Dubai Residential

Right (Ticket) Sizing

Examining Dubai's Off-Plan Launches (2024–2026)

Executive Summary

- Price Analysis

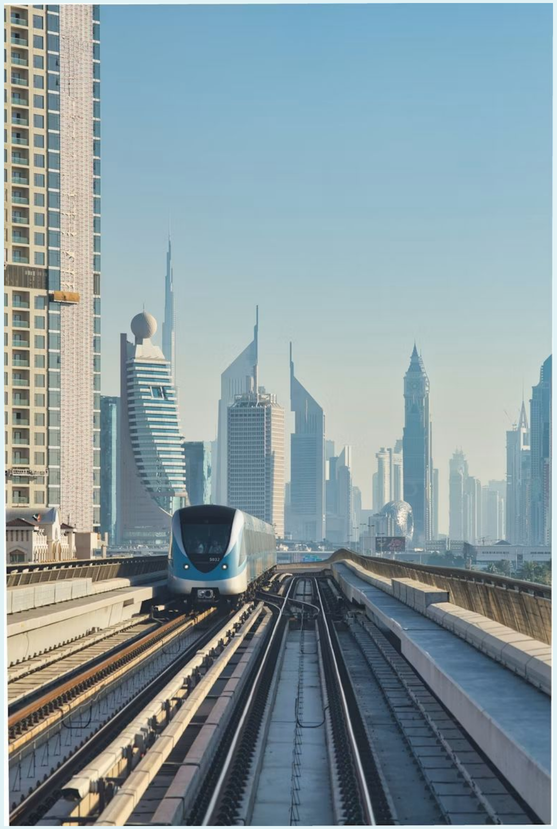
When analyzing the change in market prices, the typical approach is to take a holistic overview of how the market moved as a monolithic entity. However, that approach misses a key nuance, which is what developers themselves changed about their own pricing policy. To clarify, this report looks at asking prices at launch, and when distilling for what each developer did to its own price, in its own community, rather than what the market as a whole appears to have done, we see that three-bedroom launch prices rose 9.8% between 2024 and 2025–26, against the 20.0% that market-wide figures show. One- and two-bedroom units also rose by less than published; studios rose 4.9% against a flat market.

- Community Analysis

A quarter of studio launches were in the cheapest third of Dubai's communities at the start of 2024; by 2026 nearly half were. Three-bedroom launches went the other way, from 42% to 19%. One- and two-bedroom units (the most common unit type of all launches) showed smaller changes. Interestingly, for studios, the entry ticket has held near AED 660,000, but at 2024's mix of locations it would be roughly 4% higher; a shift no price index records.

- Unit Size Analysis

Studios cost 12.8% more per square foot than one-bedroom units in the same project, and do so in 90% of projects. The premium fades as units grow and reverses above three bedrooms, where three-bedroom units cost 7.8% less per square foot than four-bedroom units. Two apartment projects in three carry a small-unit premium, against half of villa projects. All comparisons are within a single project, so location, specification and launch date are held constant.



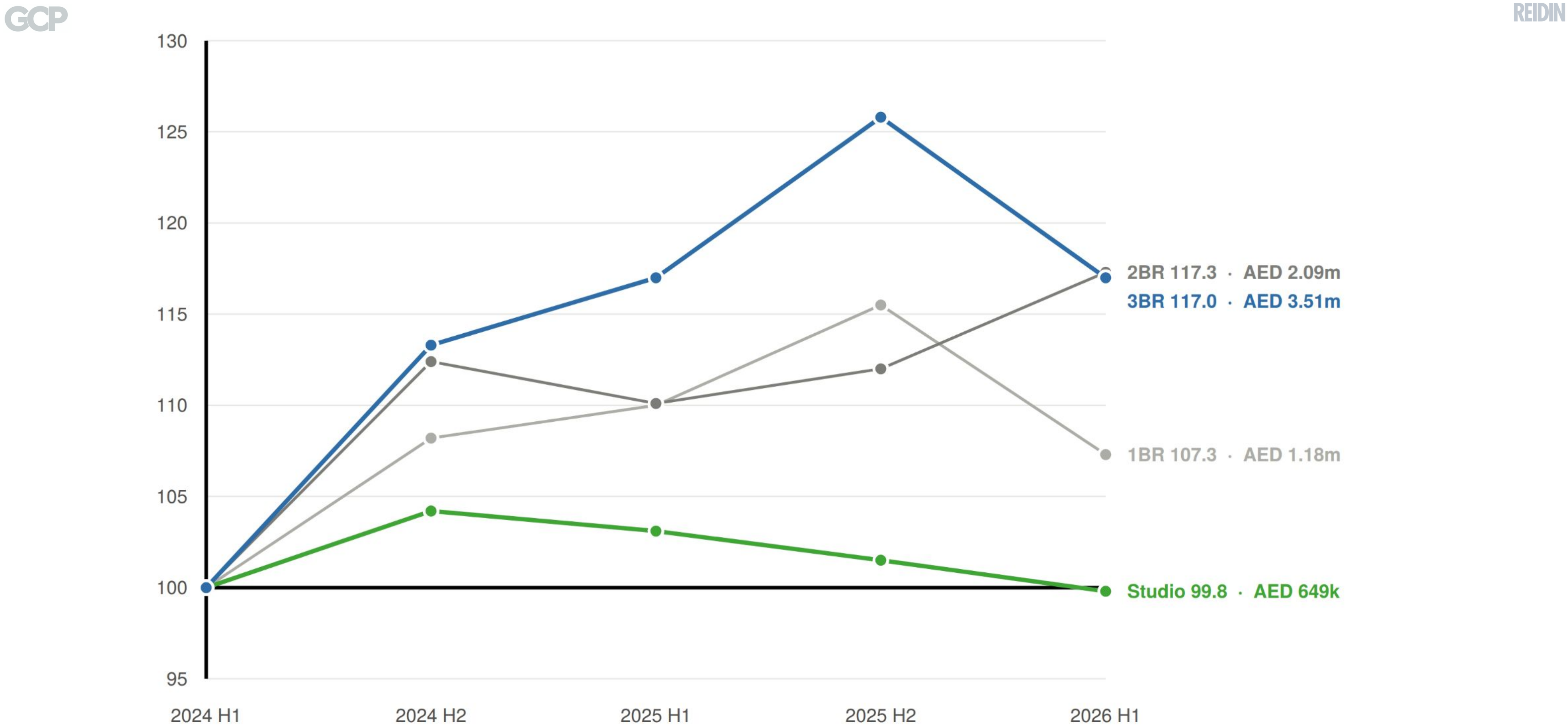
Contents

Price Analysis

“One's destination is never a place, but a new way of seeing things.”

– Henry Miller

Median Launch Price Index by Unit Type



The chart above shows starting asking prices, i.e. the cheapest unit of each type in a project. Between the first half of 2024 and the first half of 2026 the median rose in every main unit type except studios. Two- and three-bedroom launches both finished 17% higher, at AED 2.09m and 3.51m; one-bedroom units 7% higher, at AED 1.18m. Three-bedroom prices peaked 26% above their starting level in late 2025 before falling back. Studios never rose more than 4.2% above their starting point and finished within 0.2% of it, at AED 649,000.

2024 H1 = 100. Medians are of starting asking prices for the entry unit of each type.

Median Launch Size Index by Unit Type

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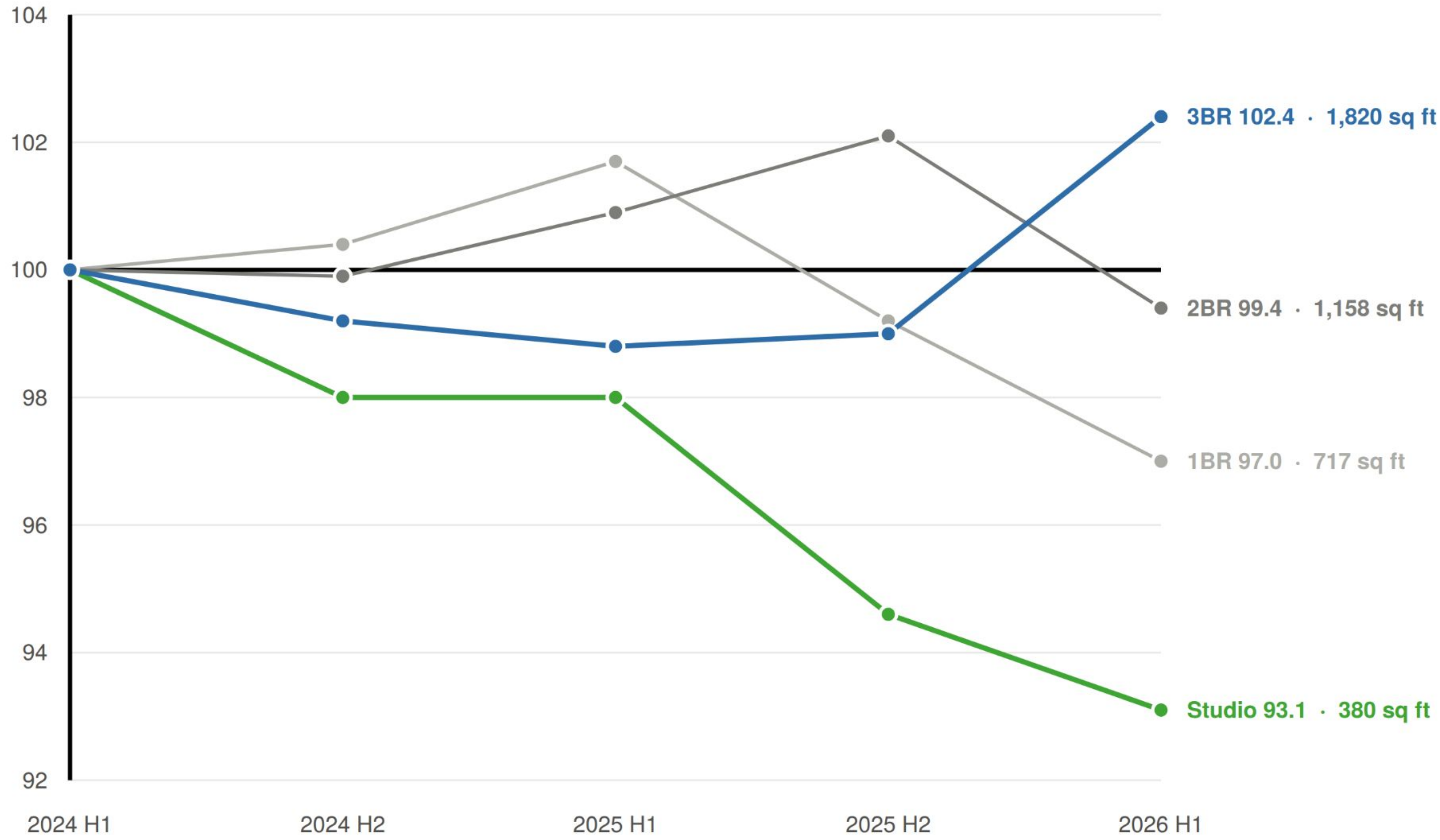
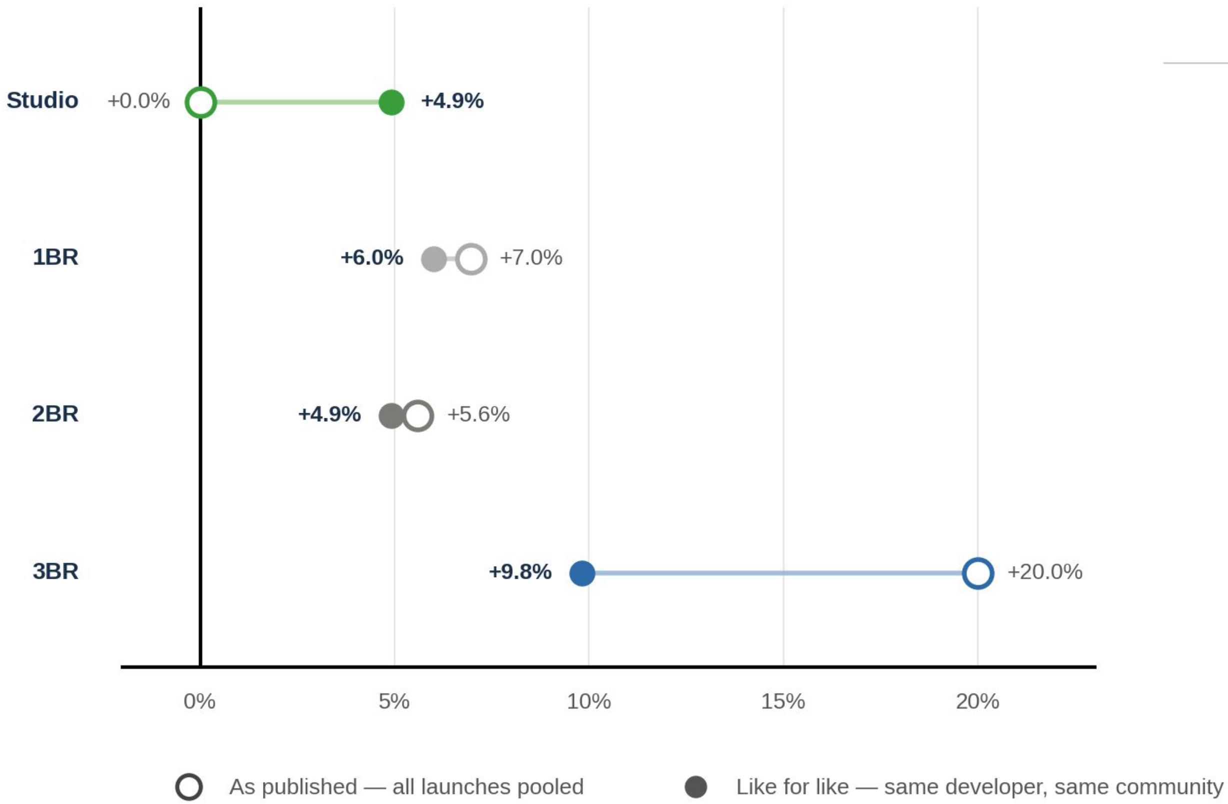


The chart above shows minimum advertised unit sizes, i.e. the smallest unit of each type in a project. Over the same period, the median newly launched studio lost 6.9% of its floor area, falling from 408 to 380 square feet. One-bedroom units gave up 3.0%, from 739 to 717. Two-bedroom units were effectively unchanged at around 1,160, and three-bedroom units finished 2.4% larger, at 1,820. As with price, much of this reflects where studios were launched rather than developers shrinking the same product.

2024 H1 = 100. Medians are of minimum advertised areas for the entry unit of each type.

Like-for-Like Comparison



	Matched pairs	Developers raising price
Studio	39	**67%**
1BR	72	**69%**
2BR	73	**67%**
3BR	42	**67%**

Matched Pair

One developer, one community, one unit type, launched in both 2024 and 2025–26. Each pair is measured against its own earlier price, so developer, location and specification cancel out.

Comparing each developer against itself changes every figure. Three-bedroom units rose 9.8% on an intra-developer basis compared to 20.0% across the market, and one- and two-bedroom units also rose less. Studios moved the other way: up 4.9% against a flat market, for the reason set out on the next page. In each unit type, about two-thirds of these developers raised their own price.

Figures on this page compare all launches announced in 2024 with all launches announced in 2025 and 2026. See Appendix A for the methodological reasoning.

Studio Entry Price by Community Tier

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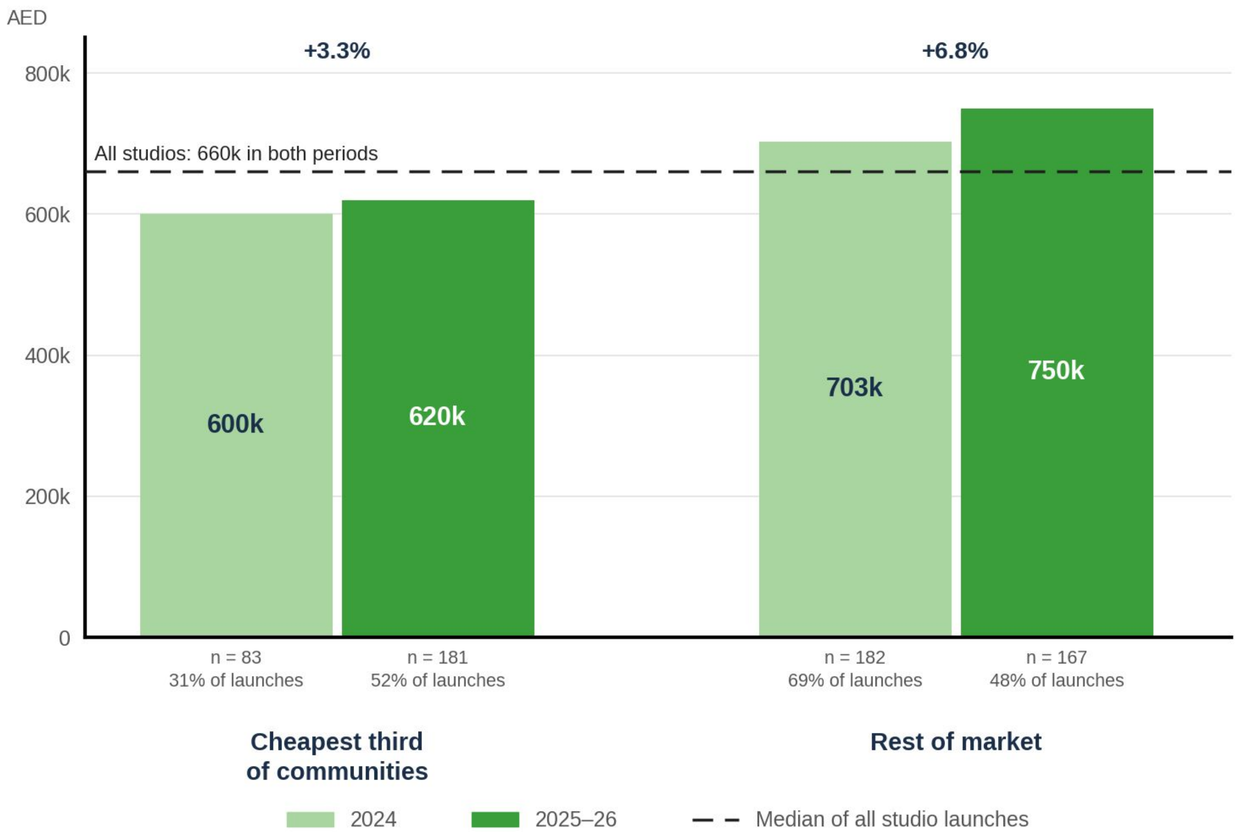

Overall median

AED 660k

2024 and 2025–26

At 2024 locations

≈ AED 685k

+3.9% if 2025–26 studios had launched in 2024's location mix

Cheapest-third share

31% → 52%

of studio launches

Cheapest Third for Studios

Every community that builds studios, ranked by its median starting price per square foot across the whole period. The cheapest third is the lowest 17 of 49 communities (those at or below AED 1,584 per square foot).

Studio prices rose in both groups of communities: from AED 600,000 to 620,000 in the cheapest third, and from 703,000 to 750,000 elsewhere. The overall median still held at AED 660,000, because the cheapest third's share of studio launches rose from 31% to 52%. Had 2025–26 studios launched in 2024's mix of locations, the median would be roughly 4% higher, around AED 685,000. The entry ticket was held largely by relocation, not by restraint on price.

The half-year median on page 5 is AED 650,000; the pooled 2024 and 2025-26 median is AED 660,000.

Community Analysis

“Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself.”

- Rumi

Leading Launch Communities by Unit Type

STUDIO

2024 — 265 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	○	Jumeirah Village Circle	60	**1,677**
2	●	Dubailand Res. Complex	23	**1,548**
3	○	Azizi Venice	19	**1,865**
4	○	Dubai Science Park	12	**1,777**
5	●	Dubai Sports City	11	**1,584**

2025 — 298 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	●	Dubailand Res. Complex	47	**1,548**
2	○	Jumeirah Village Circle	33	**1,677**
3	●	Dubai South	22	**1,464**
=4	○	City of Arabia	16	**1,711**
=4	●	International City Ph 2&3	16	**1,256**
=4	○	Jumeirah Garden City	16	**2,453**

2026 H1 — 50 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	●	Dubai Industrial City	6	**1,351**
2	●	Dubailand Res. Complex	5	**1,548**
=3	○	Arjan	4	**1,706**
=3	○	Damac Lagoons	4	**1,860**
=3	●	Dubai Production City	4	**1,523**
=3	●	Dubai South	4	**1,464**
=3	○	Jumeirah Garden City	4	**2,453**

THREE-BEDROOM

2024 — 375 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	○	Dubai Islands	47	**2,287**
2	●	Jumeirah Village Circle	28	**1,364**
3	●	Al Furjan	23	**1,336**
4	○	Ghaf Woods	21	**1,620**
=5	○	Al Mina	16	**2,554**
=5	●	Wasl Gate	16	**1,315**

2025 — 374 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	○	Dubai Islands	75	**2,287**
2	●	Dubailand Res. Complex	17	**1,177**
3	○	City of Arabia	16	**1,777**
4	●	Al Furjan	15	**1,336**
5	●	Dubai South	14	**1,299**

2026 H1 — 52 projects

		COMMUNITY	PROJECTS	AED/SQFT
1	○	Dubai Islands	9	**2,287**
=2	○	Expo City	6	**1,949**
=2	○	The Wilds	6	**1,485**
4	○	Jumeirah Islands	5	**2,641**
=5	○	Al Kifaf	3	**2,098**
=5	○	Emaar South	3	**1,627**

● In the cheapest third for that unit type ○ Outside the cheapest third = Tied rank

The studio list moved down the price scale. Jumeirah Village Circle led 2024 with 60 projects; by the first half of 2026 Dubai Industrial City led, and four of the seven leading communities sat in the cheapest third, against two of five in 2024. The three-bedroom list moved the other way: none of the 2026 leaders is in the cheapest third, against three of six in 2024. Dubai Islands led in every period, including 75 projects in 2025, a fifth of that year's total.

2024 and 2025 cover full years; 2026 covers January to June. Tier is the community's median entry price per square foot for that unit type across the full period. Tied communities are all shown.

Share of Launches in the Cheapest Third of Communities by Unit Type

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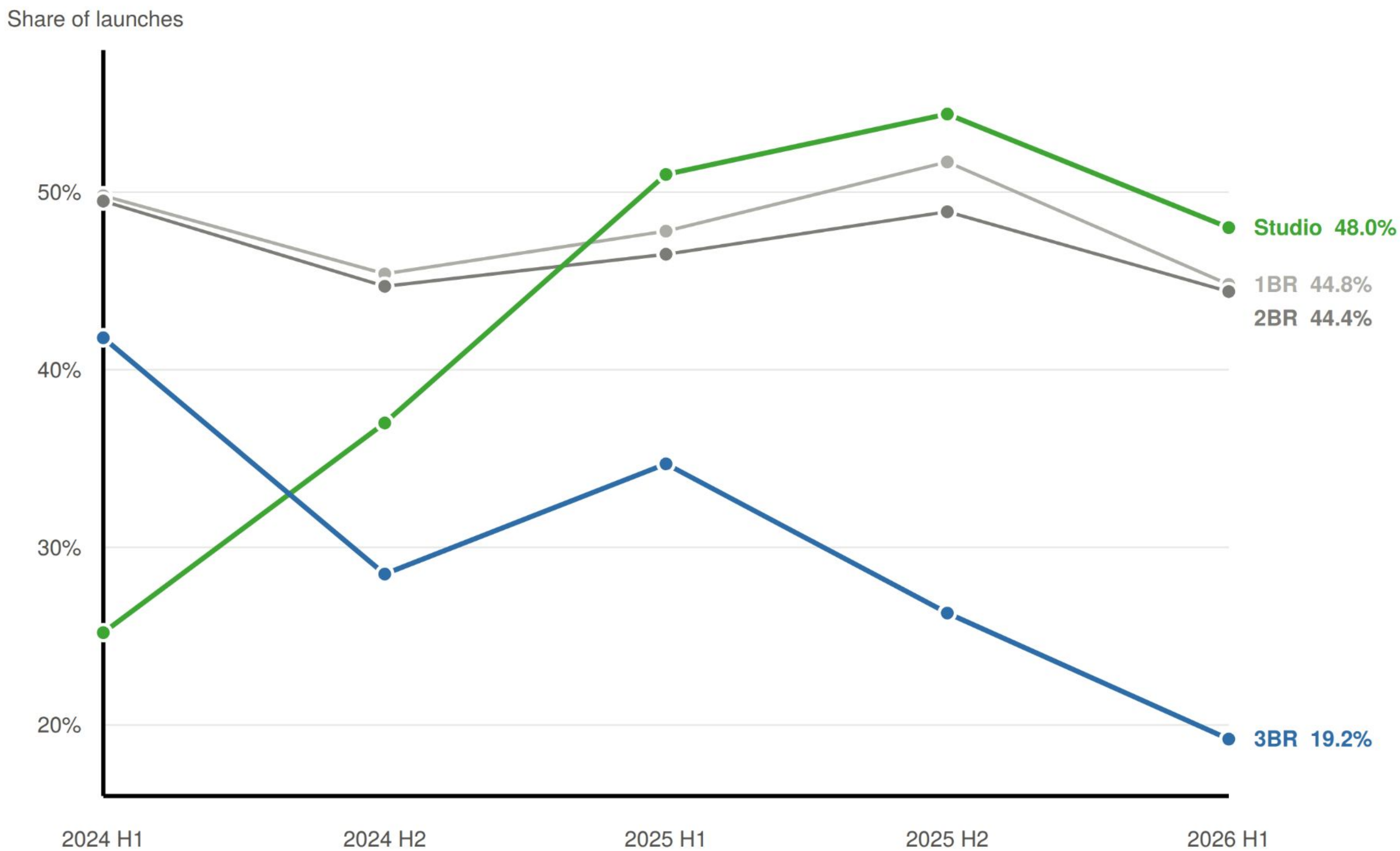

We ranked Dubai's communities by price and took the cheapest third. The chart shows what share of each unit type's launch records fell there. One- and two-bedroom units, which make up most launches, stayed close to half throughout. Studios did not: a quarter were launched in the cheapest third in early 2024, rising to over half in 2025 and 48% in H1 2026. Three-bedroom units went the other way, falling from 42% to 19%.

Price Tier Quartiles

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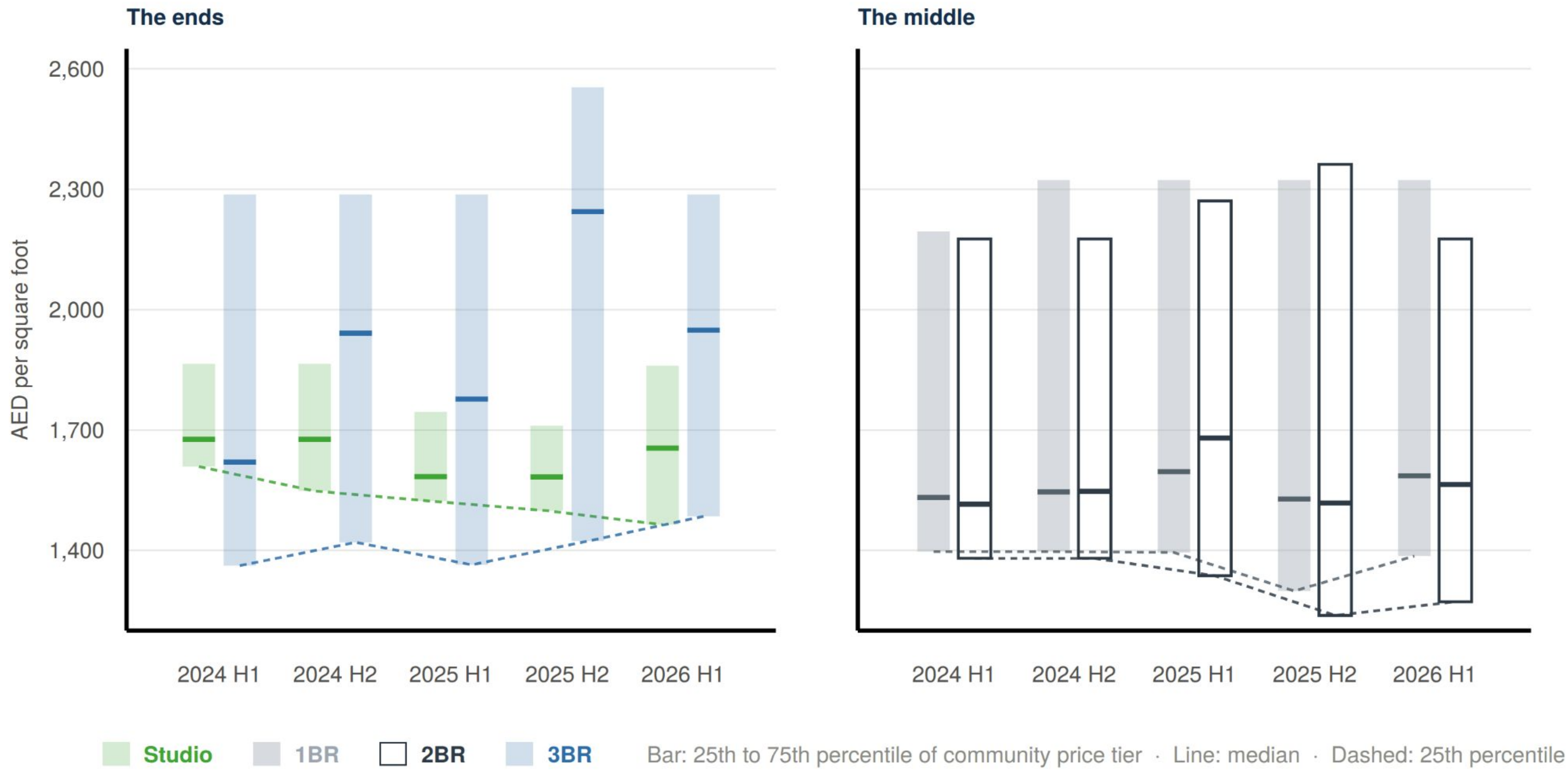

Each launch is assigned its community's price tier, fixed over the full period, so movement reflects where product was launched rather than price change within a community. The bars show the middle half of the tiers each unit type went to. For studios the bottom quarter fell in every half-year, from 1,609 to 1,464 AED/SqFt, while the top ended near where it started at 1,860. The three-bedroom median rose from 1,620 to 1,949. One- and two-bedroom medians ended within AED 60 of their start, across middle halves spanning roughly 930 and 840 AED/SqFt against the studio's 230.

Unit Size Analysis

“Men in rage strike those that wish them best.”

-William Shakespeare

Price per Square Foot Premium of the Smaller Unit, by Unit Type

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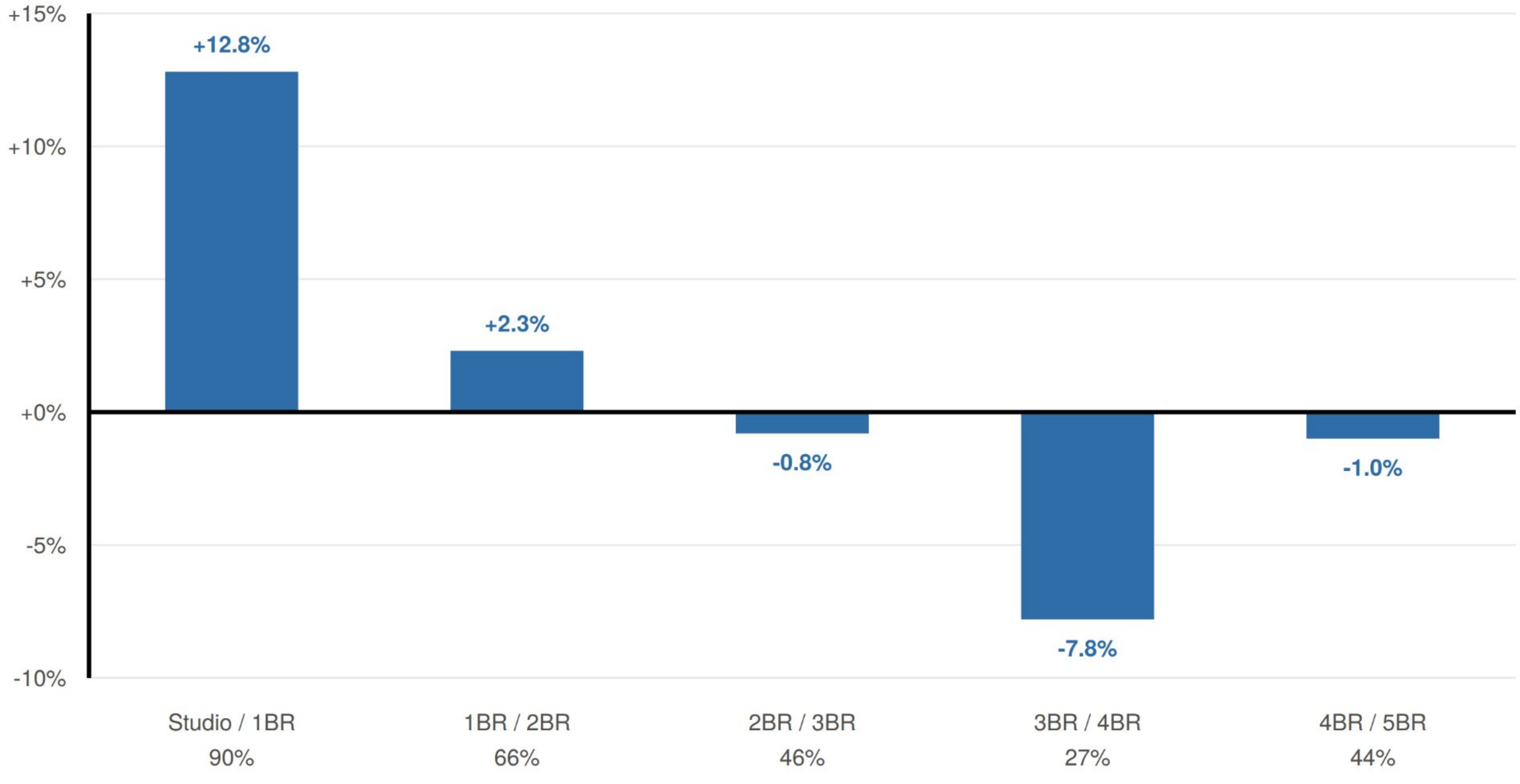

Figure below each pair: share of projects where the smaller unit costs more per square foot

For every project pricing two adjacent unit types, we compare the smaller type's price per square foot with the larger's, and count how often the smaller one is the more expensive per square foot of the two. The premium is largest at the bottom of the ladder: studios cost 12.8% more per square foot than one-bedroom units in the same project, and do so in 90% of projects. By two against three bedrooms it has disappeared. Above three bedrooms it reverses; three-bedroom units cost 7.8% less per square foot than four-bedroom units in the same project, in 72% of them.

Within-project comparisons only, so developer, community, launch date and specification are held constant. Sample sizes: 609, 1,236, 784, 201 and 41 projects.

Small-Unit Premium by Developer

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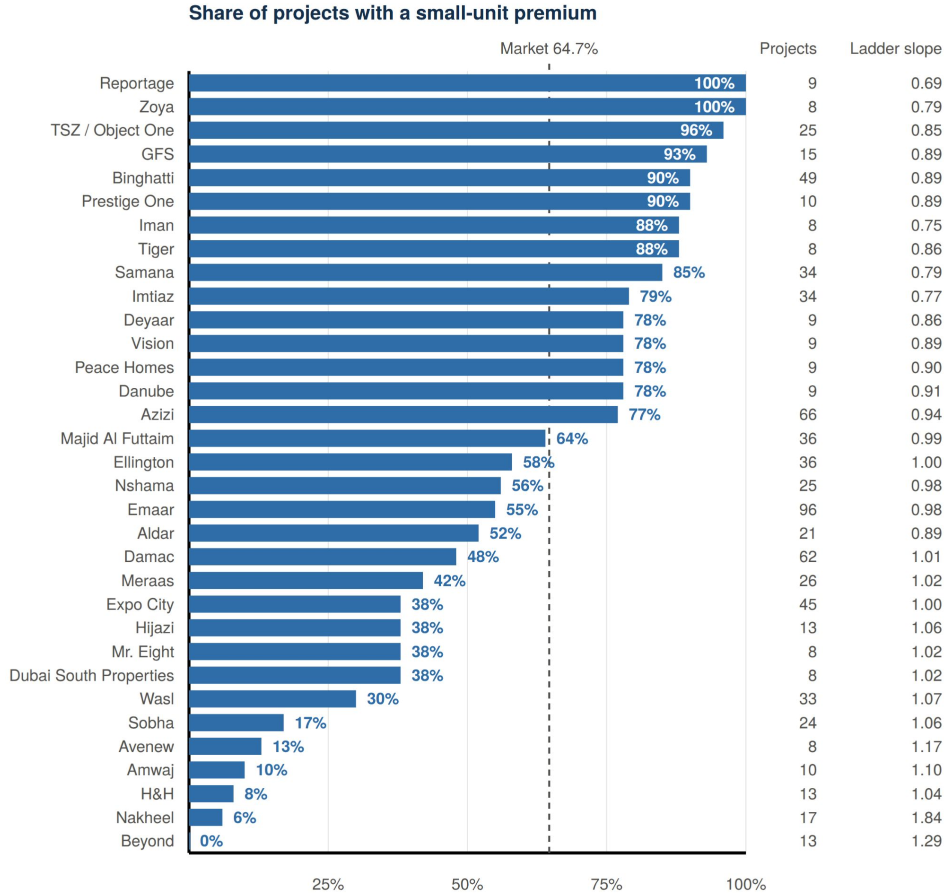

Ladder Slope

The rate at which a developer's prices scale with unit size.

At 1, a unit twice the size costs twice as much, so price per square foot is the same whatever you buy.

Below 1, the smaller units cost more per square foot.

Above 1, the larger units cost more per square foot.

Across the market, 64.7% of apartment projects price their smaller units at a premium per square foot. Individual developers sit either side of that in a way the market figure conceals: Reportage and Zoya do it in every project, Beyond in none of its thirteen. Ladder slopes run from 0.69 at Reportage to 1.84 at Nakheel.

Developers with at least eight projects pricing two or more unit types: 33 developers, 796 of 1,349 projects. Ladder slope is defined and charted in Appendix B.

Share of Projects with a Small-Unit Premium: Apartments and Villas

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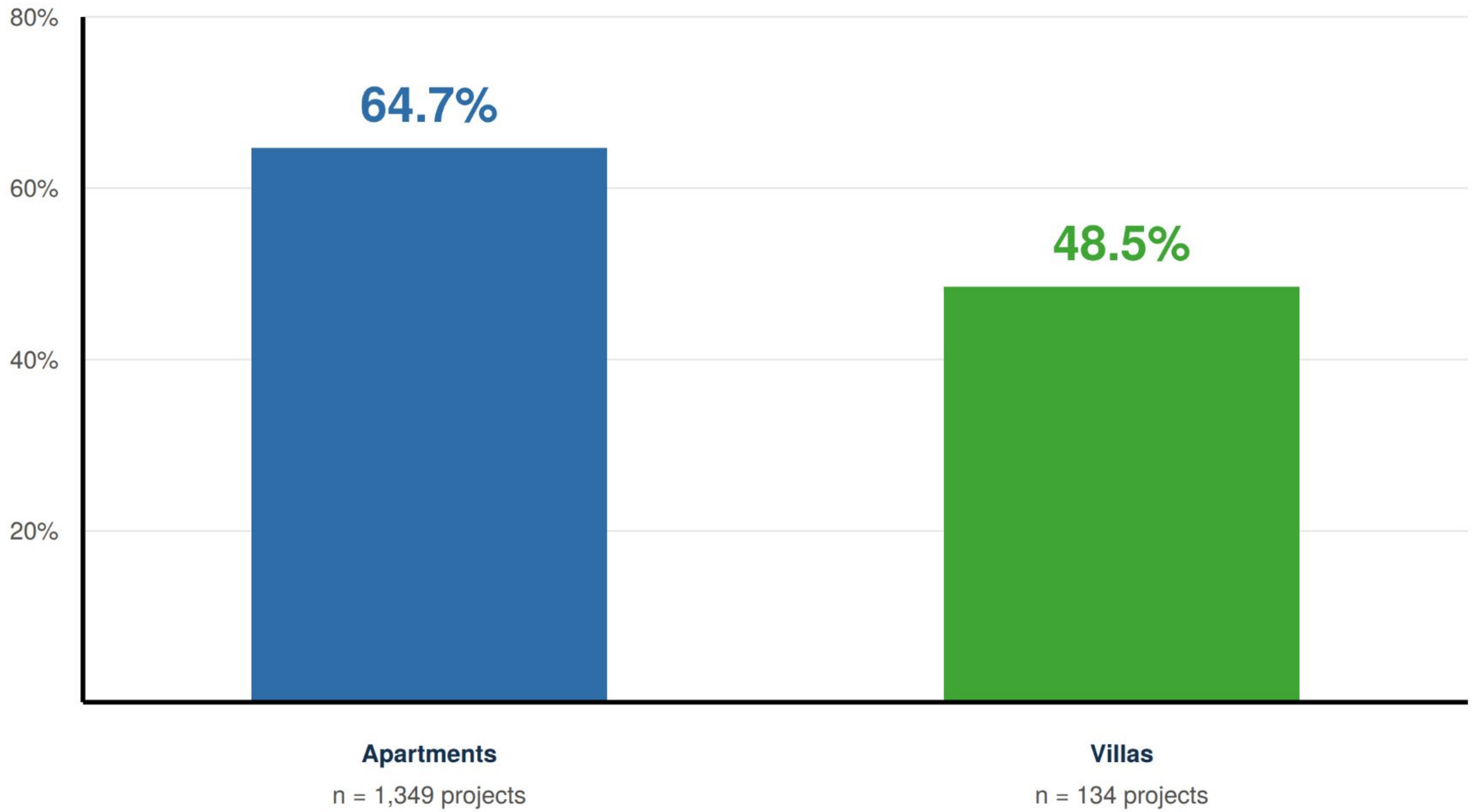

Two apartment projects in three price their smaller units at a premium per square foot. Villas, built by largely the same developers (127 of the 134 villa projects come from developers who also launched apartments over the period), split almost evenly. The difference is statistically significant.

1,349 apartment and 134 villa projects. The 16.2 percentage point difference is significant at p = 0.030, with standard errors clustered by developer. See Appendix A.

Conclusions

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48% of studio launches in H1 2026 were in the cheapest third of Dubai's communities against 25% two years earlier

Price Analysis

Headline launch prices compare different developers in different places. Comparing each developer against itself, in the same community and unit type, changes every figure. Three-bedroom units rose 9.8% within developers against 20.0% across the market; one- and two-bedroom units also rose less. Studios moved the other way: flat across the market but up 4.9% within developers, largely because launches shifted to cheaper communities.

Community Analysis

Developers did not hold the studio entry price by holding their own prices; they held it by launching in lower-priced communities. The two look identical in most indexes (where the standard approach is to look at ticket-size deltas) but mean opposite things. A price held in the same place protects affordability; a price held by moving somewhere cheaper disguises its erosion. At 2024 locations, the median studio would cost roughly 4% more, around AED 685,000 rather than 660,000.

The median studio still costs AED 660,000, but had 2025–26 studios launched in 2024's mix of locations, that median would be about AED 685,000. The entry buyer pays the same money for an address worth roughly 4% less, and no published index records it.

Unit Size Analysis

Small units cost more per square foot, but not simply because they cost more to build. If they did, the gap would shrink as units got bigger. Instead it flips: three-bedroom apartments cost 7.8% less per square foot than four-bedroom ones in the same building. Developers also price size very differently from one another. Two in three apartment projects charge extra for small units, but only half of villa projects do.

Conclusion

Taken together, the findings show a market pulling apart at the ends while the middle stays put. One- and two-bedroom units stayed where they were; studios moved into cheaper communities and family homes moved upmarket. Two benchmarks are suggested for monitoring whether this persists: studio launches in the cheapest third of communities holding at or above 45%, and three-bedroom launches at or below 30%. Both are set just inside the 2025 and 2026 readings: studios ran at 53% and 48%, three-bedroom units at 31% and 19%, against 31% and 35% in 2024. These are reference points for tracking, not forecasts.

Appendix A - Methodology

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Definitions

Starting price: the lowest advertised price for a bedroom type in a project. No unit-level price schedule is available behind it.

Minimum area: the smallest advertised floor area for that bedroom type.

Community price tier: a community's median starting price per square foot for a given unit type, computed once across the whole period so that it does not move with time.

Cheapest third: the lowest third of communities by that tier, ranked separately for each unit type against the communities that actually build it: 17 of 49 for studios, 26 of 77 for three-bedroom units.

Matched pair: one developer, one community, one unit type, launched in both 2024 and 2025–26, measured against its own earlier price.

Ladder slope: the gradient of log starting price on log minimum area across the unit types a project prices. At 1.00 a unit twice the size costs twice as much; below 1.00 the smaller units cost more per square foot. Charted by developer on page 21.

Launch: a project announcement. Every count in this report is of projects, not units.

Data

The data comes from REIDIN's launch tracker. This is a census of launches, not transactions, so all prices are asking prices at announcement, and nothing here speaks to whether the units sold. This report is purely a supply-side analysis of developer policy.

Of the 1,961 projects announced between January 2024 and June 2026, 1,691 are apartments. Villas, 254 projects over the same period, appear only on page 16 as a control. Sixteen serviced and hotel-branded apartment projects are excluded throughout: they are sold as operator-managed income assets, their areas are defined on a hotel-key basis, and they are not comparable to residential floor plans.

Five projects announced in the third quarter of 2026 fall outside the reporting window and are excluded from every period comparison. They remain in the community price tier, which is computed across the whole file by design.

Appendix A - Methodology (Continued)

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Comparisons

Period basis: Pages 5 and 6, *Median Launch Price Index* and *Median Launch Size Index*, compare the first half of 2026 with the first half of 2024. Pages 7 and 8, *Like-for-Like Comparison* and *Studio Entry Price by Community Tier*, compare all launches announced in 2024 with all launches announced in 2025 and 2026 pooled together. The wider basis is needed on page 7 because the like-for-like test requires a developer to have launched the same unit type in the same community twice. Between the first half of 2024 and the first half of 2026 only four did so for studios, against 39 across the full period. The two bases agree closely for studios and one-bedroom units. They differ most for two-bedroom units, whose prices rose, fell back and rose again, so the two end points miss what happened in between.

Relocation estimate, page 8: Studio launches in 2025–26 are split into the cheapest third of communities and the remainder, and the median entry price of each group is taken. Those two medians are then reweighted by 2024's share of launches in each group (31.3% in the cheapest third) and compared with the same calculation at the 2025–26 share (52.0%). Reweighting rather than comparing observed medians prevents the blending of two group medians from biasing the estimate.

Within-project comparisons, pages 14 to 16: Every figure in the unit size section compares unit types inside a single project, so developer, community, launch date and specification are held constant. A project must price at least two unit types to appear.

Thresholds. Page 15, *Small-Unit Premium by Developer*, shows developers with at least eight projects: 33 developers, 796 of 1,349 projects. At a threshold of five the ranking is unchanged. The cheapest third used on pages 8, 11 and 12 is a tercile; quartile and median splits, and a continuous measure of community price, agree in sign and significance for studios and three-bedroom units.

Fixed geography, pages 11 and 12. Communities are ranked once over the full period rather than re-ranked each half-year, so movement in those charts reflects where product was launched rather than price change within a community.

Shares rather than medians, page 16. Both samples count only projects pricing two or more unit types: 1,349 apartment and 134 villa projects. Villa ladder slopes are far more widely dispersed than apartment slopes: a tenth sit below 0.40 and a fifteenth above 2.00, against roughly one in two hundred apartment projects at either extreme, so the difference between the two medians is not statistically distinguishable from zero. The difference in the share of projects below 1.00 is, at $p = 0.030$. A p-value is the chance of seeing a gap at least this large if apartments and villas in fact priced small units alike: 0.030 means about three times in a hundred, which is why the gap is treated as real rather than as noise. Standard errors are clustered by developer, because the 1,483 projects come from 362 developers, several of whom contribute dozens; treating them as independent understates the standard error by a factor of 1.7 and would give $p = 0.0002$. 127 of the 134 villa projects come from developers who also launched apartments over the period.

Appendix A - Methodology (Continued)

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Limitations

Association, not causation: Nothing here establishes that developers deliberately moved studio production outward in order to hold a price point. Land availability, masterplan release timing and zoning could produce the same pattern.

Matched pairs are not a random sample: A developer that launched in both periods was still active over the whole window, and is likely to be larger and better capitalised than one that stopped. Smaller developers may have priced differently.

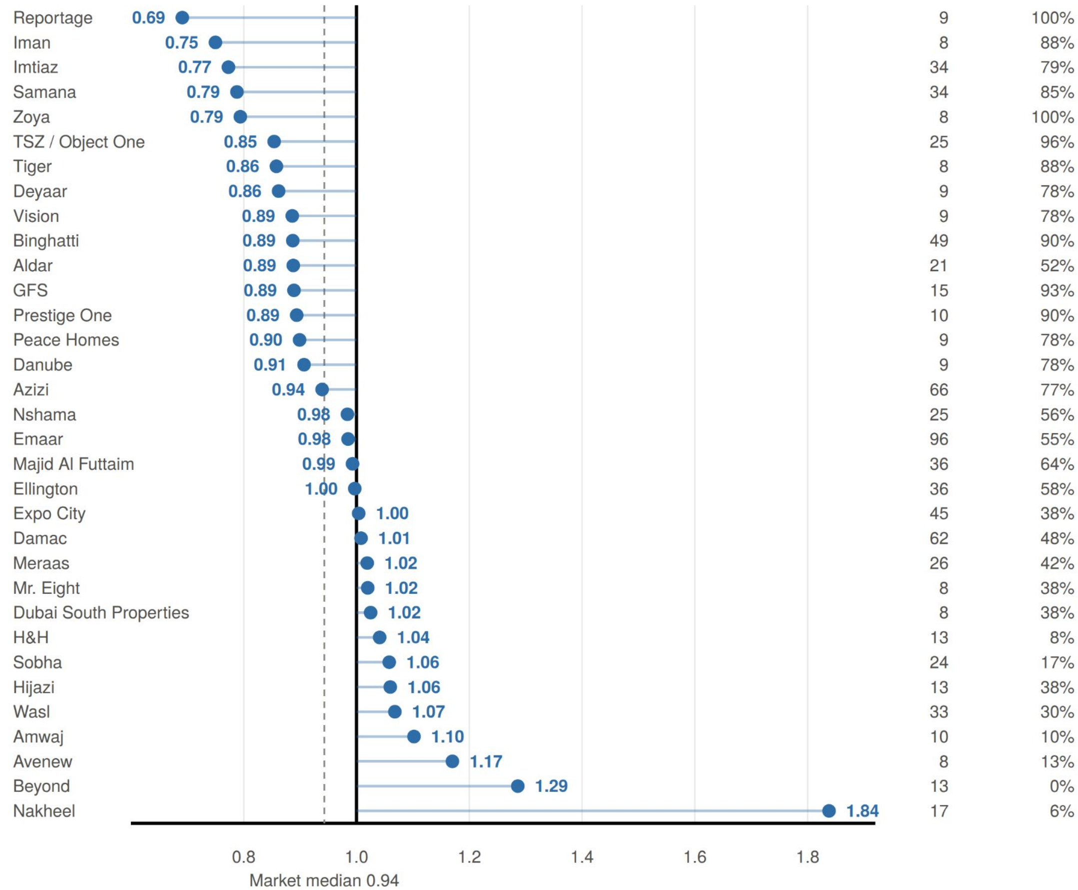
Thin cells: The 2026 columns on page 10, *Leading Launch Communities*, cover six months and rank on three to nine launches each. The 2026 H1 bars on page 12, *Price Tier Quartiles*, rest on 50 studio and 52 three-bedroom launches, against 127 and 182 two years earlier. The four against five bedroom comparison on page 14 rests on 41 projects and indicates curve shape only.

The entry unit only: Because the source gives one starting price and one minimum area per bedroom type, every figure describes the cheapest unit of its type. Nothing here speaks to how the rest of a project's stack is priced.

Medians throughout, outliers left in place: Ladder slopes range from −2.95 to 2.97. Medians are unaffected by this; any mean-based extension of the analysis would need explicit outlier handling.

Right-censoring: 2026 is under-represented because the conversion from announcement to launch is itself falling. What has announced by mid-2026 may not represent what eventually launches.

Appendix B - Ladder Slope by Developer



The ladder slope measures how a developer's prices scale with unit size within its own projects: the gradient of log starting price on log minimum area, across the unit types each project prices, taken as the median of the developer's projects. At 1 a unit twice the size costs twice as much, so price per square foot is constant. Below 1 the smaller units carry a premium; above 1 the larger ones do. The market median is 0.94, and developers range from 0.69 at Reportage to 1.84 at Nakheel; the right-hand column shows how consistently each applies its position

Developers with at least eight projects pricing two or more unit types: 33 developers, 796 of 1,349 projects. At a threshold of five the ranking is unchanged.

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