

aqarmap know more..



Egypt Real Estate Trends 2019



Know more..

Continuing on the momentum of our brand's focus on knowledge sharing, this year we lay on your hands the most comprehensive and impactful set of data ever released in Egypt's real estate industry. We aspire to help our clients take key investment decisions with actionable, granular, and relevant data points.

The biggest challenge that faces Real Estate companies and consumers in Egypt is the lack of credible market information. Most buyers rely on anecdotal information from friends or family, and many companies launch projects without investing enough time in understanding consumer needs and the shifting demand trends.

Know more.. is our brand essence. We are here to help companies and consumers gain more confidence in every real estate decision they take.



Market Research

Although we are not a Market Research firm, we continue to receive vital insights and trends from the daily behaviour of thousands of buyers on our platform. We have proudly served the market research needs of leading real estate developers, such as: Talaat Moustafa Group, Egyptian Resort Company, Mountain View and Wadi Degla.

Let us know if you are seeking specific datasets and we will do our best to fulfill your needs: research@aqarmap.com



Research Methodology

This report is based exclusively on our primary research and our proprietary data sources. All of our research activities are quantitative and electronic. Aqarmap mainly monitors and tracks 3 types of data trends:

- **Demographic & Socioeconomic Consumer Trends**

2 Million consumers use Aqarmap every month, and to use our service they must register their information in our database. As the consumers progress in the usage of the portal, we ask them bite-sized questions to collect demographic and socioeconomic information gradually. We also send seasonal surveys to the users to learn more about their insights on different topics and we link their responses to their profiles. Finally, we combine the users' profiles on Aqarmap with their profiles on Facebook to build the most holistic consumer profile that exists in the market to date.

- **Behavioral Consumer Demand Trends**

On top of the holistic consumer profile, we collect behavior-based consumer real estate preferences; such as: location, price, size, type, configuration, architecture, payment method, seriousness, frequency, and much more. We target that there is a gap between what the consumers usually say they want, and what they actually do go after. Instead of asking the users what is their price budget for example, we simply monitor the prices of the properties they actually contact. This unique and close proximity position to the consumer allows us to sometimes understand the consumers more than they understand themselves.

- **Current and Historic Price Trends**

The majority of Real Estate developers in Egypt list their projects and unit prices on Aqarmap, and regularly Developers contact us to adjust these prices. Being at the center of this activity allows us to gain insights into pricing trends in new homes specifically. In addition, we have thousands of brokers and private owners using Aqarmap to list new, resale, commercial, and rental properties. Every time a price gets increased or decreased we record the movement and we gain an insight. The number of days a property remains listed on Aqarmap before its gets sold or removed combined with the number of leads each property gets in each different location helps us gain a deeper understanding of how prices are behaving and how they are impacting demand.

If you have any questions about our research methodology, please contact us at:
research@aqarmap.com

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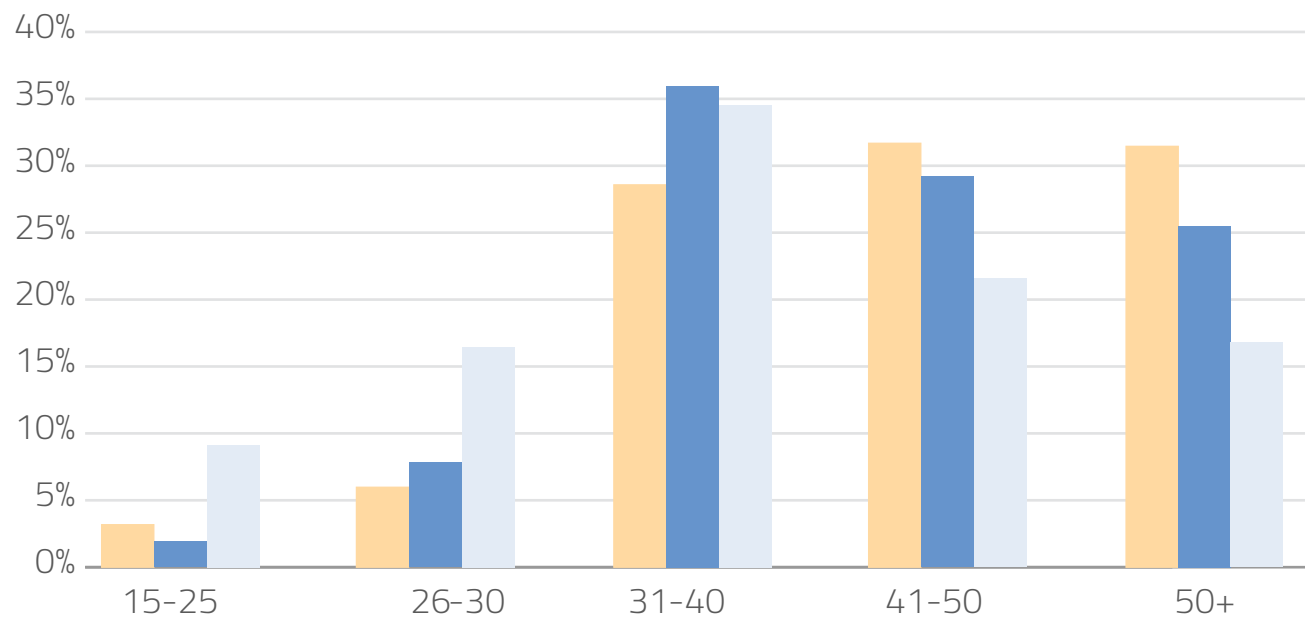
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Demand Trends

This section presents the results of an elaborate survey that was sent by Aqarmap to more than 1,800,000 buyers. The continuous shifts in the demand encouraged us to conduct this periodical survey to keep Real Estate companies always on top of the fluid market dynamics.



Age of active buyers

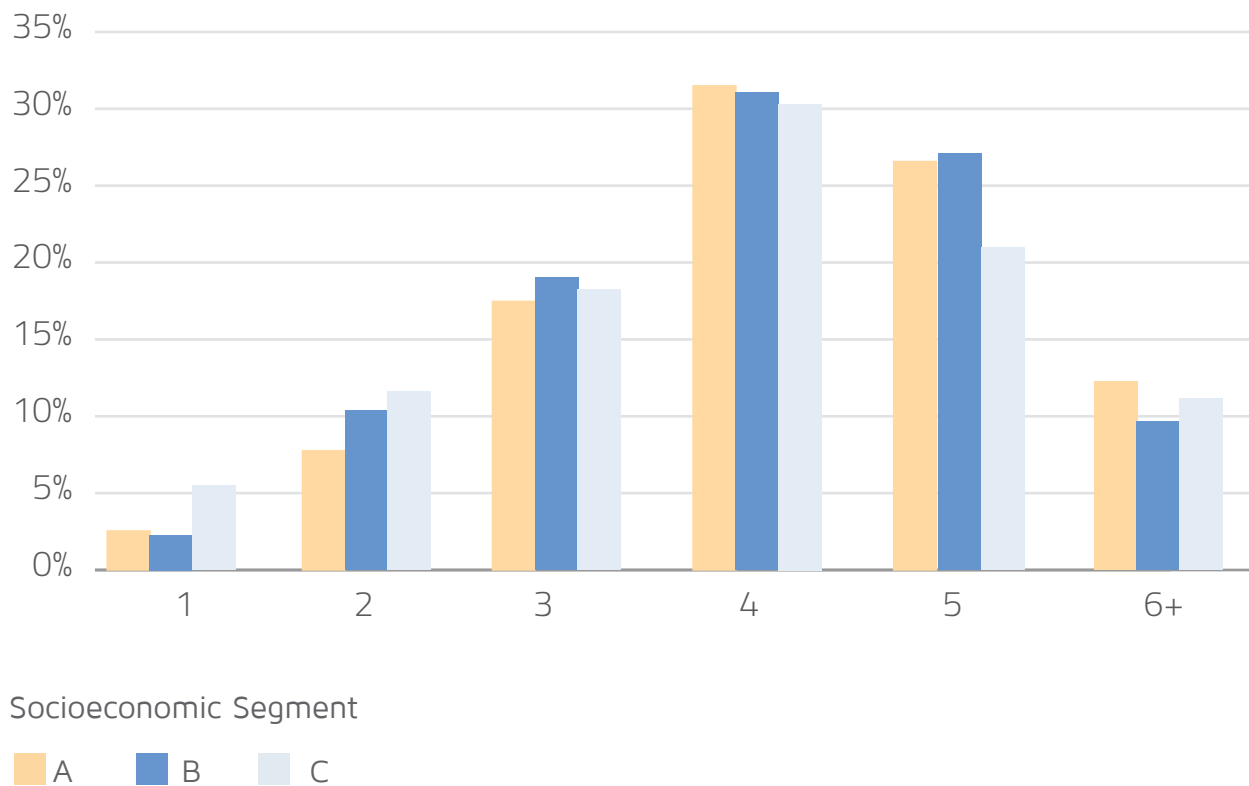


Socioeconomic Segment

A B C

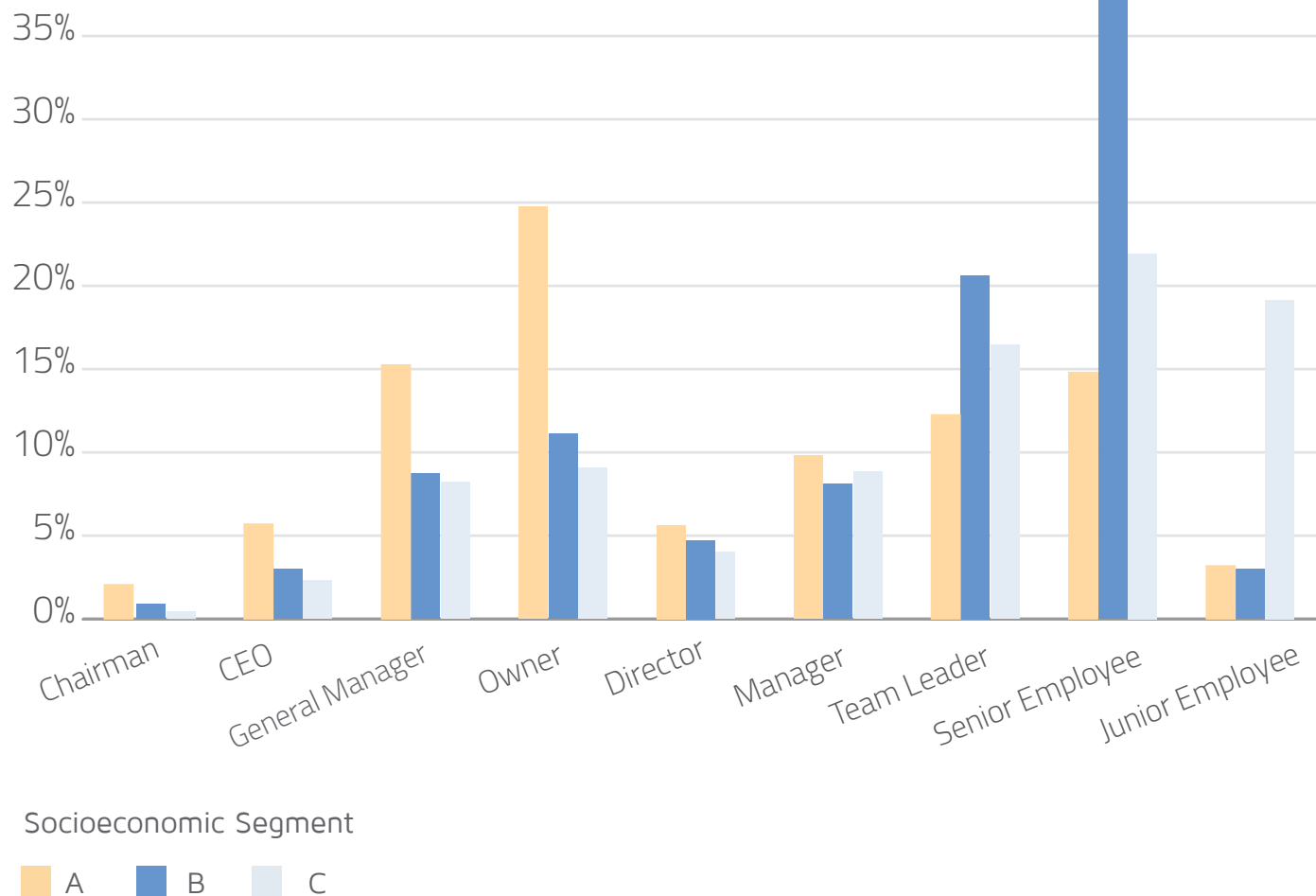


Average family size



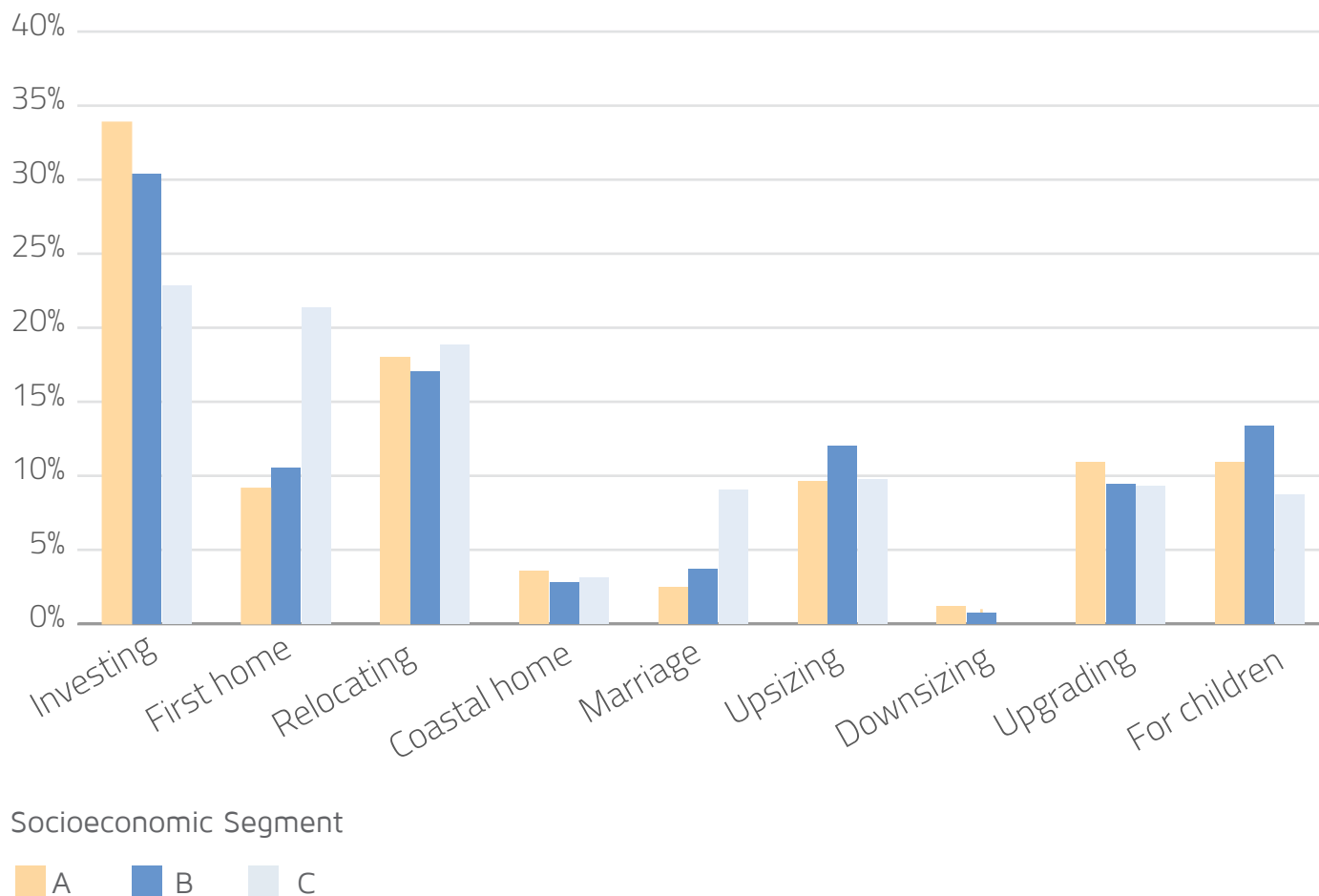


Job position distribution



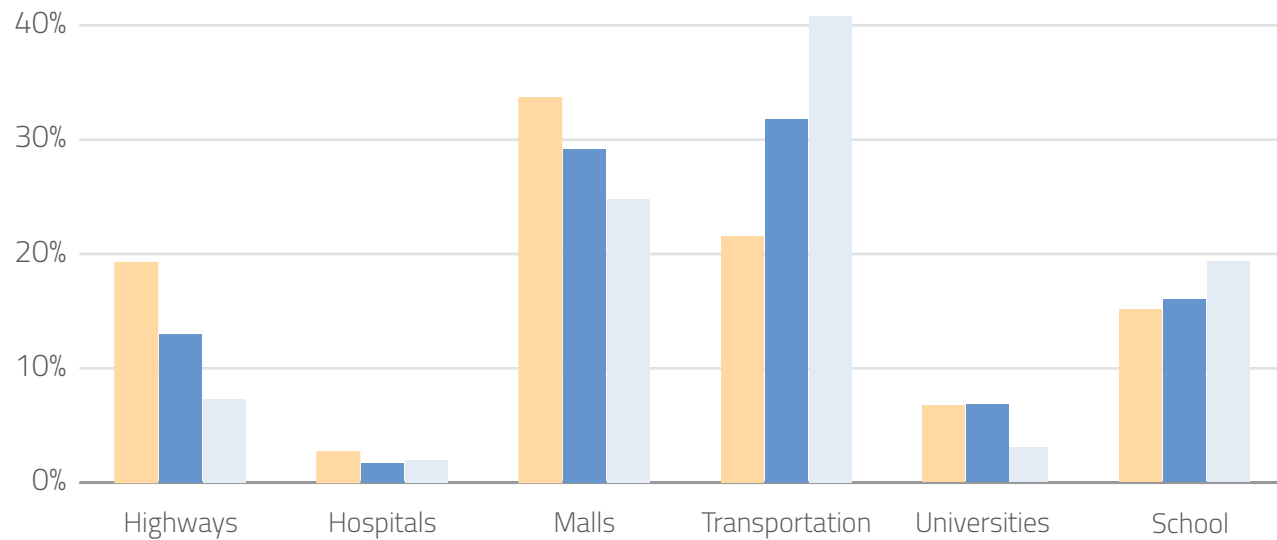


Purchasing objective





Neighborhood services priorities

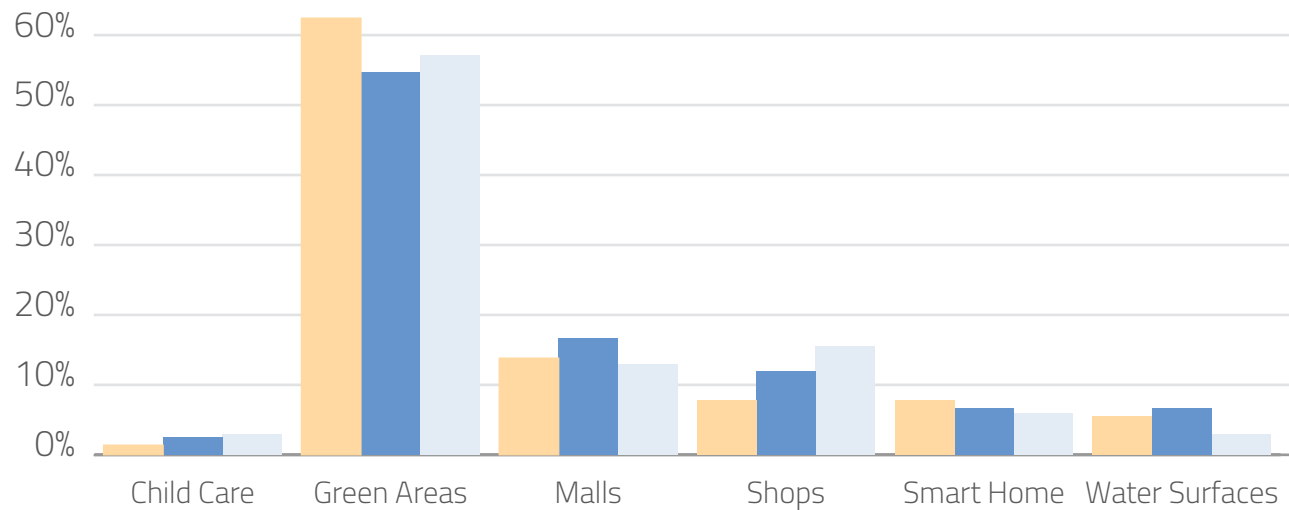


Socioeconomic Segment

A B C



Compound amenities priorities



Socioeconomic Segment

A B C

The Aqarmap logo is displayed in the top left corner in a blue, lowercase sans-serif font.The background of the top half of the slide is a blurred photograph of an airplane taking off from a runway at dusk or dawn. The runway lights are visible as a series of warm, out-of-focus bokeh circles in the foreground, and the sky is a mix of soft blues and oranges. In the top right corner, there is a small orange icon of a location pin with a globe inside it.

aqarmap

Target Egyptians abroad

Last month, more than 410,000 Egyptians living in GCC, Europe, and USA visited Aqarmap to buy a property. This influential buyer segment has witnessed an increase in its purchasing power, and has been extremely active since the devaluation of the Egyptian Pound.

Aqarmap has successfully helped more than 120 developers promote and sell their properties to this valuable segment. Contact us to learn how we can help you reach these buyers:

sales@aqarmap.com

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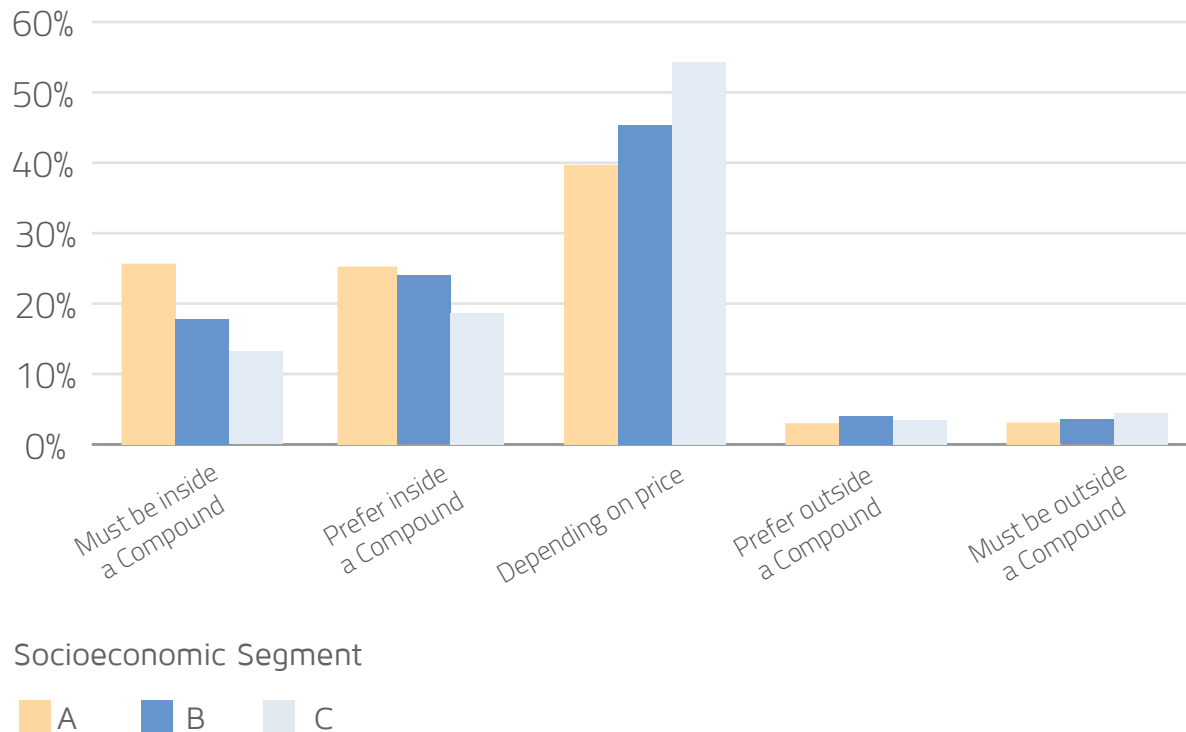
Know more about Online EXPO

Aqarmap Online EXPO is an innovative event that helps developers sell to Egyptians abroad using credit cards. The expo promotion starts 1 week in advance targeting Egyptians abroad, and the expo itself is 3 hours long featuring different projects and discounts. Consumers who want to benefit from the discounts can pay a small refundable “expression of interest” booking fee.

Contact us to learn more: launches@aqarmap.com

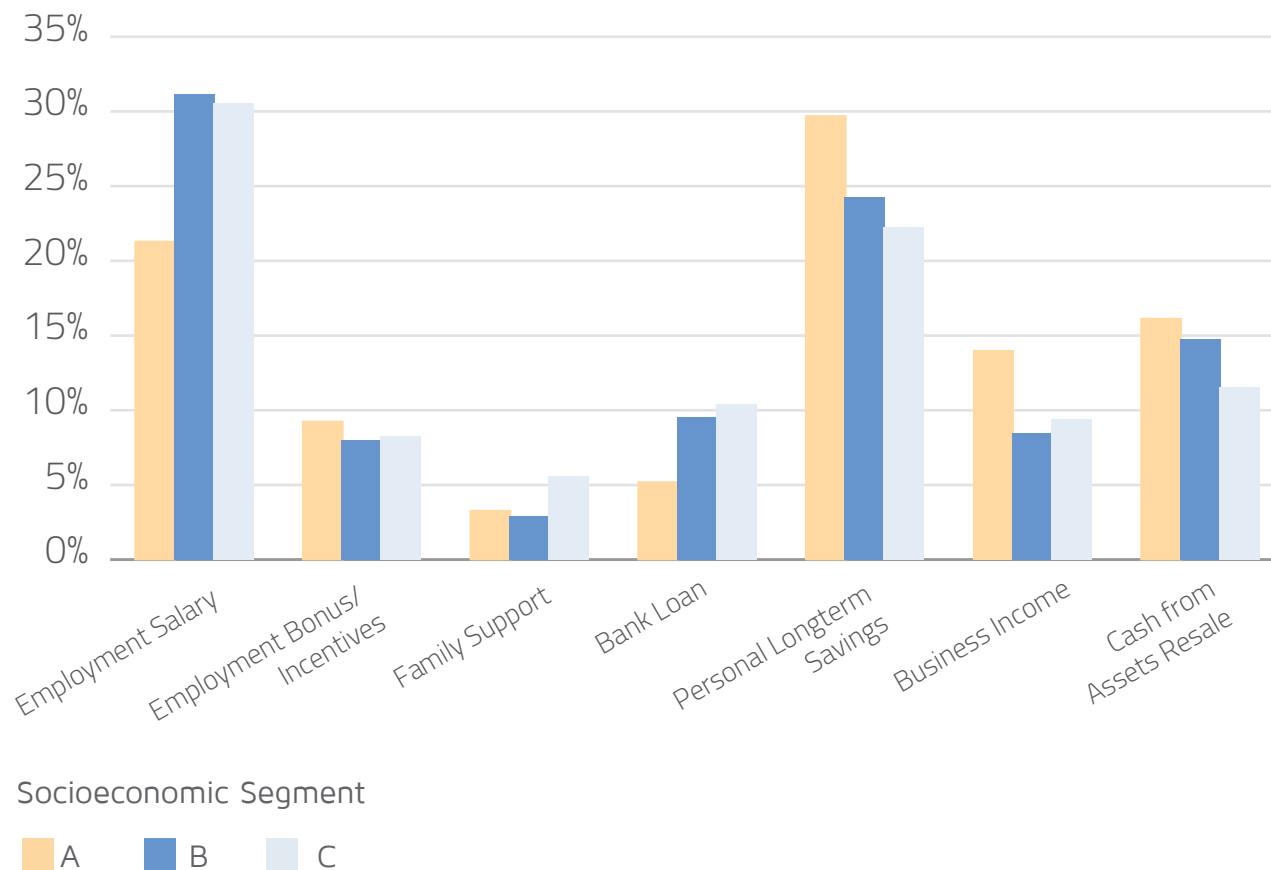


Compound lifestyle appeal



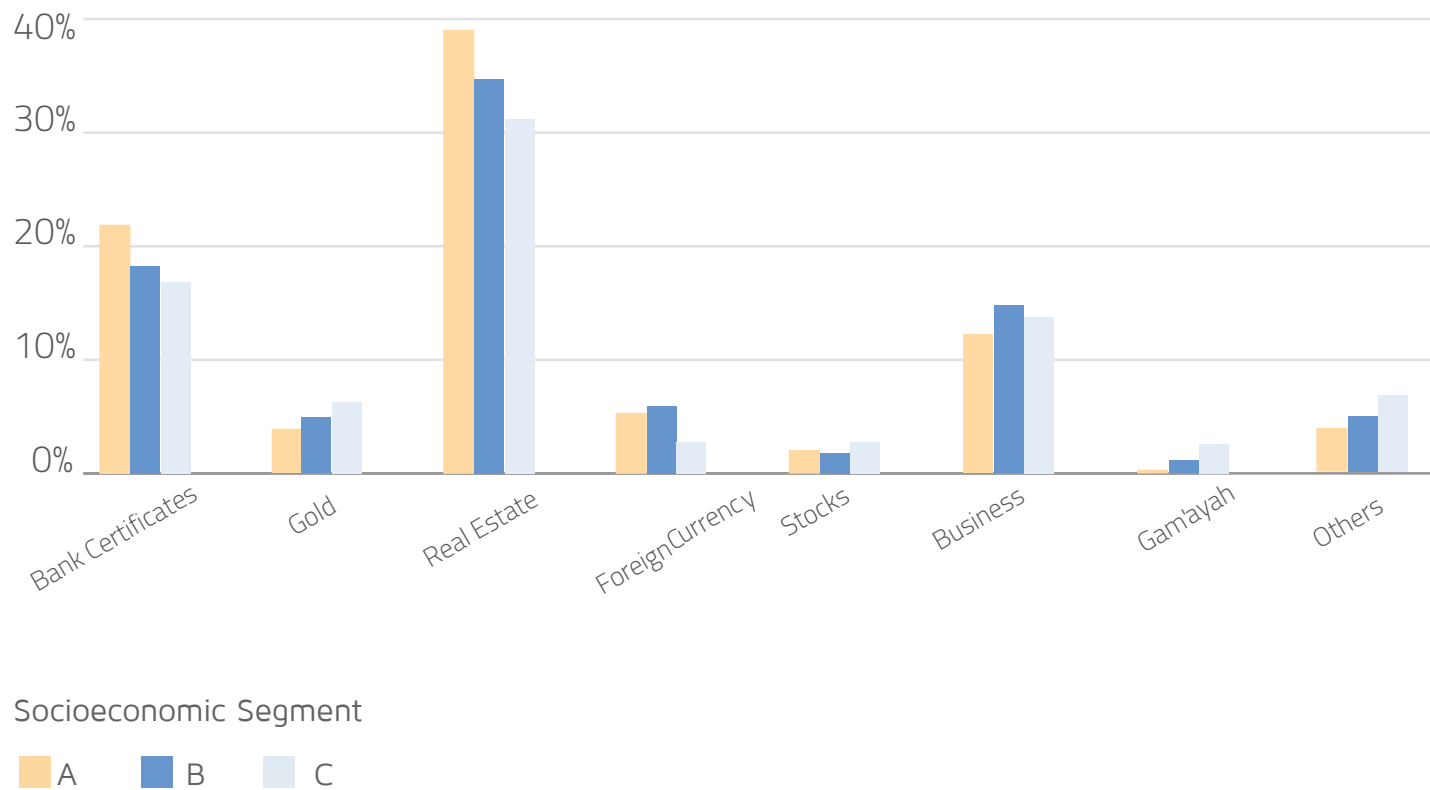


Consumer finance sources



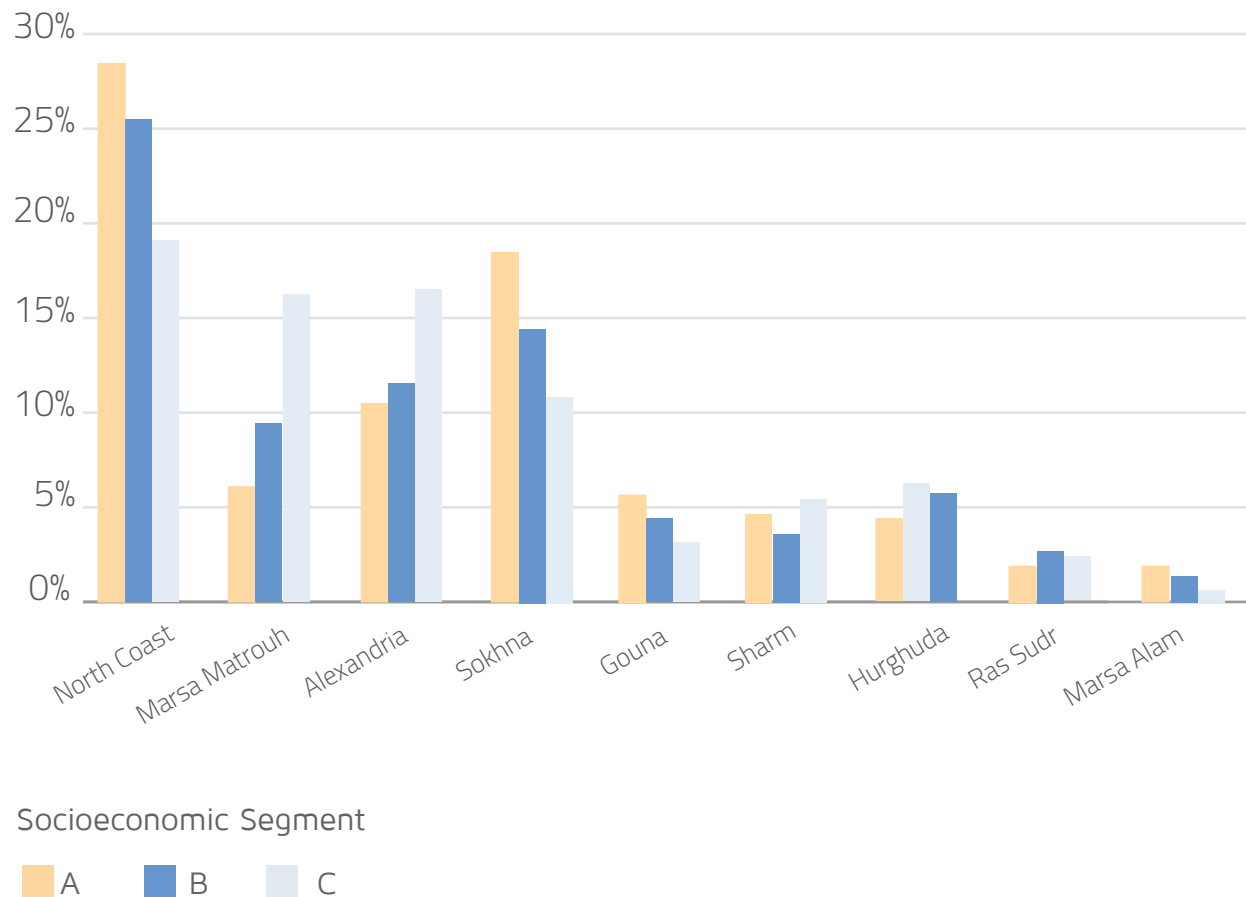


Investment preferences



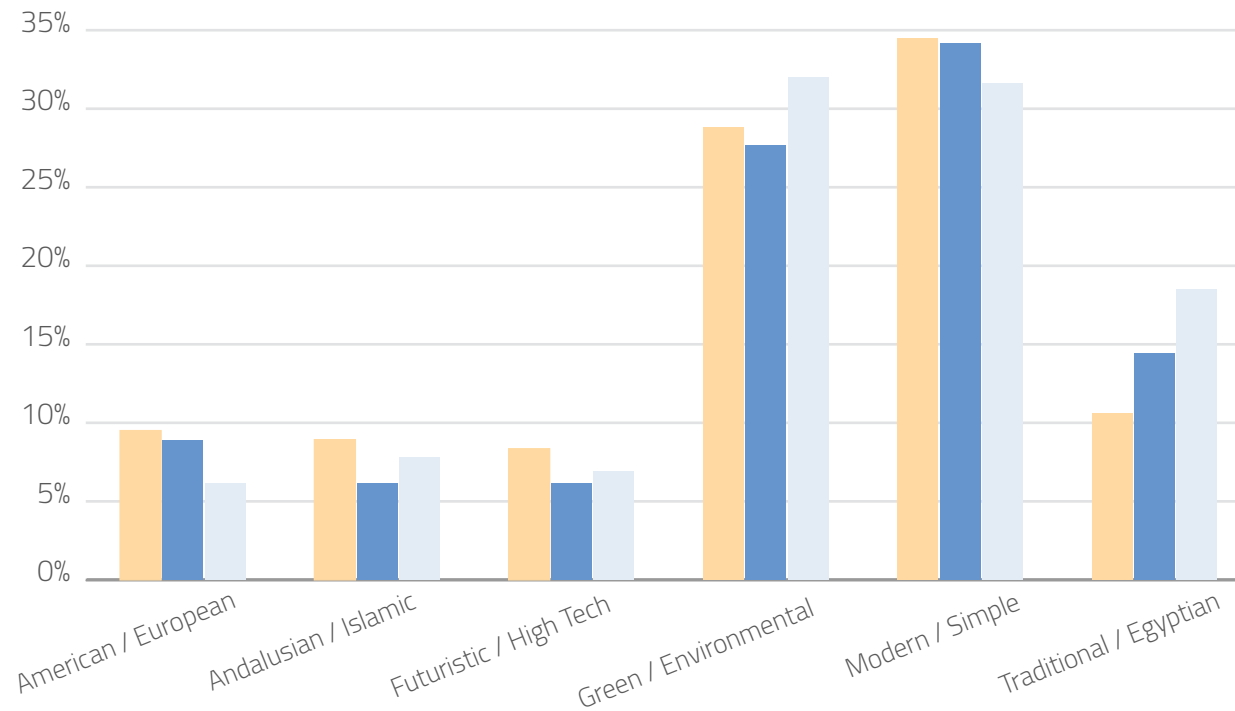


Vacation homes purchasing trends





Architecture preferences

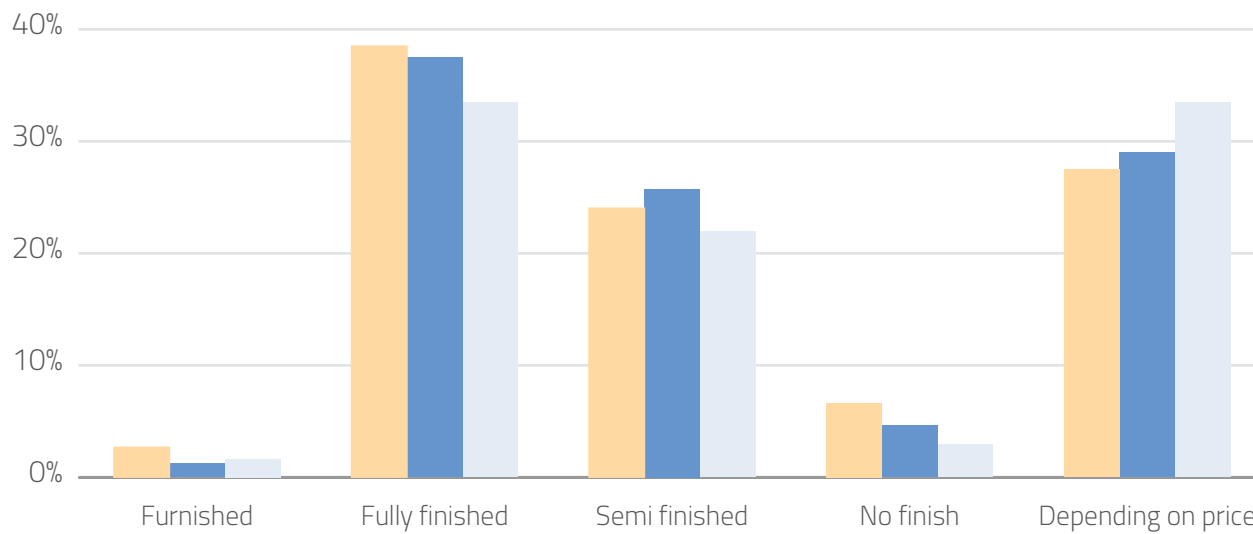


Socioeconomic Segment

A B C



Finishing preferences

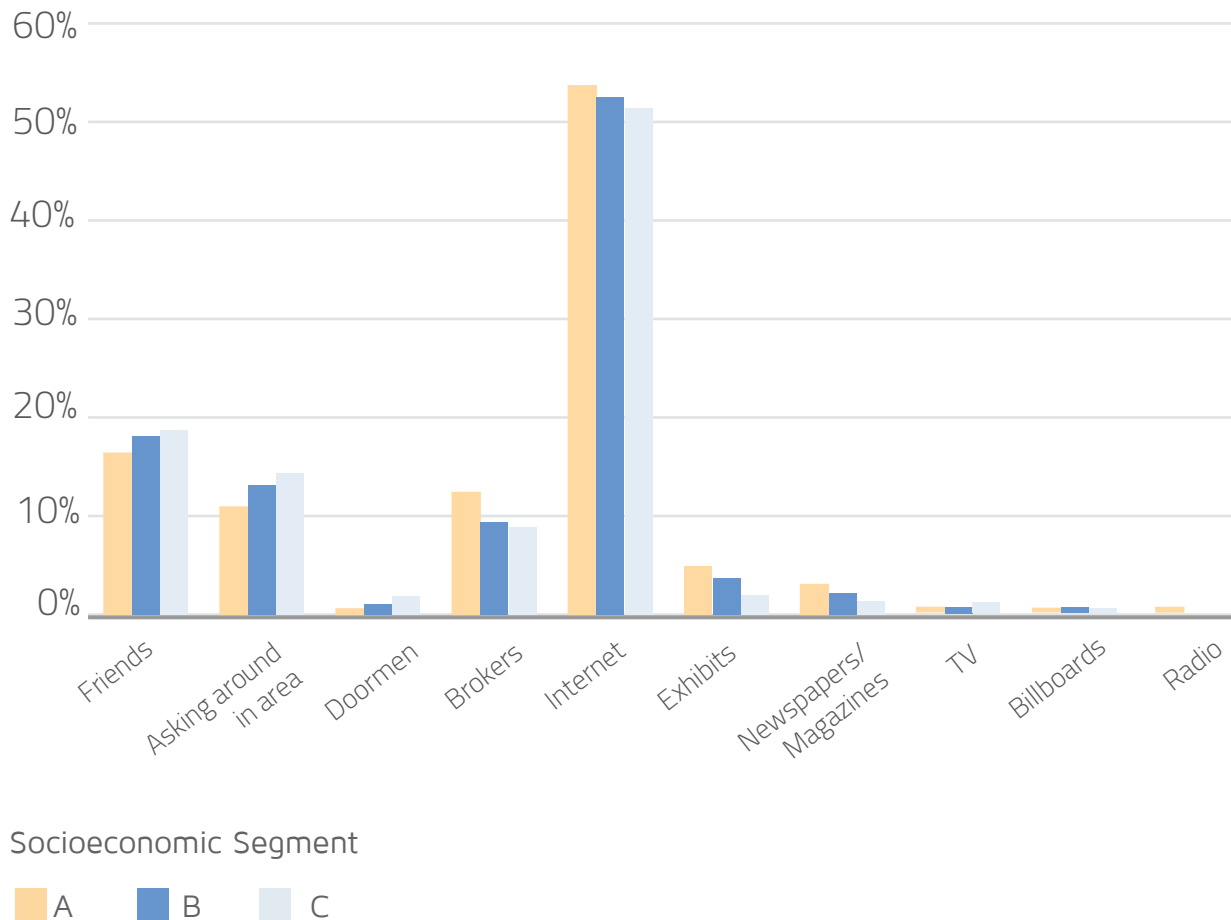


Socioeconomic Segment

A B C

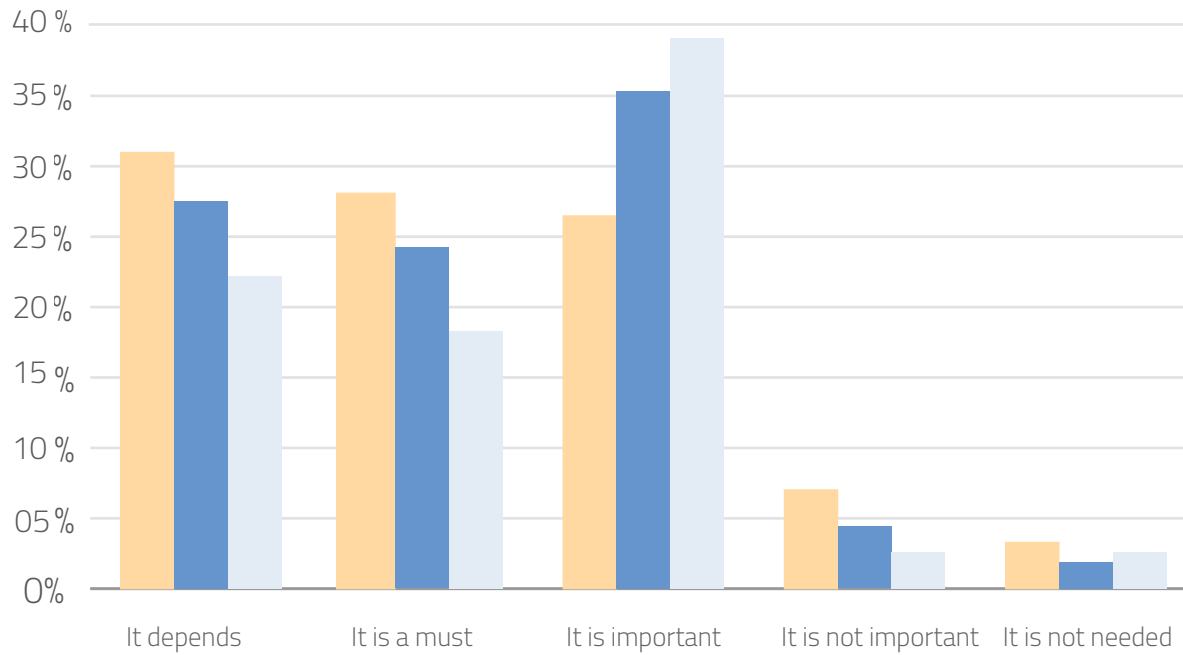


Consumer property search behavior





How important is owning an apartment to get married?

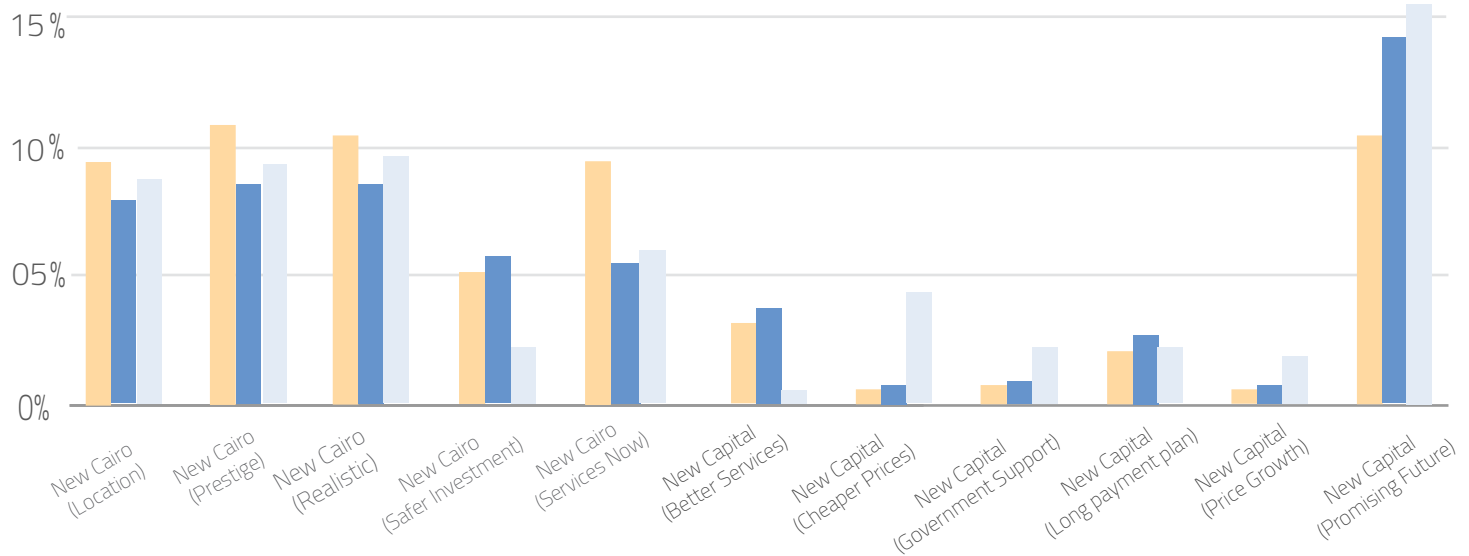


Socioeconomic Segment

A B C



New Cairo or New Capital

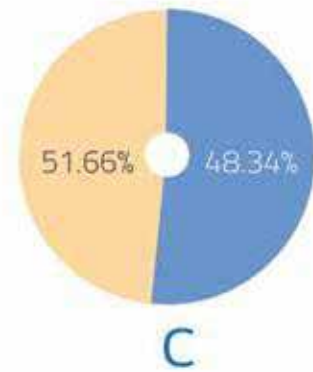
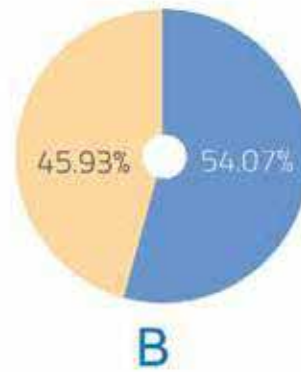
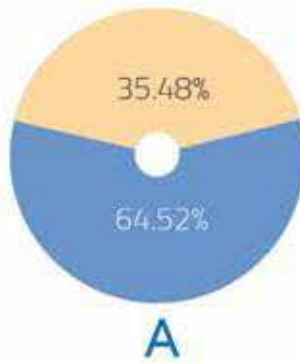


Socioeconomic Segment

A B C

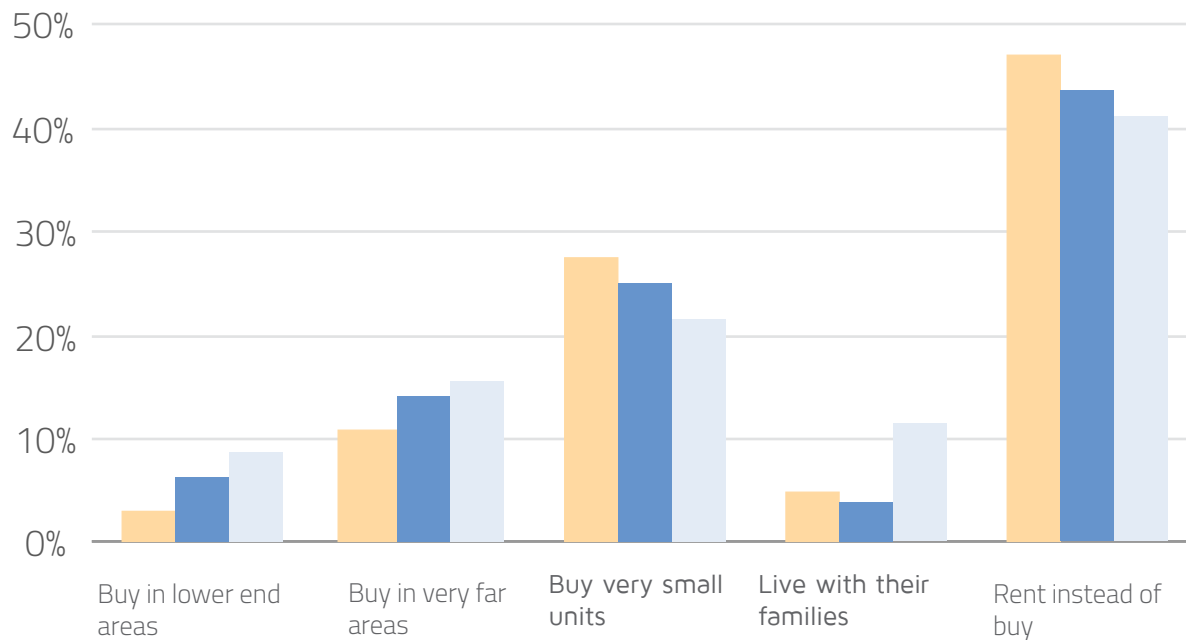


New Cairo or New Capital





What is the ideal option for people who cannot buy their desired property?

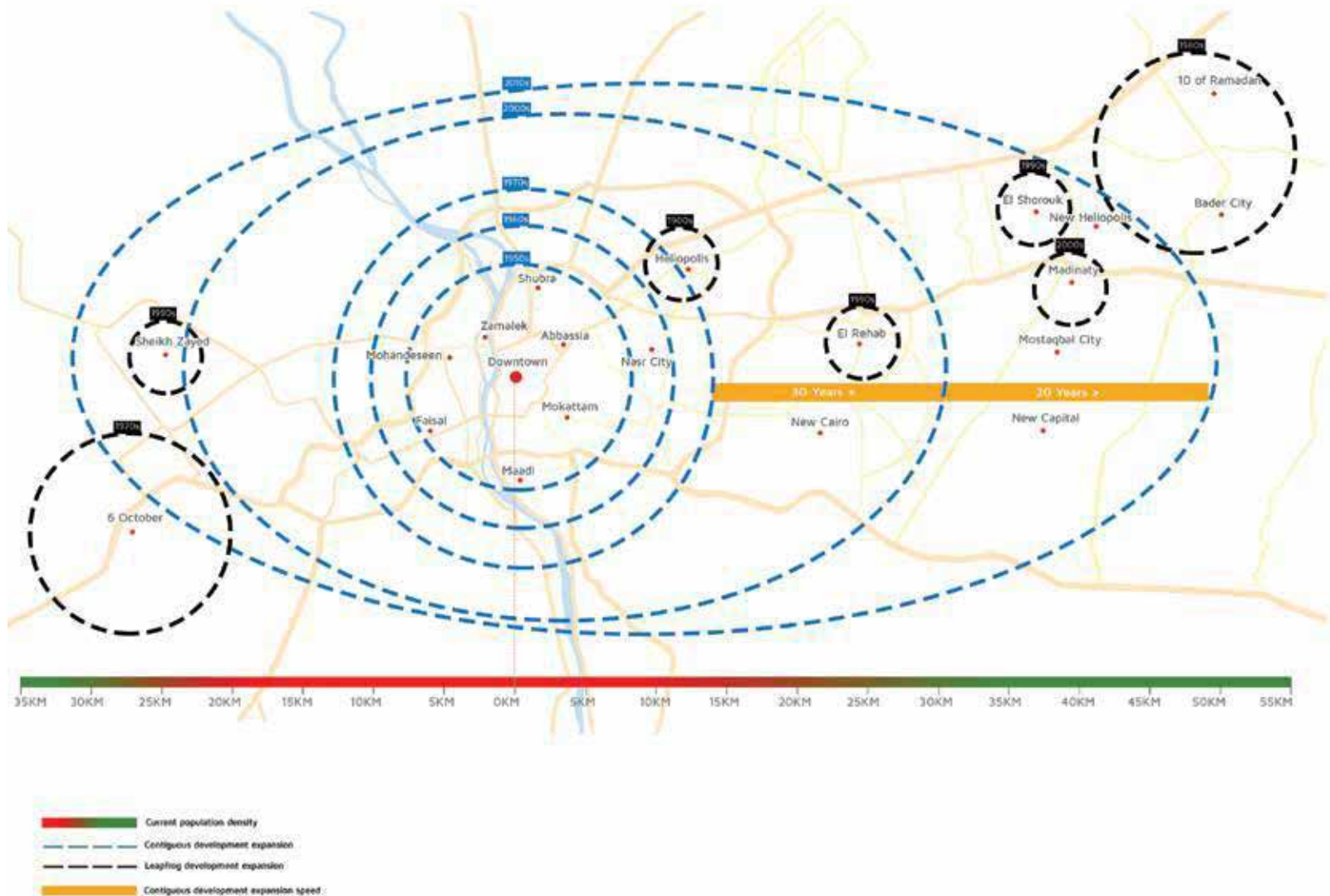


Socioeconomic Segment

A B C



Cairo's expansion history





Email Shots

Announce new launches and special offers by sending an email campaign to the desired consumer segment. Generate highly targeted leads for your sales team based on the consumers pre-set budget preferences.

To launch your first campaign, contact emailshots@aqarmap.com

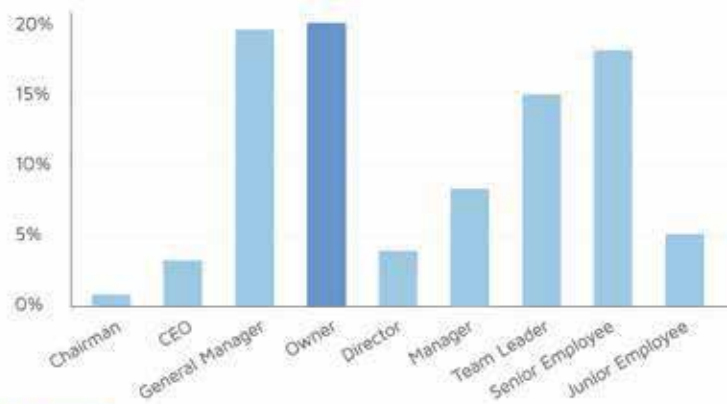
Neighborhood Snapshots

This new section that we include for the second time in our annual report offers a comprehensive snapshot of a few sample neighborhoods. It includes the demographic profile of buyers who are seeking to buy a unit in the neighborhood and some valuable insights about them.

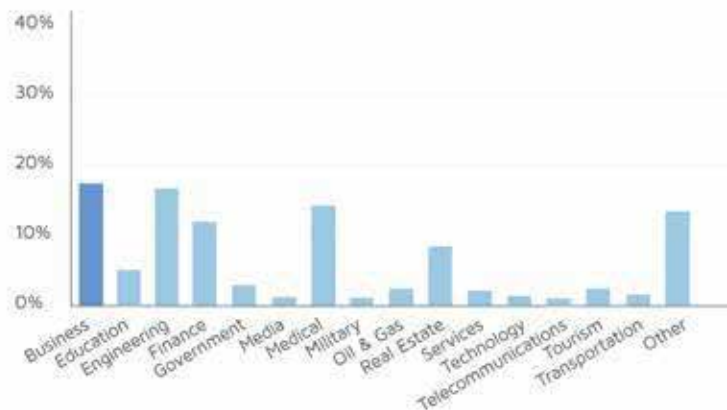


Heliopolis Demographics

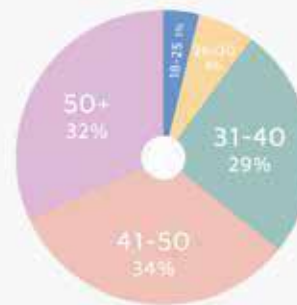
Position



Industry



Age



Gender



Socioeconomic



Education



Marital status



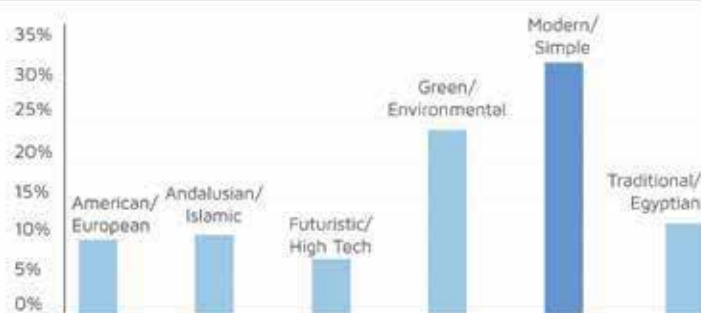
Family size



Heliopolis Insights



Architecture



Purchasing Objective



Neighborhood Statistics:

- Average unit size: 178m
- Companies contacted before buying: 13 companies
- Purchase lifecycle duration: 171 days

- % Interested in a compound: 45%
- % Interested in buying villas: 17%
- % Interested in commercial properties: 13%



New Cairo Demographics

Position

20%



Age



Gender



Socioeconomic



Education



Exclusive Content:

More reports are available exclusively for Aqarmap clients.

Contact your account manager to gain access to an extensive set of market research reports.

New Cairo Insights

Recation to high cost



Finishing



Sale vs Rent



Neighborhood Services



Comprehensive neighborhood snapshots are available for the following locations:

New Capital - New Cairo - Shorouk - New Heliopolis - Nasr City - Maadi - Sheikh Zayed - October
North Coast - Matrouh - Sharm El Sheikh - Ras Sudr - Sokhna - Hurghada - Marsa Alam

To explore these reports contact:

research@aqarmap.com



aqarmap



Stay in-sync every month

We understand that pricing and market intelligence are important for Real Estate professionals, and we acknowledge that we all work in an opaque market that lacks transparency and accuracy.

Aqarmap committed to publishing monthly pricing reports that are available for free to all Real Estate professionals. Bookmark and share this webpage with your colleagues:

aqarmap.com/prices

Price Trends

This section offers price trends, heatmaps, and ratings of selected neighborhoods to help you understand the dynamics of each area. There is also a table that offers granular pricing data at the sub-neighborhood level, and this data was extracted from our system in March 2019.

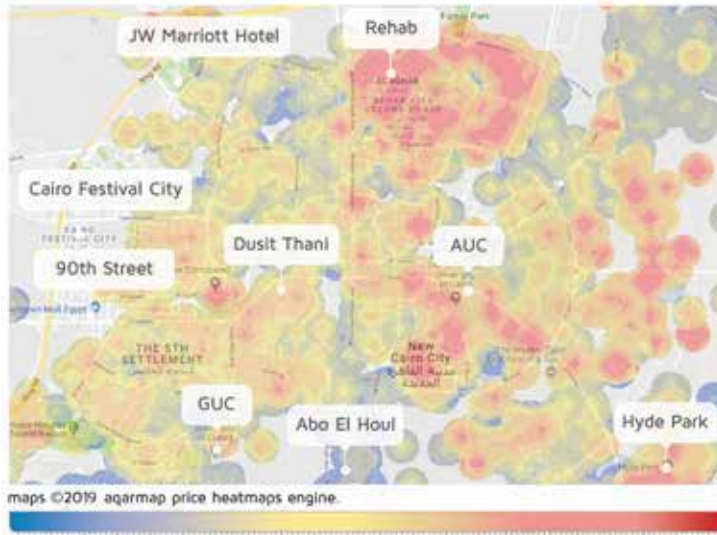
To get up-to-date prices please visit aqarmap.com/prices

New Cairo



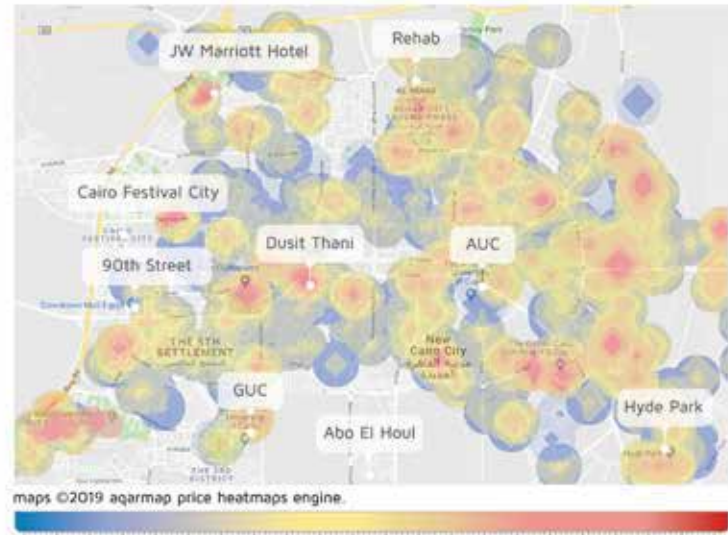
Apartment prices

Sale price per meter	9,600
Avg. price inside compound	15,800
Sale price change in 12 months	↑ 9%
Rental price per meter	36
Annual rental yield	4.5%
Demand level	(High) 75%



Villa prices

Sale price per meter	18,300
Avg. price inside compound	19,250
Sale price change in 12 months	↑ 6%
Rental price per meter	91
Annual rental yield	6.0%
Demand level	(Average) 45%



■ Most affordable areas
 ■ Moderate areas
 ■ Most expensive areas

New Cairo ratings

Social status 9.7	Education 9	Shopping & Dining 9.3	Health services 7.3
Location 7.7	Peacefulness 8	Transportation 6	Overall rating 9.8

New Cairo



Neighborhoods price/meter					
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
El Choueifat	12,200	21,900	Lotus	8,400	10,900
90th Street	11,100	16,500	Southern Investors	7,950	12,700
Northern Investors	10,400	16,000	El Tamer Hena	7,900	11,250
South of Academy	10,250	18,750	Takseam El Andlos	7,800	-
East of Academy	10,050	15,150	Kattameya	7,550	24,550
Behind Mirage City	9,900	12,350	First Settlement	7,150	19,100
Diplomats	9,650	15,350	Bait El Watan	7,050	-
Alahyaa	9,700	16,300	El Kornfol	6,850	11,200
El Narges	9,450	15,500	Third Settlement	6,600	-
El Yasmeen	9,650	15,350	Dar Misr	5,400	-
El Banafsag	9,200	16,150	Abo El Hawl	5,150	-
Gharb Arabella	9,050	-	El Gameyat	4,800	-
Arabella	-	27,900			

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	-	13,500	17,400
Villas	-	16,000	20,250

All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices

New Capital



Apartment prices

Avg. price inside compound	11,600
Sale price change in 12 months	↑ 14.6%
Demand level	(Average) 26%

Villa prices

Avg. price inside compound	19,150
Sale price change in 12 months	↑ 13%
Demand level	(Low) 13%



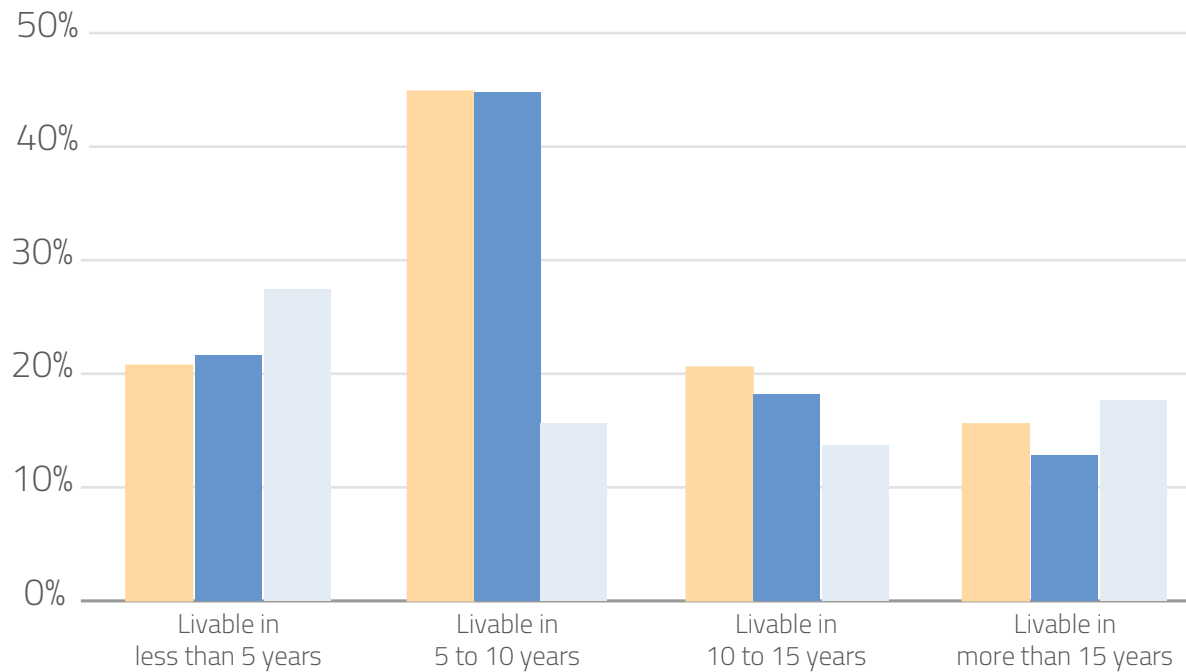
Most affordable areas Moderate areas Most expensive areas

New Capital ratings

Social status 8	Education 7	Shopping & Dining 2	Health services 2
Location 7.7	Peacefulness 8	Transportation 1	Overall rating 6



New Capital consumer sentiment





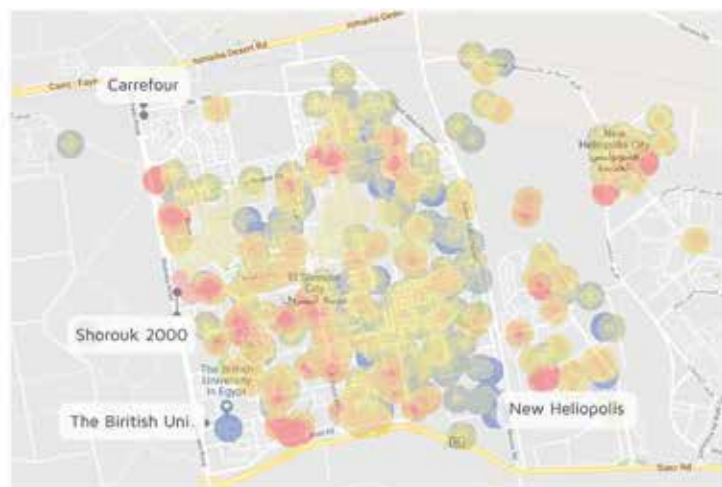
Shorouk City & New Heliopolis

Apartment prices

Sale price per meter	5,350
Avg. price inside compound	8,500
Sale price change in 12 months	↑ 20%
Rental price per meter	18
Annual rental yield	4.2%
Demand level	(Very high) 90%

Villa prices

Sale price per meter	12,750
Avg. price inside compound	12,900
Sale price change in 12 months	↑ 35%
Rental price per meter	46
Annual rental yield	4.3%
Demand level	(Average) 60%



Most affordable areas Moderate areas Most expensive areas

Shorouk City & New Heliopolis ratings



Social status
6.7



Education
5.7



Shopping & Dining
5.3



Health services
5.3



Location
6.2



Peacefulness
8.3



Transportation
4.3



Overall rating
7.1



Shorouk City & New Heliopolis

Neighborhoods price/meter					
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
Future City	7,250	-	Investment Housing	4,700	-
Hai El Aqiiq - El Nady District	6,150	-	Hai Ghernata - Second Neighbor-	4,700	10,200
Hai El Yakout - First Neighborhood	6,100	-	Hai Gardinia - Fourth Zone	4,600	5,750
Hai El Andalous - First Neighborhood	5,600	9,500	Hai El Ashgar - Third Zone	4,500	-
Hai El Zmourod - Seventh Neigh-	5,550	7,950	Hai Tulip - Sixth Zone	4,400	-
Hai El Brillant - Ninth Neighborhood	5,400	10,150	Hai El Nada - Youth Housing	4,400	-
Hai El Fayrouz - Third Neighborhood	5,200	7,000	Hai El Nargs - Fifth Zone	4,350	3,450
Hai- El Morgan - Fourth Neighbor-	5,150	7,400	Hai El Naseem - Youth Housing	4,300	-
Hai El Lotus - Seventh Zone	5,100	-	Hai El Rabeaa - Youth Housing	4,300	-
Hai Marbaila - Third Neighborhood	5,100	7,850	Hai El Massa - Second Neighbor-	4,250	8,700
Hai El Orkeed - First Zone	4,950	-	Hai El Aml - Mostakbal Housing	4,000	-
Hai El Banafsg - Ninth Zone	4,750	-	Hai El Golf - Family Housing	3,800	-

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	5,500	8,200	11,400
Villas	-	11,550	14,200

All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices



The Digital Revolution

Real Estate portals like Aqarmap have revolutionized Real Estate marketing worldwide. Companies such as Zillow, Trulia, Rightmove, Seloger, and Zoopla are each worth more than \$1 Billion. These companies have won the trust of Real Estate developers and have helped them spend more than 50% of their marketing budgets online.

In 2019, more than 16,000 properties were sold via Aqarmap, with a total value of more than 15 Billion EGP. Let Aqarmap assist your company in joining this digital revolution.

sales@aqarmap.com



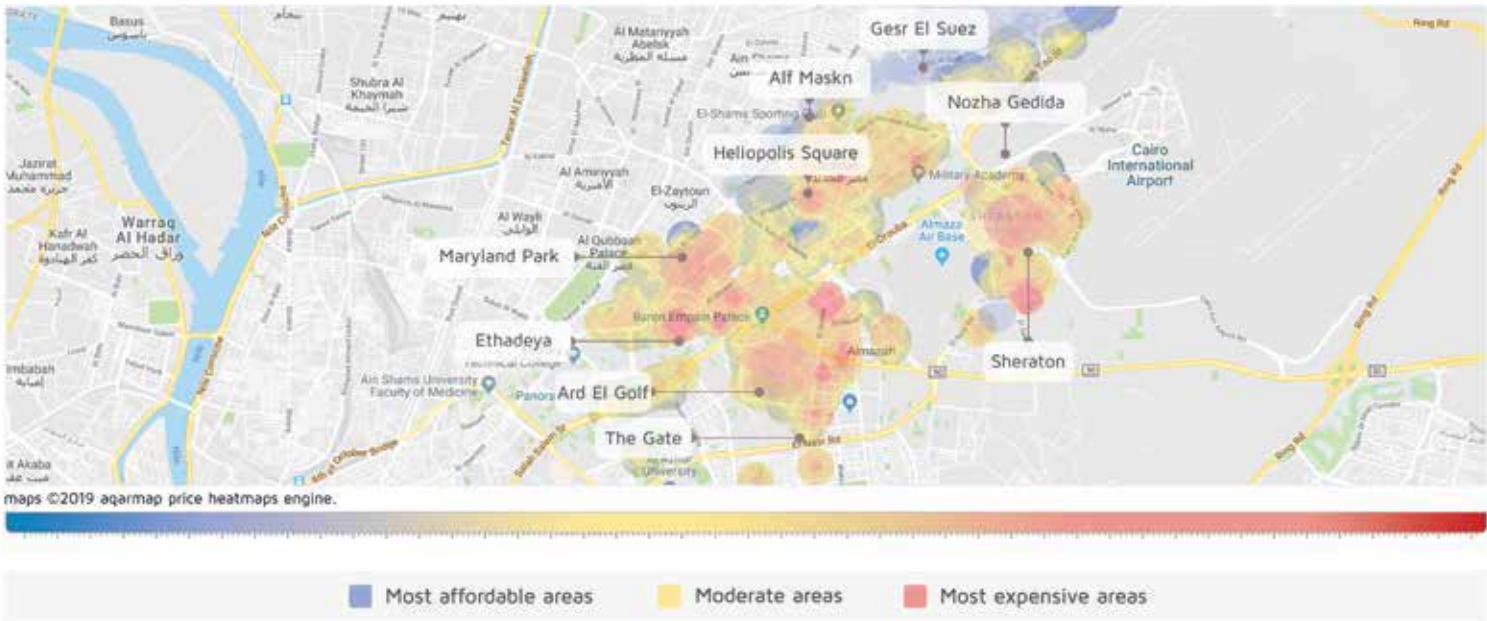
One-stop shop for buyers









Add your project to Aqarmap Directory and reach more than 1 million buyers every month.
sales@aqarmap.com

Heliopolis



Apartment prices	
Sale price per meter	7,400
Sale price change in 12 months	↑ 12%
Rental price per meter	45
Annual rental yield	7.4%
Demand level	(Very High) 100%



Heliopolis ratings			
 Social status 9	 Education 8.7	 Shopping & Dining 10	 Health services 9.7
 Location 8.5	 Peacefulness 2.7	 Transportation 9.7	 Overall rating 9.7

Heliopolis



Neighborhoods price/meter			
Neighborhood	Apartments	Neighborhood	Apartments
El Korba	12,700	Ardh El Golf	9,400
El Thawra	11,600	El Mahkama Square	9,300
El Merghani	11,300	Almaza	9,200
Safeer	10,900	St. Fatima Square	9,050
Maryland	10,550	City Stars	9,050
El Orouba	10,400	El Khalifa EL Mahmoud	8,700
Sheraton	10,150	Roxy Square	8,350
Triumph Square	10,050	Obour Buildings	8,300
Abdelhamid Badawi	9,850	El Nozha Street	7,100
El Hijaz Square	9,850	New Nozha	4,350
Heliopolis Square	9,700	Gisr El Swis	2,850

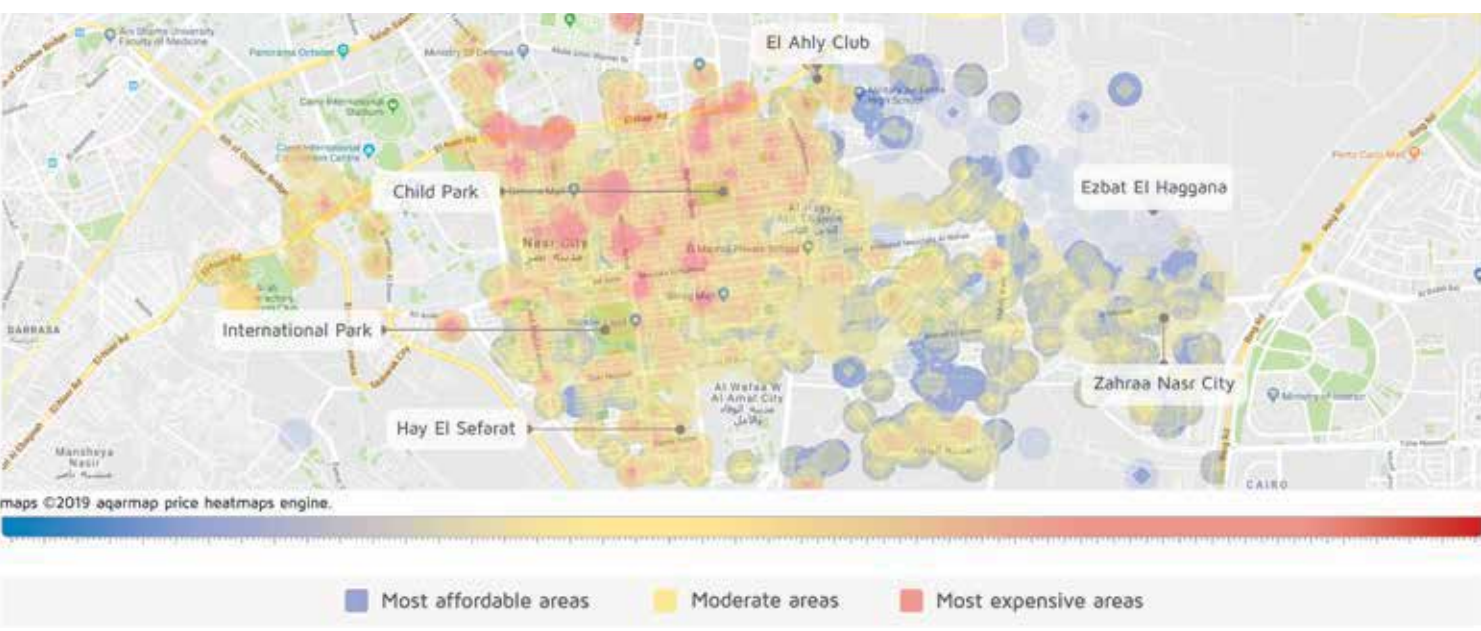
All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices

Nasr City



Apartment prices

Sale price per meter	6,440
Avg. price inside compound	9,500
Sale price change in 12 months	↑ 14%
Rental price per meter	42
Annual rental yield	7.9%
Demand level	(Very high) 100%



Nasr City ratings

Social status 7.7	Education 8.3	Shopping & Dining 9.7	Health services 8.7
Location 8.4	Peacefulness 2.3	Transportation 9.3	Overall rating 8.9



Neighborhoods price/meter			
Neighborhood	Apartments	Neighborhood	Apartments
Tiba Mall	9,500	Hassan El Maamoun	7,000
El Tayaran	8,400	Seventh District	6,850
Abbas El Akkad	8,050	8 Zone	6,800
First Zone	7,950	Emtidad Ramesses	6,800
Abou Dawoud El Zaheri	7,850	Zakir Hussain / El Mithak	6,550
Youssef Abbas	7,850	El Serag Mall	6,500
El Nasr Road	7,700	9 Zone	6,250
Genena Mall	7,700	Eighth District	6,150
Tawfiq City	7,650	El Waaha	6,050
Makram Ebeid	7,550	10th Zone	5,850
Ahmed Fakhry	7,500	Moustafa El Nahaas /Ali Amin	5,850
El Sefarat Neighborhood	7,350	Madenet El Fath	5,750
Rabaa El Adawiya	7,300	El Ahly Club	5,300
Sixth District	7,150	Tenth District	4,600
International Garden	7,100	Zahraa Madenet Nasr	3,950

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	6,250	9,400	12,350

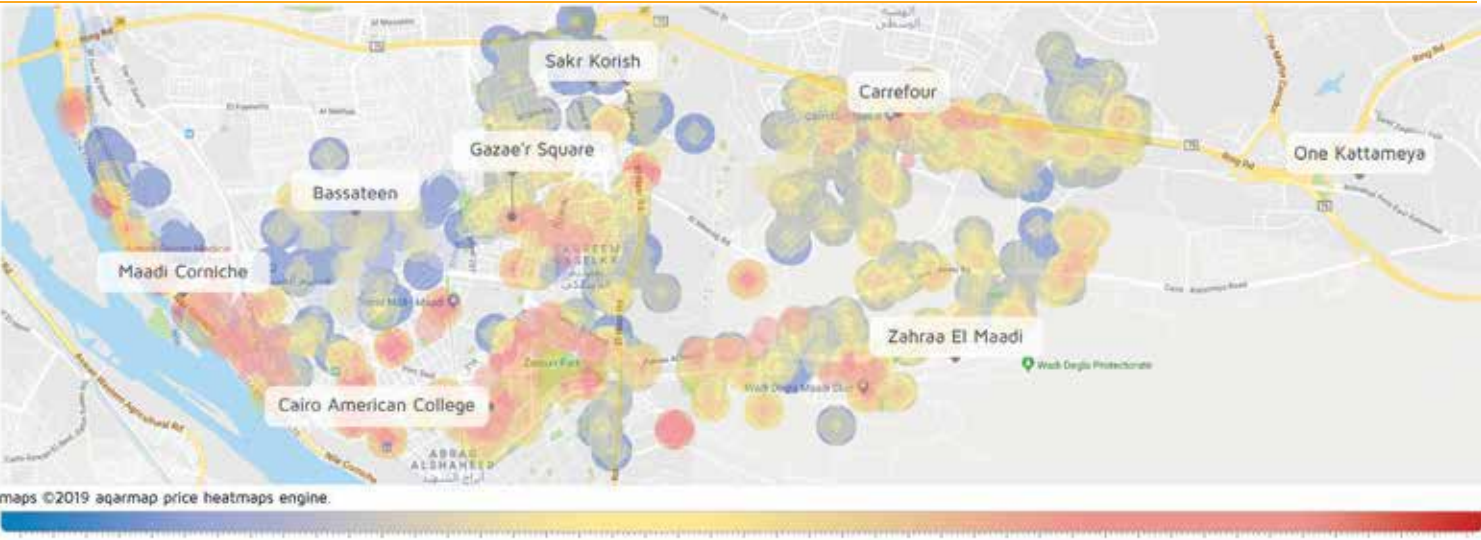
All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices

Maadi



Apartment Prices

Sale price per meter	6,750
Avg. price inside compound	8,250
Sale price change in 12 months	↑ 16%
Rental price per meter	39
Annual rental yield	7.0%
Demand level	(Very high) 100%



Maadi ratings

 Social status 9	 Education 7.3	 Shopping & Dining 9.7	 Health services 9.3
 Location 8.6	 Peacefulness 4	 Transportation 9	 Overall rating 9.6

Maadi



Neighborhoods price/meter	
Neighborhood	Apartments
Sarayat El Maadi	13,900
Degla	9,600
Cornich El Maadi	7,900
Old Maadi	6,850
Zahraa El Maadi	6,800
El Maadi Ring Road	6,600
New Maadi	6,100
Autostrad	4,900
Hadayek El Maadi	3,350

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	6,300	9,850	-

All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices



Retargeting.. Our secret recipe

Precisely target the consumer segment that satisfies your community standards based on the consumers previous searching behavior on Aqarmap.

Expand your campaign exposure beyond Aqarmap, and reach your target audience wherever they are. Kickoff a retargeting campaign by contacting:

retargeting@aqarmap.com



Targeted Branding

Introduce your project to our audience, and inform them about the available unit types, prices, location, and the project's unique selling point.

Communicate your brand value proposition, display your brand strength, and grab the attention of the active buyers who are currently searching for properties on Aqarmap.

Contact us to start your targeted branding campaign: sales@aqarmap.com

Sheikh Zayed

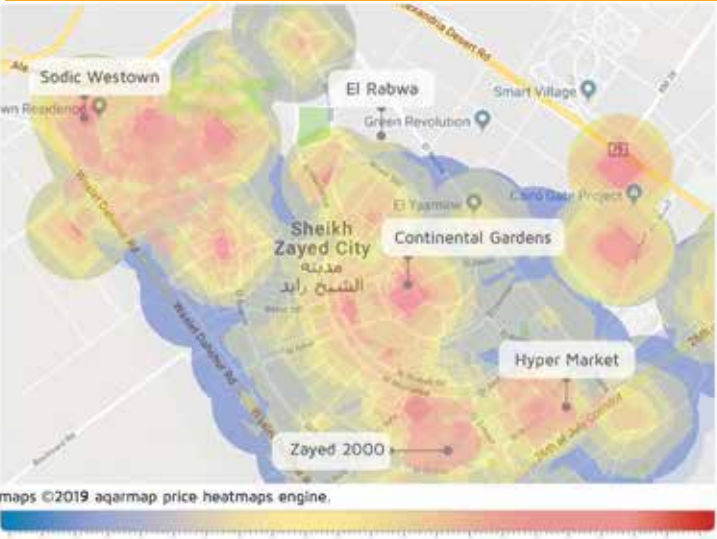


Apartment prices

Sale price per meter	9,750
Avg. price inside compound	13,400
Sale price change in 12 months	↑ 14%
Rental price per meter	47
Annual rental yield	5.8%
Demand level	(High) 88%

Villa prices

Sale price per meter	16,950
Avg. price inside compound	18,200
Sale price change in 12 months	↑ 11%
Rental price per meter	83
Annual rental yield	5.9%
Demand level	(Average) 52%



Most affordable areas Moderate areas Most expensive areas

Sheikh Zayed ratings

 Social status 9.7	 Education 9.3	 Shopping & Dining 8.3	 Health services 8
 Location 7.1	 Peacefulness 8	 Transportation 5.7	 Overall rating 9.6

Sheikh Zayed



Neighborhoods price/meter		
Neighborhood	Apartments	Villas
Fourth Neighborhood	11,350	14,150
El Thawra El Khadraa	10,400	14,800
Twelfth Neighborhood	10,300	-
Yasmine Neighborhood	9,300	13,150
Sixth Neighborhood	8,950	-
Second Neighborhood	8,100	10,700
Fifth Neighbourhood	8,050	15,100
Eighth Neighborhood	8,000	10,150
Bait El Watan	7,700	-
Seventh Neighborhood	7,700	13,250
Tenth Neighborhood	7,600	8,600
Fourteenth Neighborhood	7,100	22,750
First Neighborhood	7,100	22,750
Ninth Neighborhood	6,950	10,300
Sixteenth Neighborhood	6,200	14,250
Thirteenth Neighborhood	6,150	13,400
Third Neighborhood	5,600	-
Eleventh Neighborhood	5,100	-

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	-	11,350	15,350
Villas	-	17,400	18,900

All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices

6th of October

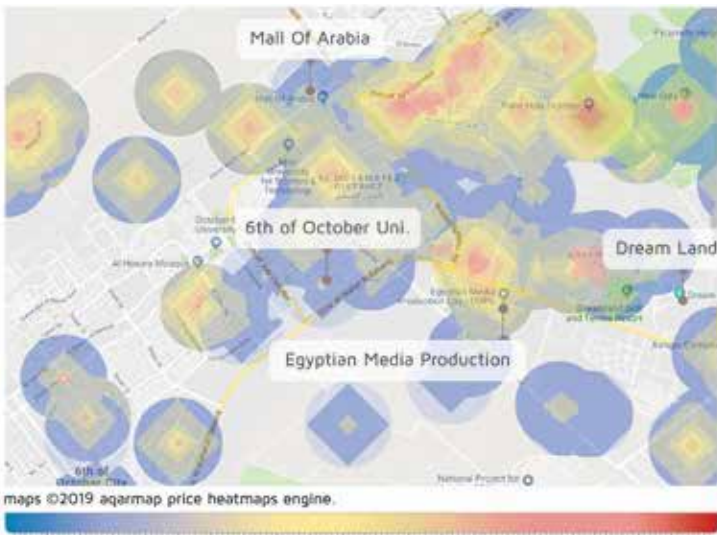
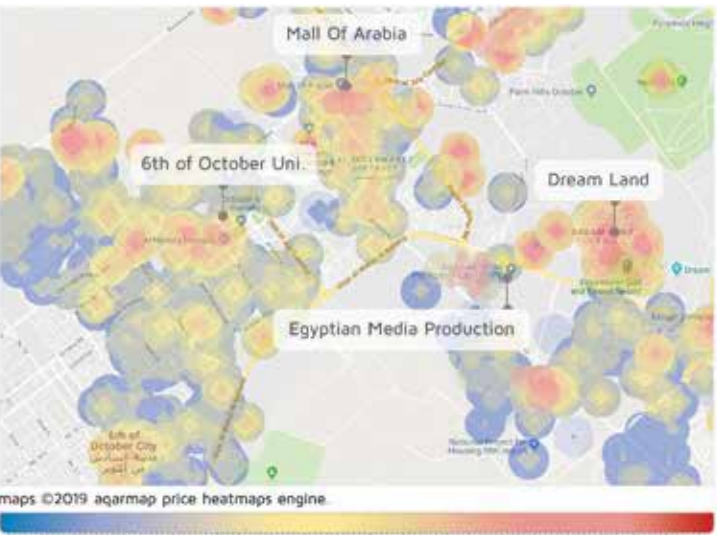


Apartment prices

Sale price per meter	5,650
Avg. price inside compound	8,500
Sale price change in 12 months	↑ 17%
Rental price per meter	26
Annual rental yield	5.6%
Demand level	(High) 83%

Villa prices

Sale price per meter	14,600
Avg. price inside compound	14,750
Sale price change in 12 months	↑ 32%
Rental price per meter	70
Annual rental yield	5.7%
Demand level	(Low) 36%



Most affordable areas Moderate areas Most expensive areas

6th of October ratings



Social status
9.3



Education
9.3



Shopping & Dining
8.7



Health services
8.7



Location
6.9



Peacefulness
7.3



Transportation
6



Overall rating
9.6

6th of October



Neighborhoods price/meter		
Neighborhood	Apartments	Villas
West Somid	7,850	12,450
El Motamayez District	7,050	12,700
El Ahyaa	5,400	12,350
Northern Expansions	4,550	7,350
	4,450	-
October Gardens	3,900	4,300
Ganob El Ahyaa	3,850	-
South Wahat	3,500	-
Industrial Zone	2,200	-

Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	4,950	8,100	12,350
Villas	-	12,150	15,650

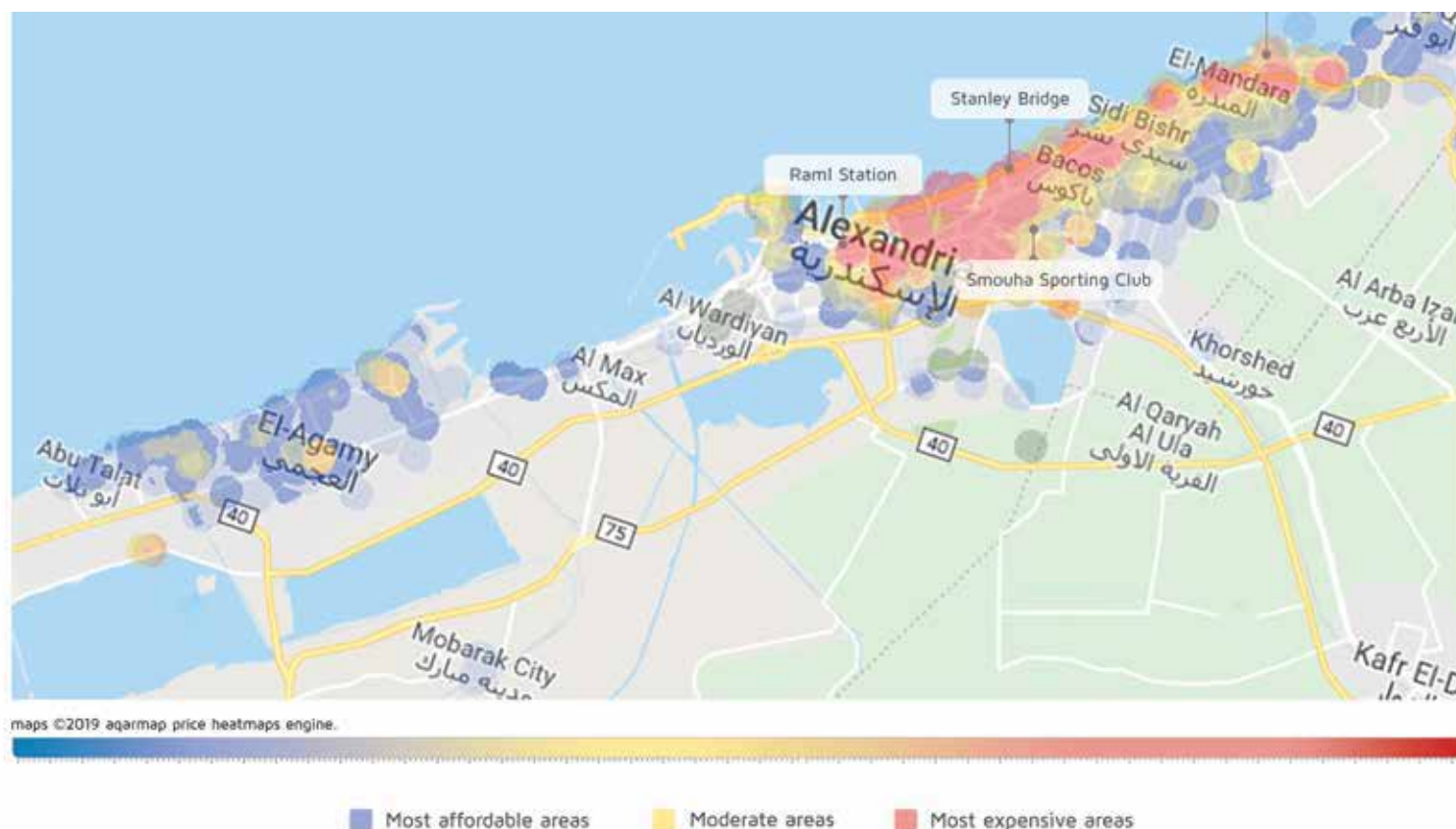
All prices are in Egyptian Pound and were calculated in March 2019. To get the latest prices visit: aqarmap.com/prices

Alexandria



Apartment prices

Sale price per meter	3,450
Sale price change in 12 months	↑ 20%
Rental price per meter	25
Annual rental yield	5.6%
Demand level	(Very high) 100%



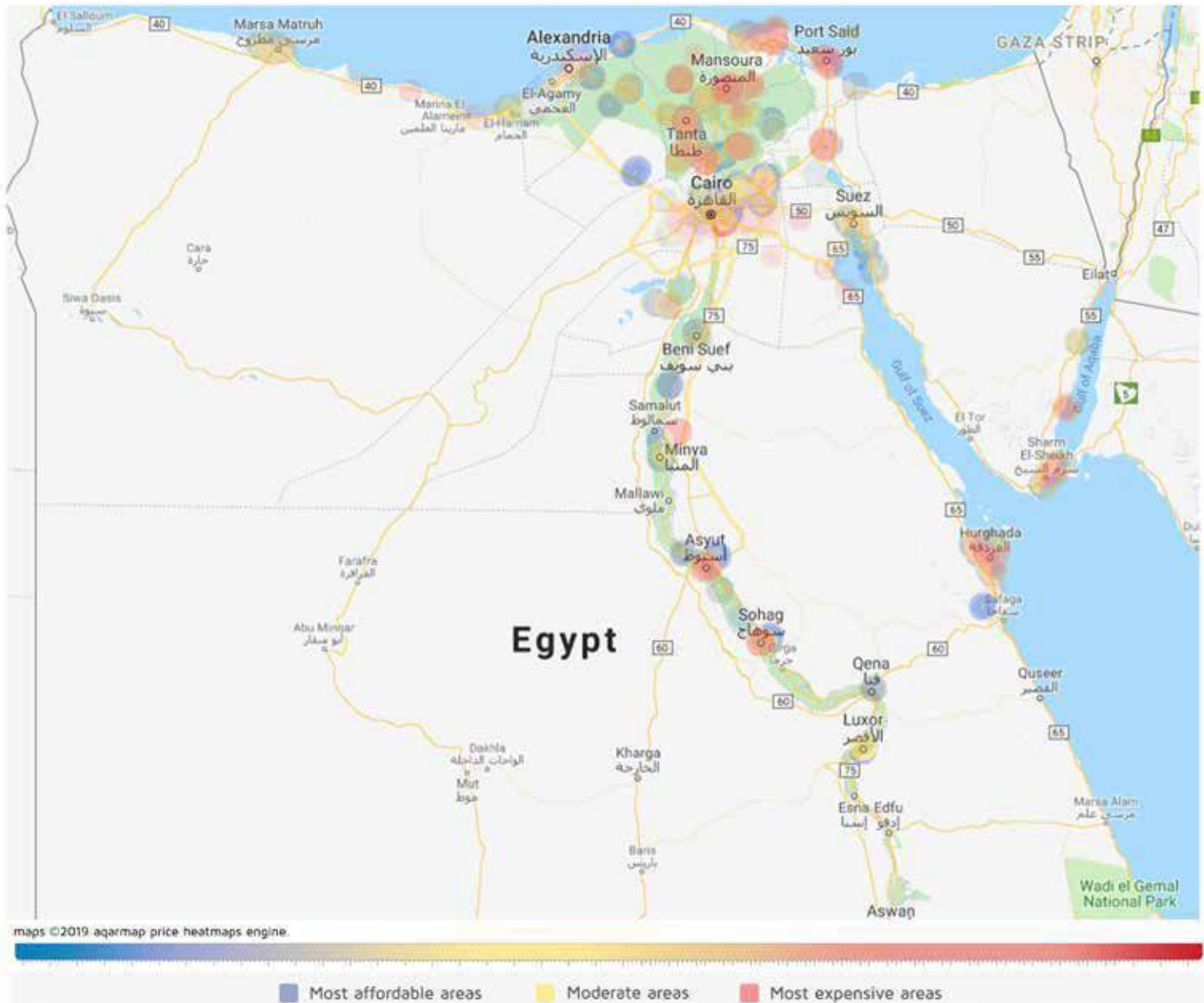
Alexandria



Neighborhoods price/meter			
Neighborhood	Apartments	Neighborhood	Apartments
Stanley	12,600	Fleming	4,550
Roshdy	11,950	Moharram Bey	4,350
El Chatby	11,850	Sidi Bishr	3,950
Saba Basha	11,600	Mansheya	3,800
Kafr Abdo	10,850	Bahray El Anfoshy	3,650
King Maryot	10,400	El Mandara	3,300
San Stefano	10,200	Borg El Arab	3,300
Glim	10,200	El Asafra	3,200
Smouha	9,450	Victoria	3,100
Lauran	9,000	El Seyouf	2,800
Sporting	8,400	El Hadara	2,450
Camp Cesar	8,050	Bakoos	2,450
Zezenia	7,250	Abo Qir	2,300
Cleopatra	7,250	6 October/Shatee El-Nakheel	2,250
Sidi Gaber	7,000	El Bitash	2,200
Ganaklis	6,900	El Mamoura	2,100
Ibrahimia	6,450	Abu Talat	2,050
Bolekly	6,200	El Hanouvel	1,800
El Montazah	6,100	El Amreya	1,150
Miami	4,850		

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Governorates



Governorates



Neighborhoods price/meter					
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
Ain El Sokhna	13,500	16,300	Sharqia	4,100	7,700
Hurghada / Red Sea	10,850	11,450	Marsa Matruh	3,850	5,600
North Coast	9,150	14,200	Asyut	3,850	5,750
Sharm el Sheikh	8,400	6,600	El Fayoum	3,850	-
Dakahlia	6,500	17,300	El Minia	3,800	11,000
Port Said	6,350	3,400	Beheira	3,650	6,850
Damietta	6,350	14,500	Qina	3,600	-
Ismailia	5,100	7,000	Suez	3,550	10,900
Gharbia	4,700	12,950	Beni Suef	3,500	7,000
Monufia	4,550	5,900	Aswan	3,250	12,900
Ras Sidr	4,450	6,950	Qalyubia	2,950	10,300
El Fayoum	4,250	10,750	Luxor	2,850	6,500
Sohag	4,200	-	North Sinai	2,150	2,050

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