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DUBAI RESIDENTIAL PROJECT LAUNCH TRACKER

AUGUST 2026

Monthly analysis of residential project launches across Dubai

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MARKET SUMMARY

13	2,326	1,908
Projects Launched	**Total Units Launched**	**Average Project Launch Price**
vs July 2026: 15	vs July 2026: 3,397	vs July 2026: AED 1,874 per sq.ft.

LAUNCH COMPOSITION

Property Type	Projects	Units Launched	Share Of Units
Apartments	12	2,282	98.1%
Villas	1	44	1.9%

KEY INDICATORS

Top Community	DubaiLand Residence Complex (712 units)
Largest Project	Holm Central Tower A & B – Holm Avenue Development (475 units)
Price Range	AED 1,420 – 3,967 per sq.ft.
Dominant Payment Plan	50/50
Broker Commission	5%

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COMMUNITY DISTRIBUTION

COMMUNITY	Units	Share (%)	Avg. Price AED/Sq.ft	Projects
DUBAILAND RESIDENCE COMPLEX	712	30.6%	1,497	3
JUMEIRAH GARDEN CITY	641	27.6%	2,396	2
INTERNATIONAL CITY PHASE 2	417	17.9%	1,558	2
DOWNTOWN JEBEL ALI	242	10.4%	1,628	2
AL YUFRAH 1	162	7.0%	1,893	1
JVC	71	3.1%	1,575	1
PALM JEBEL ALI	44	1.9%	3,967	1
MAJAN	37	1.6%	1,714	1

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PROJECT BREAKDOWN

TOP 5 COMMUNITIES

DUBAILAND RESIDENCE COMPLEX

712 Units · 3 Projects

Imtiaz - The Archive by Imtiaz	1,606 AED/sqft	310 Units
Majid Developments - Jura Terraces	1,426 AED/sqft	231 Units
Alfulaiti Development - Alfulaiti Residence	1,457 AED/sqft	171 Units

JUMEIRAH GARDEN CITY

641 Units · 2 Projects

Holm Avenue - Holm Central Tower A	2,600 AED/sqft	236 Units
Holm Avenue - Holm Central Tower B	2,600 AED/sqft	239 Units
Cavara Development - Lunara Residence	2,192 AED/sqft	166 Units

INTERNATIONAL CITY PHASE 2

417 Units · 2 Projects

Samana - Greenfield 2 by Samana	1,695 AED/sqft	304 Units
JHK Heights - Tavora Grand	1,420 AED/sqft	113 Units

DOWNTOWN JEBEL ALI

242 Units · 2 Projects

Samana - Portside by Samana	1,713 AED/sqft	126 Units
Empire Developments - Empire Jebel Ali	1,542 AED/sqft	116 Units

AL YUFRAH 1

162 Units · 1 Project

Sobha - The Woods Abode at Sobha Sanctuary	1,893 AED/sqft	162 Units

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DEVELOPER ACTIVITY

DEVELOPERS	UNITS	PROJECTS
Holm Avenue Development	475	1
Samana	430	2
Imtiaz	310	1
Cavara Development	237	2
Majid Developments	231	1
Alfulaiti Development	171	1
Sobha	162	1
Empire Developments	116	1
JHK Heights	113	1
Nakheel	44	1
Shriya Properties	37	1

SUPPLY DISTRIBUTION BY PRICE SEGMENT

AUGUST 2026 VS JULY 2026

Segment	August Units	August Share	July Units	July Share
Affordable	0	0.0%	175	5.2%
Mid-Market	1,479	63.6%	1,802	53.0%
Upper-Mid	803	34.5%	975	28.7%
Luxury	44	1.9%	445	13.1%

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METHODOLOGY

The Project Launch Tracker is prepared using verified multi-source information, including regulator records, developer disclosures, brokerage networks and REIDIN's own market intelligence process. It captures residential projects at the point of launch, based on confirmed developer announcements and supporting market validation.

Each project is reviewed before inclusion to confirm its launch status, developer, location, announced unit count, pricing, unit mix and launch timing. Unit figures refer to announced inventory available at launch. Project counts represent the number of individual projects launched during the reporting period.

Pricing is reported in AED per sq.ft. to support consistent comparison across projects, unit types and communities. Where full pricing schedules are not available, pricing is based on verified launch information, starting prices, unit size ranges and market disclosures available at the time of publication.

Supply is analysed across three dimensions: scale, pricing structure and distribution. Scale refers to launched units and project count. Pricing structure refers to the positioning of the launched inventory. Distribution refers to the concentration of launches by developer and community.

PRICE BRACKET USED IN THIS REPORT

Affordable	<AED 1,200
Mid-Market	AED 1,200-1,800
Upper-Mid	AED 1,800-3,000
Luxury	AED 3,000-6,000
Ultra-Luxury	>AED 6,000

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