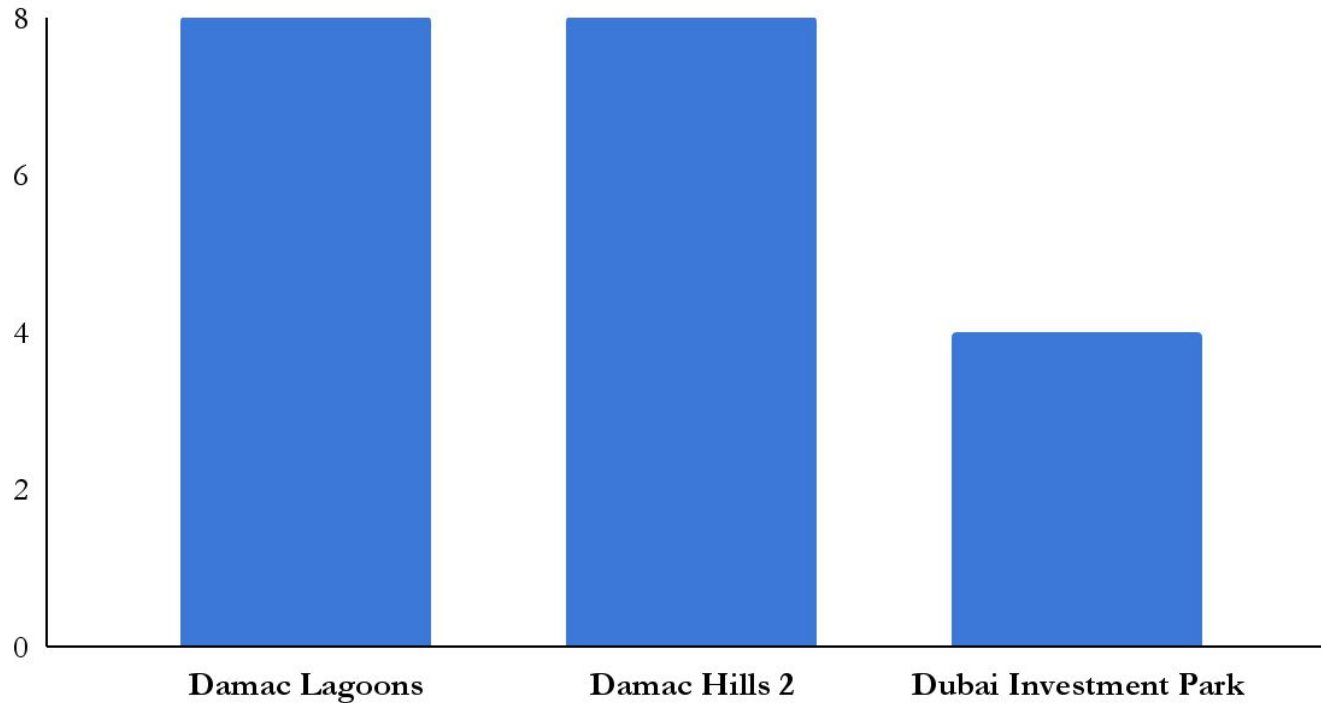
Looking at developers, Emaar has unsurprisingly been at the forefront of the off plan market, with the government developer being responsible for 16.5% of all projects launched this year. Other developers like Damac Properties, DHRE, Sobha, Nshama, Samana and Binghatti have also managed to leave their mark on the market in 2024, but the increase in the number of small developers means that very few are able to stand out by pumping out a large volume of projects simultaneously.

Top 3 Communities by Emaar Launches



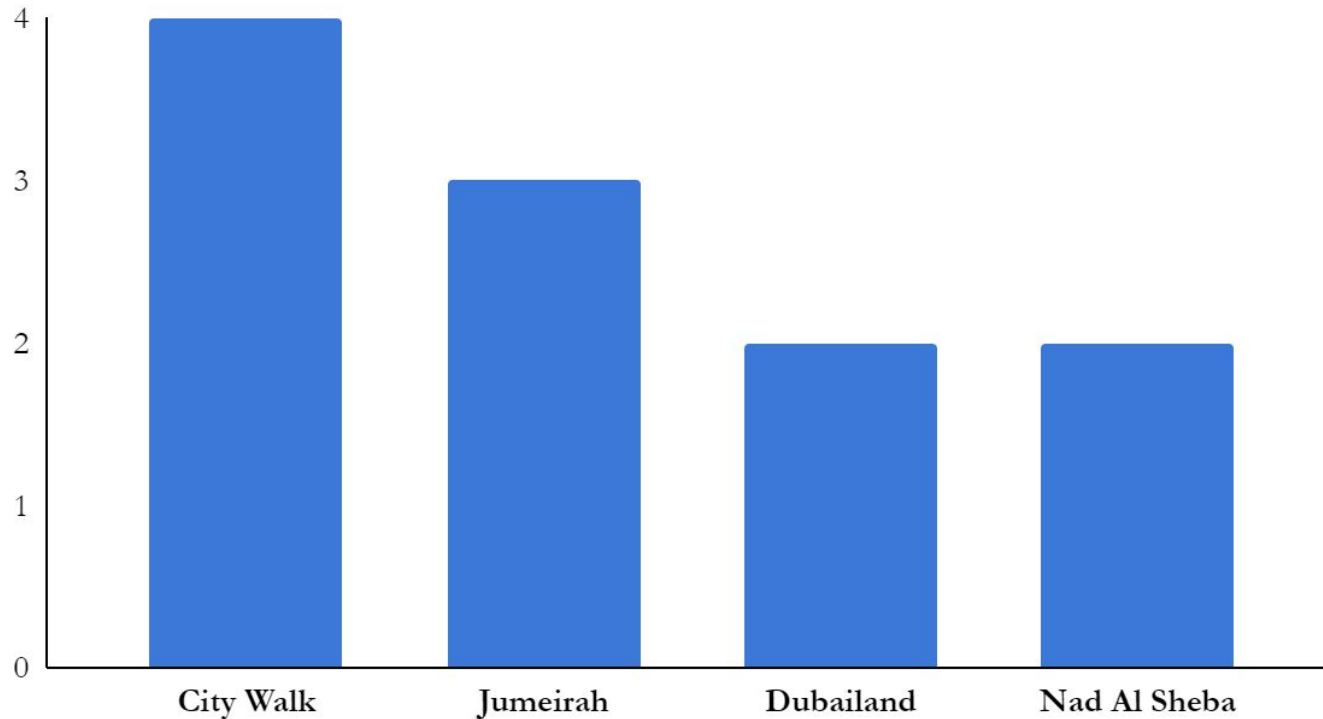
Looking just at Emaar, we can see that their focus has largely been in the luxury space, with Dubai Hills Estate, The Valley and Dubai Creek Harbour comprising 57.4% of their project launches in 2024.

Top 3 Communities by Damac Properties Launches



Unsurprisingly, Damac has launched mainly in their own communities (Damac Lagoons and Damac Hills 2), but also launched 4 projects in Dubai Investment Park, which is in keeping with their focus on the mid market.

Top 3 Communities by DHRE Launches



Dubai Holding Real Estate (DHRE) has the most variety in its launches of the top three developers this year, ranging from Dubailand (which is typically around the AED 1,000 per square foot mark) all the way up to Jumeirah (which can see prices up to AED 3,000 per square foot and beyond).

Conclusions

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Citywide Trends

The major trends observable on a citywide level for off plan projects launched in 2024 are largely unsurprising. In terms of size offerings, one and two bedroom units dominate, as they typically do in the Dubai market. When it comes to communities, Jumeirah Village Circle stands out, dwarfing all other communities in terms of number of projects launched this year.

Price Analysis

Off plan launches this year have come in a variety of price ranges, with the most common being the AED 1,000 to 2,000 range. However, the variety of price ranges, both at the higher and lower ends, suggests that there is still healthy demand across the scale.

Developer Breakdown

Well known developers like Emaar, Damac Properties, DHRE, Sobha, Binghatti and Nshama have launched the most projects so far in 2024. Most projects this launched come from a variety of developers, especially many newer and smaller developers that generally lack either the capital to launch multiple projects simultaneously or the reputation required to generate interest in multiple projects.

Conclusion

Dubai's off plan market has been the subject of much discussion in the post-COVID era as it has grown significantly. Thus far, the launches in 2024 seem to corroborate previously observed trends, such as Jumeirah Village Circle's dominance and the declining sales for high-end luxury properties. A clearer picture will emerge at year's end, but there are unlikely to be any major surprises based on what we have seen up to August.

One and two bedroom offerings make up 58.32% of all units launched thus far in 2024.



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Indigo Icon, 1708
Jumeirah Lake Towers,
P.O. Box 500231 Dubai,
United Arab Emirates
Tel. +971 4 447 7220
Fax. +971 4 447 7221
www.globalcappartners.com
info@gcp-properties.com



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Concord Tower, No. 2304
Dubai Media City,
P.O. Box 333929 Dubai,
United Arab Emirates
Tel. +971 4 277 6835
Fax. +971 4 360 4788
www.reidin.com
info@reidin.com

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-HH General Sheikh Mohammed Bin Rashid Al Maktoum
The Ruler of Dubai, Prime Minister and Vice President of the UAE

