## 



Egypt Real Estate Trends 2022



#### 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.



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## **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. Agarmap 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 believe that there is a gap between what the consumer usually says they want, and what they actually do go after. Instead of asking the consumers what their price budget is for example, we simply monitor the prices of the properties they actually inquire about. This unique and close proximity to the consumer intent allows us to arguably 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 units' prices on Aqarmap, and they regularly contact us to adjust their prices. Being at the center of this activity allows us to gain insights into pricing trends especially in new homes. 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 gain an insight. The number of days a property remains listed on Aqarmap before getting sold or removed combined with the number of views and leads each property gets in each different location helps us gain a deeper understanding of how price impacts demand.

Socioconomic segments were defined based on budget, income, job title, and residential address. However, budget was the factor with the heaviest weight. A segment are consumers searching for properties worth more than 4.8M EGP and C segment are consumers searching properties worth below 1.2M EGP and B segment are consumers between A & C segments.

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

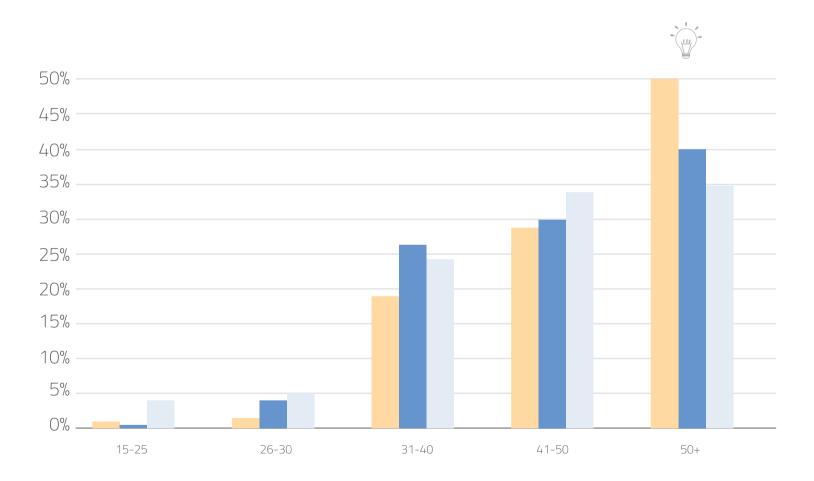
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#### **Demand Trends**

This section presents the results of an elaborate survey that was sent by Aqarmap to more than 2,500,000 consumer. The continuous shifts in the demand encourage us to conduct this periodical survey to keep Real Estate companies always on top of the fluid market dynamics.



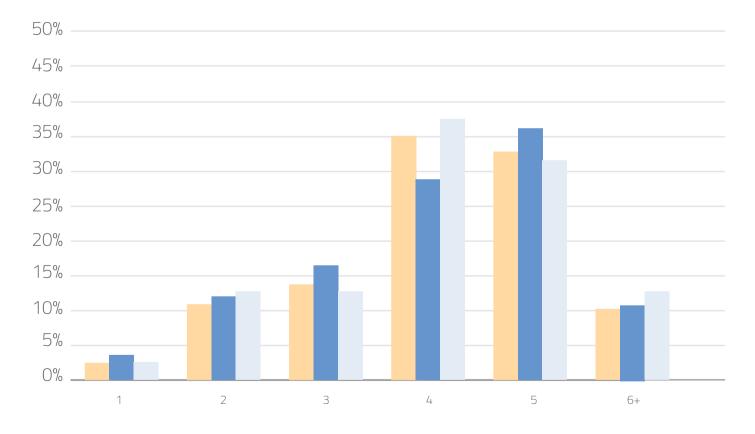
## **Respondants Age**



Socioeconomic Segment

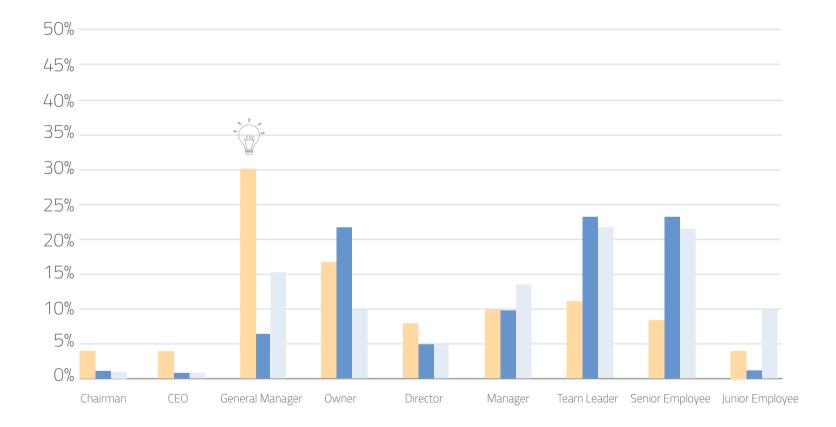
A B C







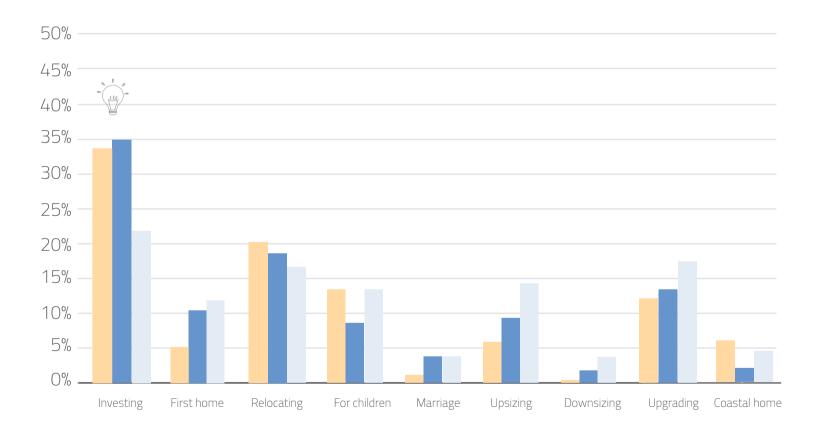








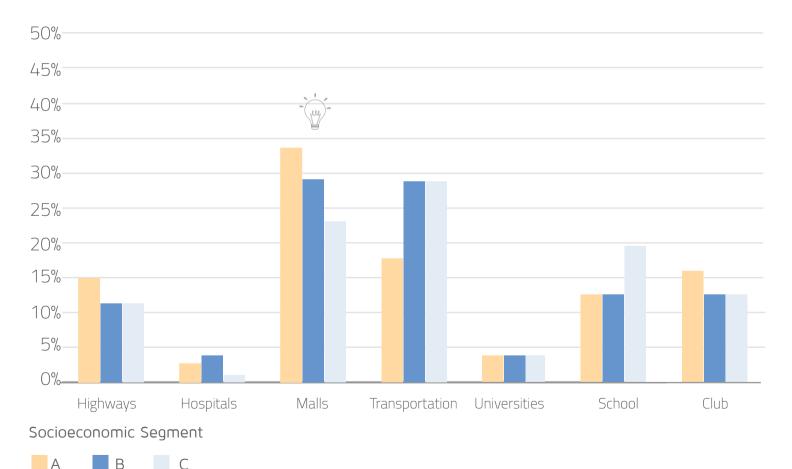
## **Respondants Purchasing Objective**





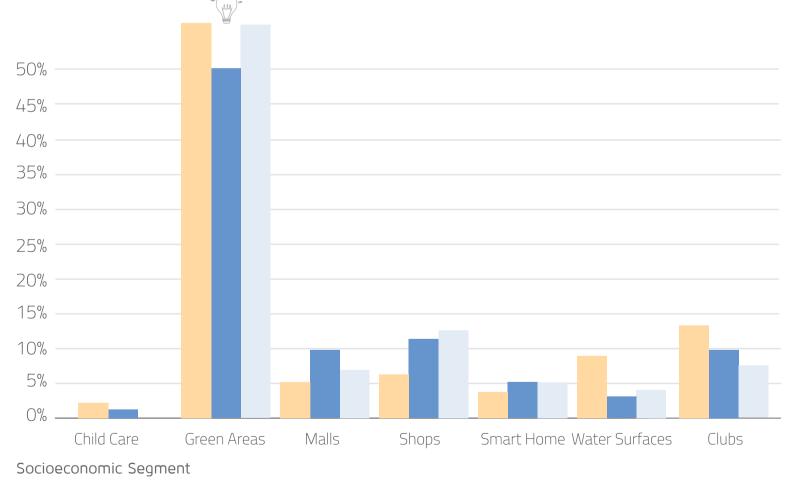


# What is the most important service that needs to be near your compound?



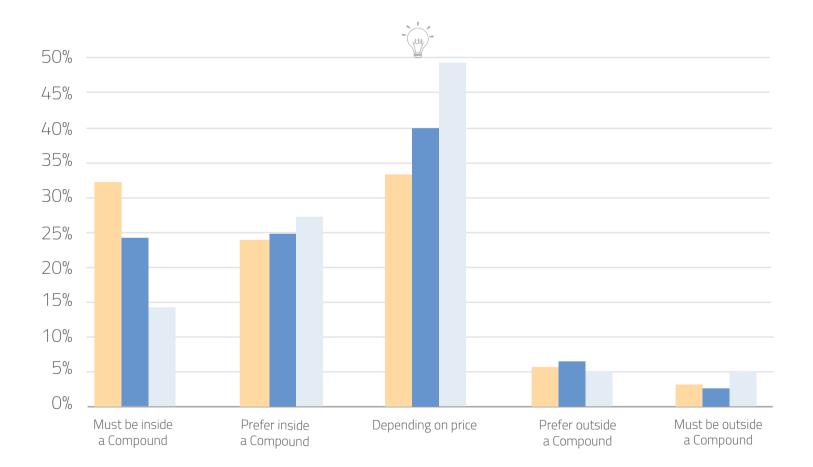


# What is the most important amenity that needs to be inside your compound?





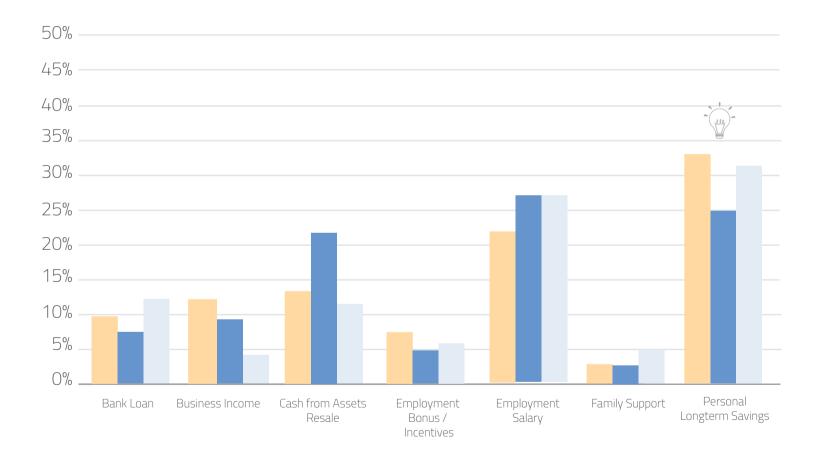
## Where do you prefer to live?







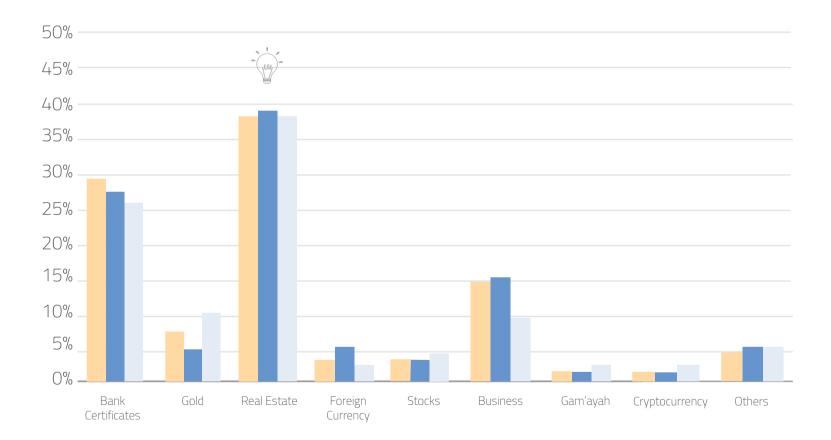
## How do you finance your home purchase?







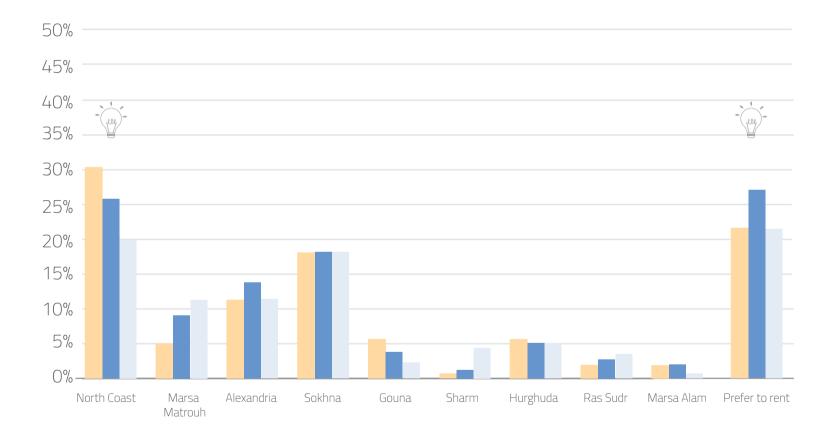
## How do you prefer to invest your savings?







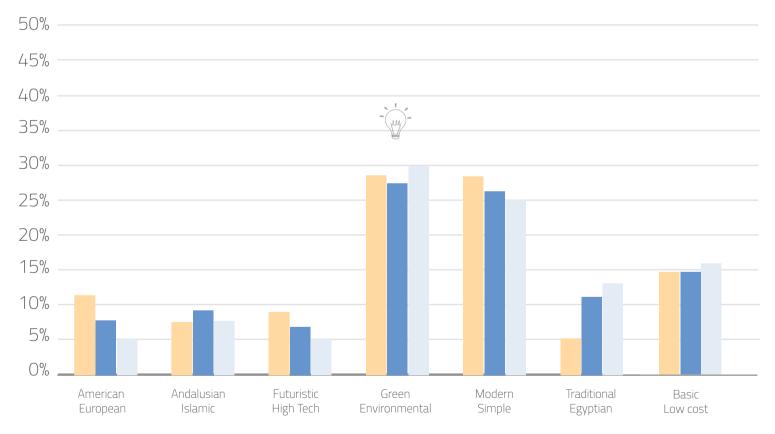
## Where do you prefer to have your vacation home?







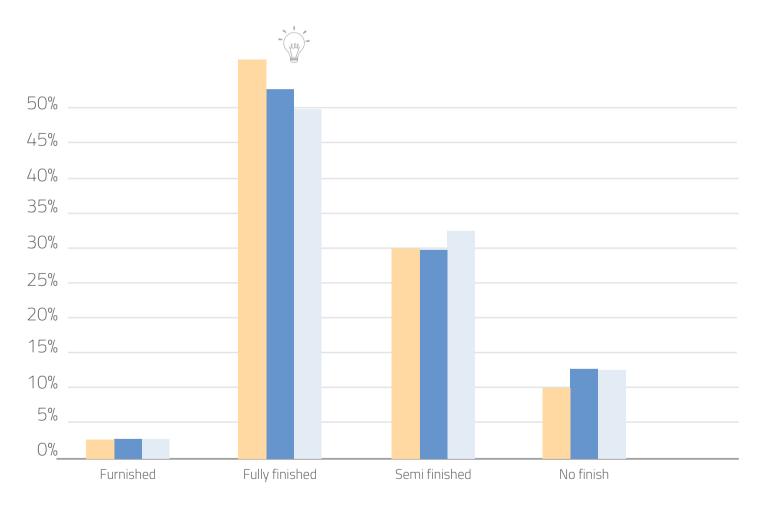
## What is your prefered architecture Style?







## What is your finishing prefrences?

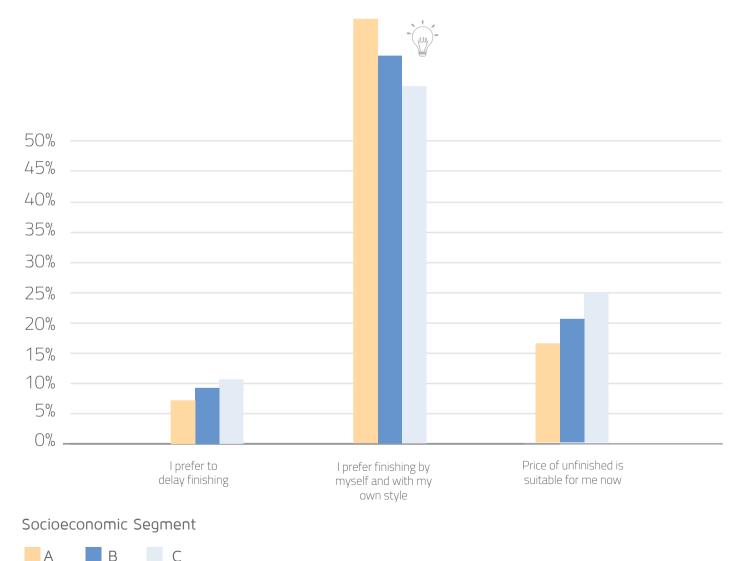


Socioeconomic Segment





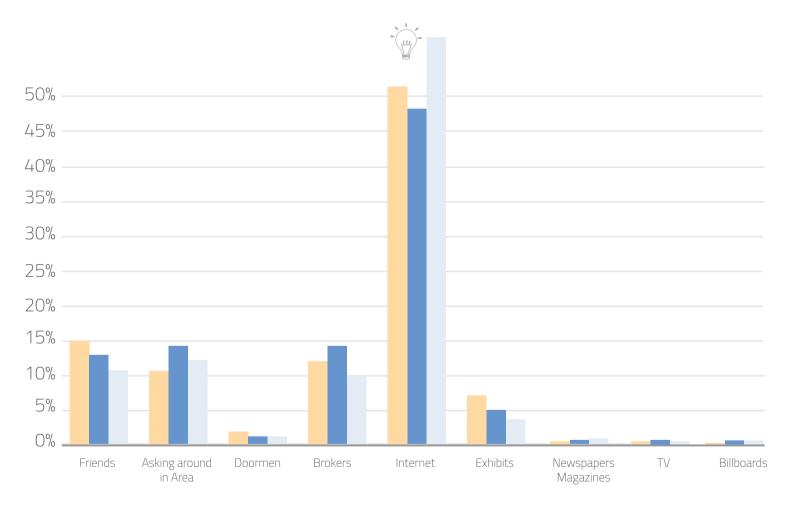
## Why do you prefer unfinished properties?



A



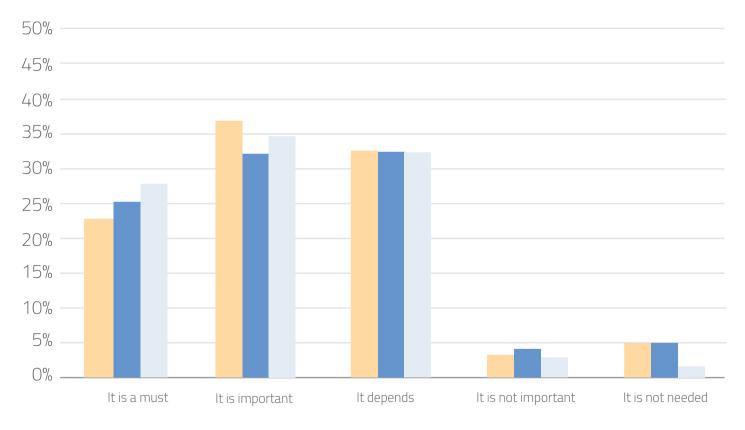
#### How do you search for Real Estate?







## How important is owning an apartment to get married?





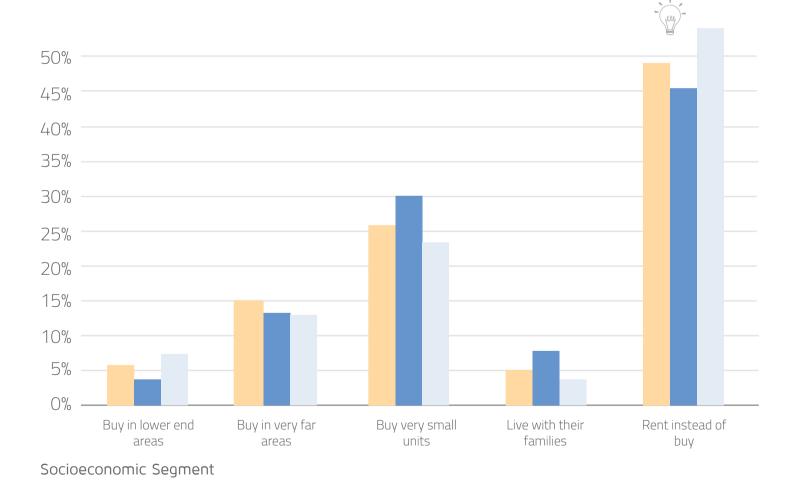


A

С

В

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



## Sales Growth Solutions

In addition to providing market insights, Aqarmap has a comprehensive set of solutions that can help you grow your organizations sales:

#### **Qualified Leads**

Increase your sales and reach high-net-worth expat qualified leads.

#### **Targeted Branding**

Showcase your brand value proposition at the right timing and to the right audience.

#### Media Buying

Get best-in-class management for your media buying activities across different advertising channels.

#### **Email Marketing**

Reach eligible customers with engaging messages through our targeted email marketing.

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

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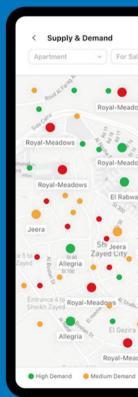
# Supply & Demand

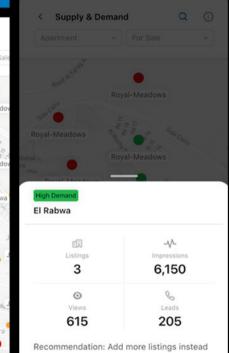
Knowledge can help us take better decisions, and we are committed to provide meaningful insights for all players in the real estate industry.

Get access to our highly anticipated supply and demand application, which allows you to instantly explore the live levels of supply and demand in every neighborhood, compound, and street.

To get access to Supply and Demand app, Contact: insights@aqarmap.com

#### qemrepe





of featuring your existing listings.

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## **Hot Trends**

This section is dedicated to emerging trends that are reshaping the industry and have a significant impact on demand and consumer behavior.



#### Aqarmap Consumer Demand Index

Since 2012, Aqarmap has been publishing a monthly index that measures consumer demand for real estate in Egypt. This index is the most reliable and most referenced indicator in the market, and it is being followed closesly by real estate investors, real estate companies, stock market analysts, government officials, and interntational organizations. It has been quoted in multiple international and local publications such as: Oxford Group, Global Property Guide, Arab African Bank Securities, UN Habitat, American Chamber, Reuters, Bloomberg, and numerous economic publications. The index has reliably measured the demand during monumental political and economical inflection points in 2013, 2016, 2020 and 2022.

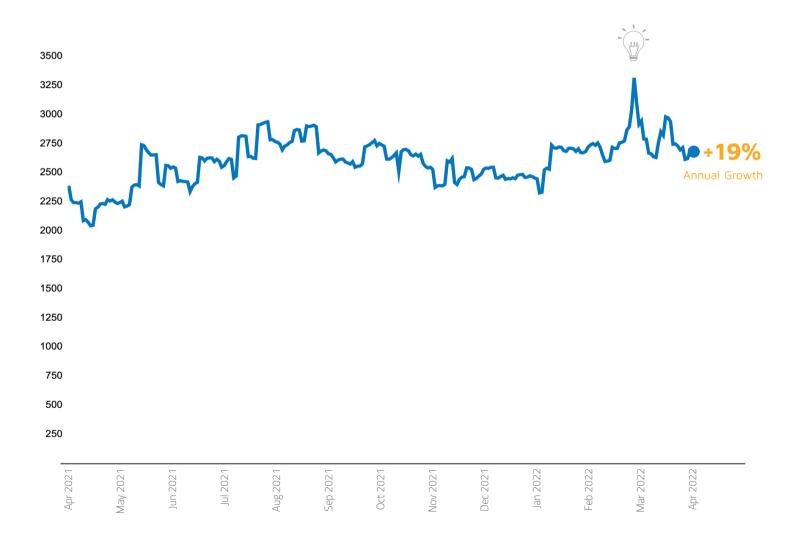
The index computational algorithm is proprietary and it utilizes a combination of data points from Aqarmap, online search engines, macro economic indicators, and publicly listed developers financials and KPIs. The index does not measure the fluctuation of prices, but rather the dynamics of consumer demand. Having direct access to the behavior of 2,000,000 buyers monthly cominbed with the ability to evaluate the dynamics of more than 250,000 properties listed by developers, brokers and private individuals gives Aqarmap an exclusive market visibility.

In April 2022, the demand index expanded by 19% when compared year-over-year with April 2021, this growth was fueled by a continous recovery from the COVID crisis, but more importantly by the sudden influx in demand during March 2022 which was triggered by the recent currency devaluation.

To learn more about Aqarmap Index, visit: index.aqarmap.com

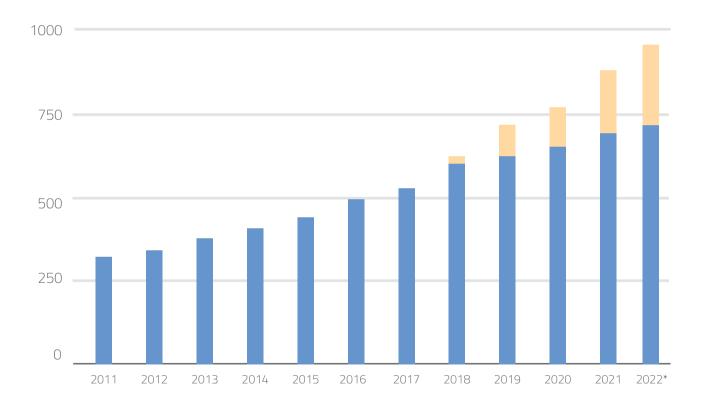


#### **Demand Evolution in Past 12 Months**





## # of Developers of Branded Projects



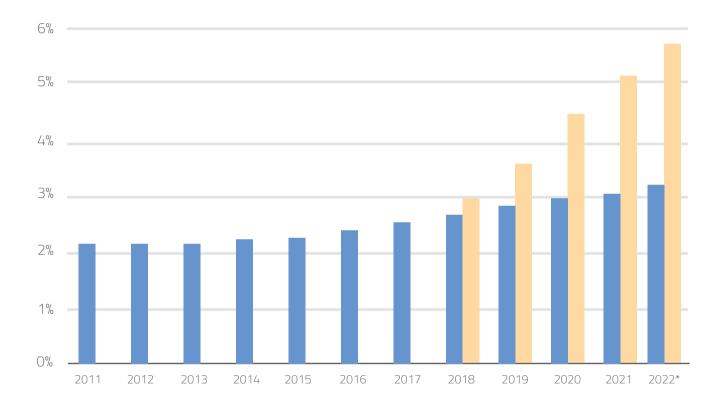
Across the years, competition between developers of branded projects has been increasing gradually, and lately the influx of new entrants in New Capital has reshaped the competitive landscape significantly. Inside New Capital are developers who have projects inside New Capital only. Developers who have projects inside and outside New Capital are considered Outside New Capital developers. We count here developers who build branded projects, which can be residential, 2nd homes, or commercial. A branded project is a project that has a logo and a brand identity. Separate buildings are excluded.

Inside New Capital

Outside New Capital



#### New Capital Impact on Broker Commissions



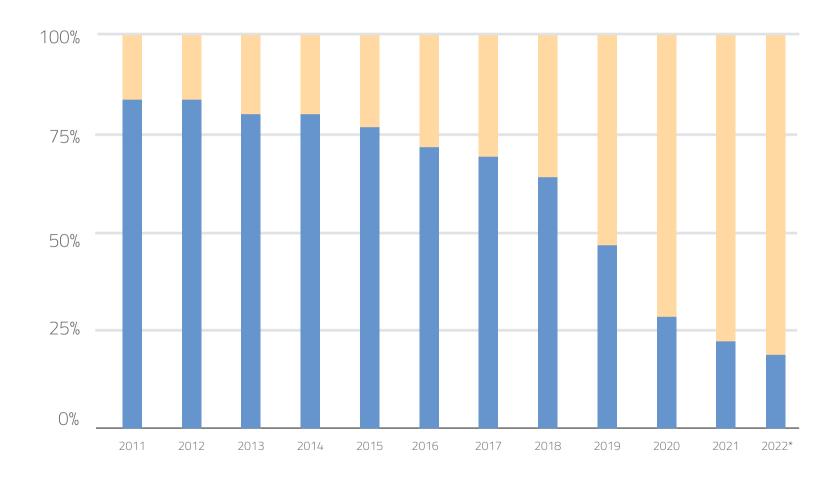
Commissions shown are averages of residential, 2nd home, and commercial projects. In New Capital, commercial projects tend to have higher commissions up to 9%. All averages do not include bonuses and incentives for broker agents and team leaders, in New Capital, an average of 0.7% incentive is paid on top of the broker commission

Inside New Capital

Outside New Capital



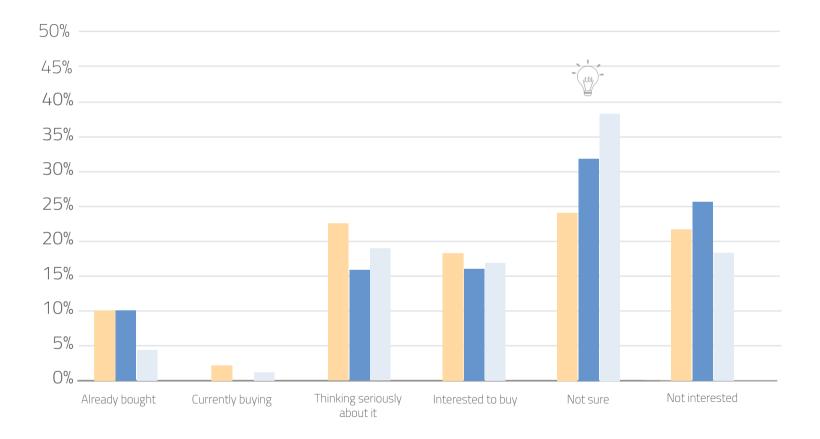
## **Developer Sales Channel Distribution**



Indirect Broker Sales Direct Internal Team



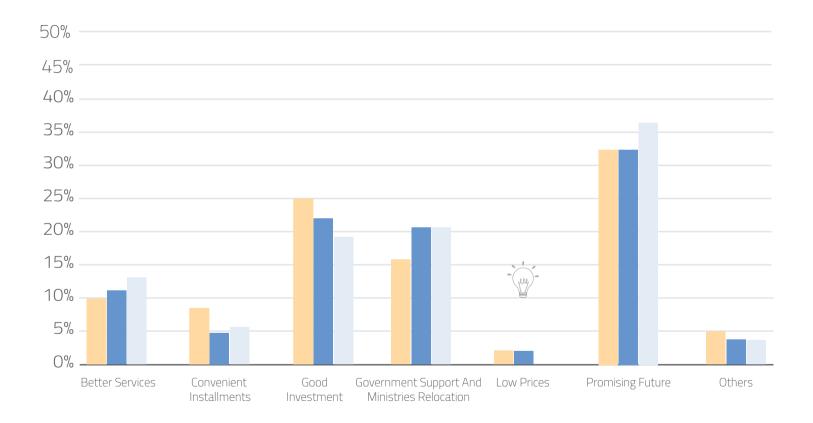
## Will you buy in New Capital?







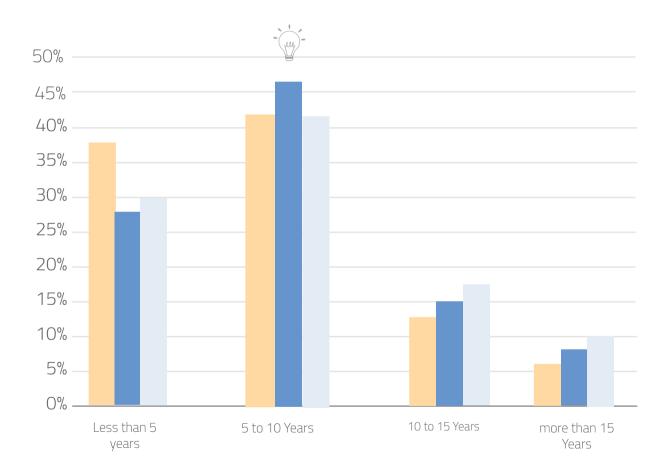
## Why are you interested in New Capital?







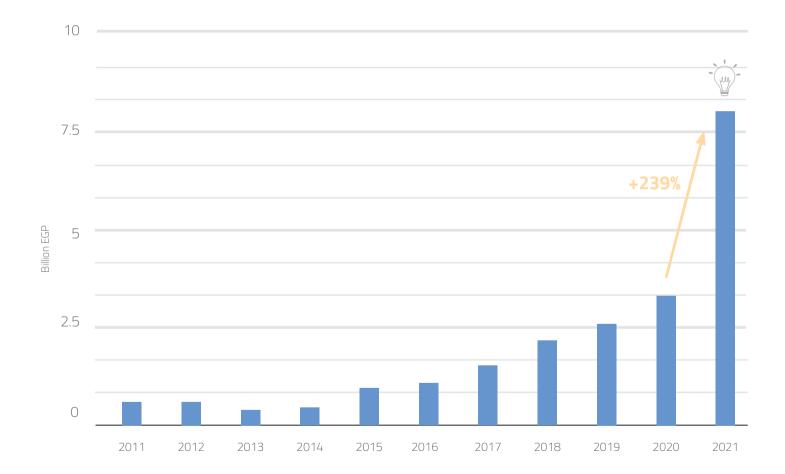
#### When do you expect the New Capital to be liveable?





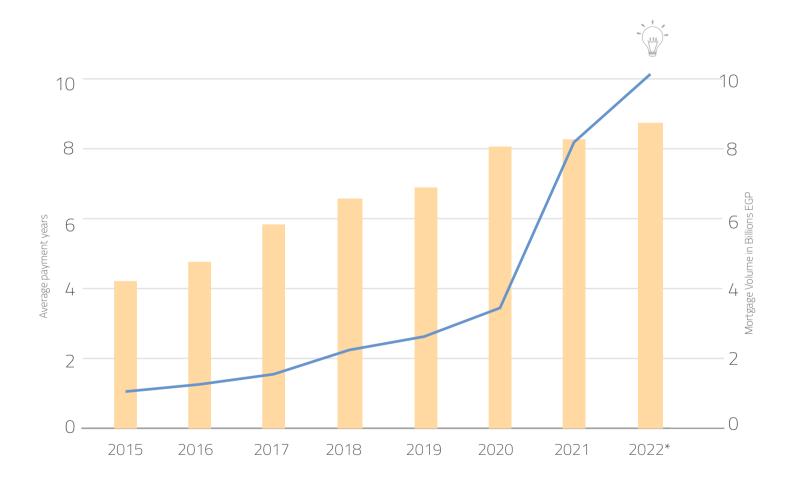


## Accelerating Growth in Mortgage Industry



Source: Egyptian Financial Regulatory Authority

## Extended Payment Plans & The arrival of Mortgage



Average Payment Plan Mortgage Sales in Billions\*

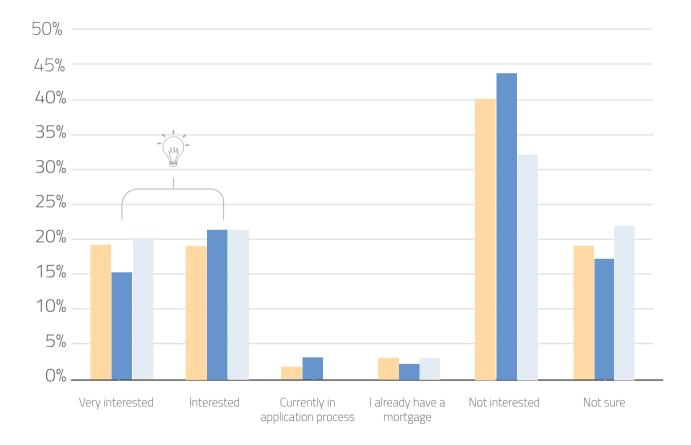
Sources:

- Average payment plans: Aqarmap proprietary market database

- Mortgage Industry Sales: Egyptian Financial regulatory authority



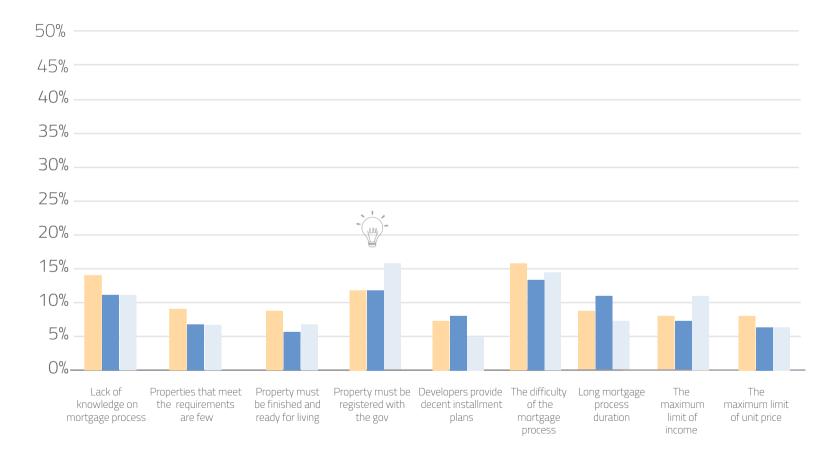
# Are you interested in mortgage financing?







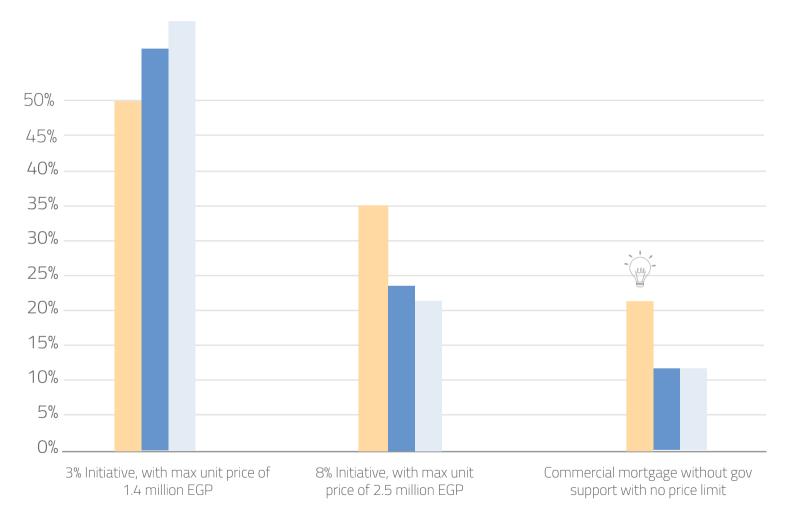
# Why are you not interested in getting a mortgage?





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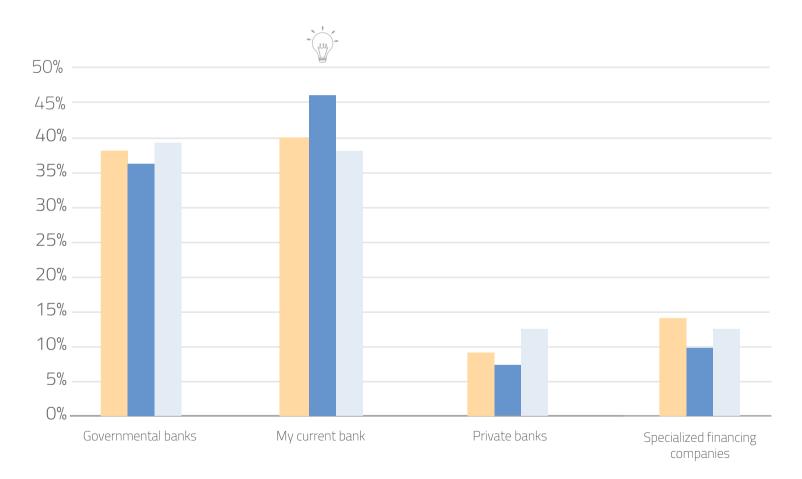
# What is the type of mortgage you are interested in?







# Which entity do you prefer to get a mortgage from?

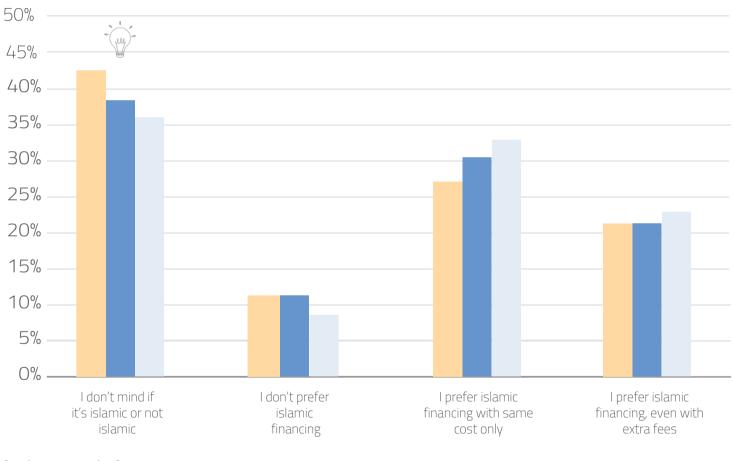








# Interested in islamic mortgage with an extra cost?

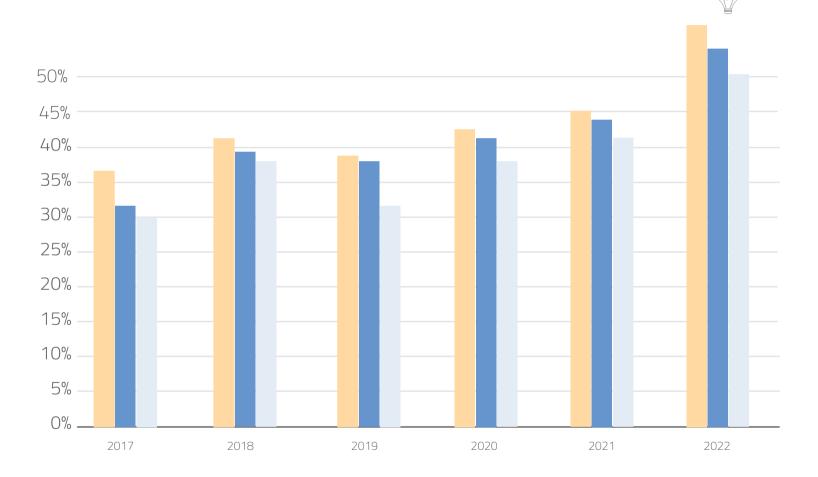


Socioeconomic Segment

A B C

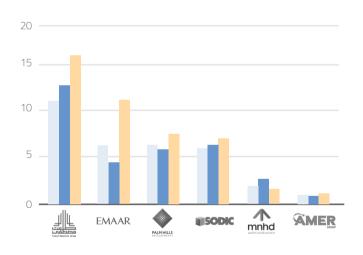


# Growth of Fully-Finished preference across years

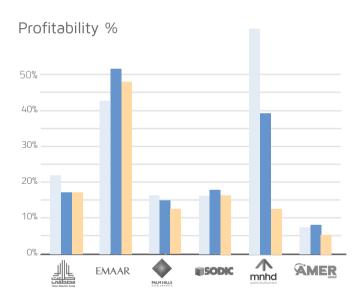




# Publicly Listed Developers Revenue & Profitability



TMG is top listed developer based on Revenue

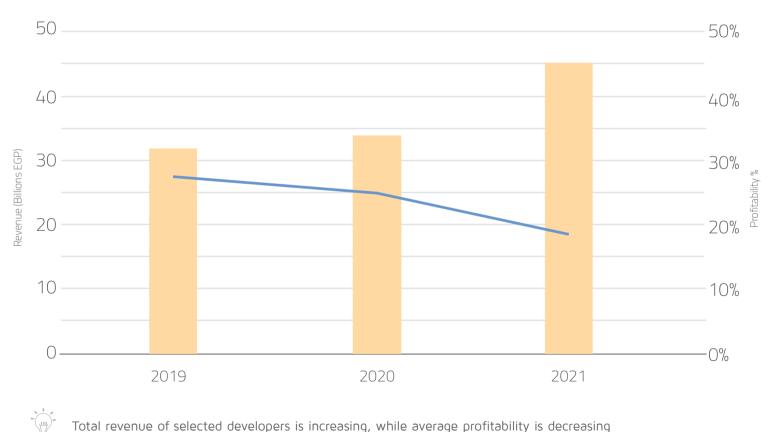


Emaar is top listed developer based on Profitability

2019 2020 2021

Revenue (Billions EGP)

# Publicly Listed Developers Revenue & Profitability



Total revenue of selected developers is increasing, while average profitability is decreasing

Revenue (Billions EGP) Profitability

Source: Reuters

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# **Case Study**

In our journey to empower the real estate industry with actionable insights, we always get tapped by our customers to provide them with customized market research insights that maximize their projects success. This section explores one of our most recent market research engagements.



# Market Research "Case Study"

### Brief & Objective:

Aldawlia approached Aqarmap for data insights to maximize the chances of the success of their newest project 'Address Capital' which is expected to be launched soon in New Capital banking district.

The scope of the project was mainly focused on getting access to data and insights about demand and competition; however it was expanded to include a full fledged data-driven strategic positioning exercise for Address Capital, including a high level assessment of the corporate brand "Aldawlia" and a refinement of its current position.

### Client Profile:

- Established in 2005
- Developed +13 Projects
- Developed +2.5 millions square meters



### Sample Size: 591 participants

(Employees - Existing and potential customers - Brokers - Developers)

### Project Duration: 38 days

#### Output (254 pages):

- Competitive Analysis
- Demand Forecasting
- Strategic Plan
- Project Technical Recommendations
- Marketing & Sales Recommendations
- Launch Recommendations

### Testimonials:

"Aqarmap gave us the full picture of the market as they have the biggest database for real estate supply and demand"

> Tarek Fahmy General Manager ALDAWLIA Developments

"From day one, aqarmap started to dig very deep, converted everything to numbers, and provided a list of practical recommendations and KPIs"

Mohamed Osman Business Development Head ALDAWLIA Developments

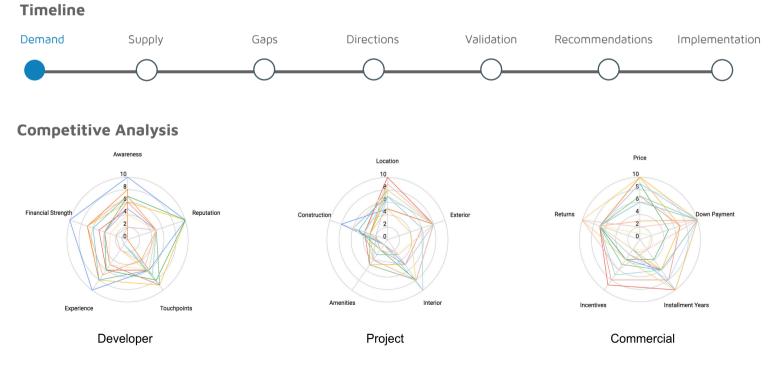


# Data-Driven Methodology

By converting every aspect of the research into simplified numerical values, and by leveraging Aqarmap's signature pentagon framework which is used to analyse supply & demand trends in order to find the gaps and opportunities, we were able to deliver an actional data-driven plan for the client.

### Challenges & Solutions:

- Surveys were primarily numeric & standarized to maximize clarity
- Research methodology was numericized to standardize output
- Everything was simplified to numbers & plotted on the Pentagon Model



# Data-Driven Market Research

Being the leading real estate portal in Egypt, we continue to receive vital insights and trends from the daily behaviour of thousands of buyers on our platform. This has enabled to create data-driven studies for our customers with a focus on: supply and demand analysis, competitive analysis, commercial advisory, and brand positioning

We have proudly served the market research needs of the following leading developers:

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

## adeurebe

# AQARMAP Online EXPO

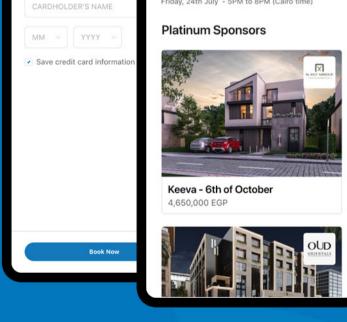
Aqarmap Online EXPO is an innovative event that helps developers sell to Egyptians abroad using credit cards.

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 using their credit card.

Contact us to learn more: expo@aqarmap.com

adarwab



© 888

qemnepe ≡

Discount 5%

CARD NUMBER

Starting From 1,000,000

×

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Agarmap Online Expo

Friday, 24th July - 5PM to 8PM (Cairo time)

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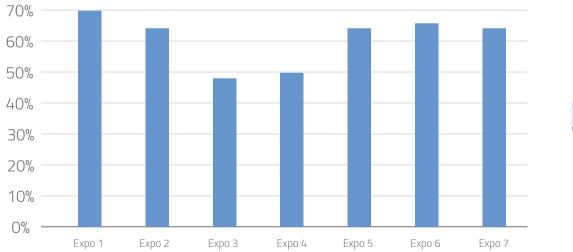


# Aqarmap Online Expo Highlights

			BLACK FRIDAY				BLACK FRIDAY
	Ехро 1	Ехро 2	Ехро З	Expo 4	Ехро 5	Ехро б	Ехро 7
Registered Buyers	8,223	9,162	27,408	16,8627	23,167	11,360	`15,092

Bookings % from outside Egypt









# Aqarmap Online Expo Highlights

### Participating Developers



## **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 May 2022.

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

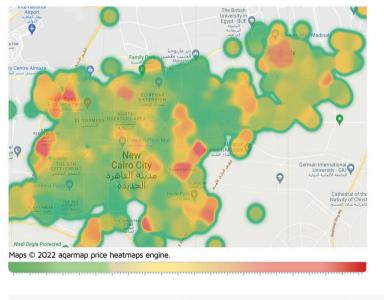
### **New Cairo**

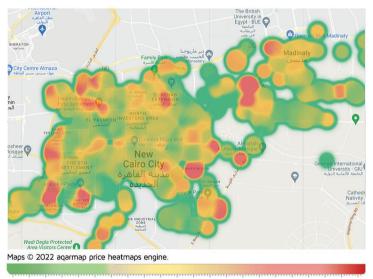


Apartment prices	
Avg. price inside compound (EGP)	19,700
Avg. price outside compound (EGP)	13,000
Rental price per meter (EGP)	50
Annual rental yield	4.7%

/ill	a	pr	ice	s
		P	IC C	-

Avg. price inside compound (EGP)	25,300
Avg. price outside compound (EGP)	23,200
Rental price per meter (EGP)	102
Annual rental yield	5.3%





Most affordable areas

Moderate areas

Most expensive areas

## **New Cairo**



	Nei	ghborhoods	price/meter		
Neighborhood	Apartments	Villas	Neighborhood	Apartments	Villas
Golden Square	20,250	24,600	East of Academy	11,750	16,500
Gharb El Golf	18,400	19,800	Northern Investors	11,650	23,250
Rehab	17,450	26,850	El Banafsag	11,650	18,650
Suez Rd	16,350	-	South of Academy	11,550	23,050
Madinaty	15,900	27,100	Kattameya	11,100	17,850
Down Town	15,800	-	Behind Mirage City	10,750	19,950
El Mostakbal City	15,650	20,750	Southern Investors	10,450	21,600
El Choueifat	14,900	21,900	New Narges	10,250	-
90th Street	14,850	20,500	Imtidad El Narges	10,200	-
New Cairo Extension	13,900	23,700	El Tamer Hena	10,100	10,250
Arabella	13,600	-	New Lotus	10,000	-
Diplomats	12,350	-	Lotus	10,000	-
American University Housing District	12,350	-	First Settlement	9,700	21,600
El Ahyaa	12,300	19,300	El Kornfol	9,550	9,850
Gharb Arabella	12,100	-	Dar Misr	9,350	-
Ard El Zohoor	12,100	-	Takseam El Andlos	8,850	19,700
El Narges	12,000	23,250	Third Settlement	7,750	18,450
El Yasmeen	11,850	18,100	Bait El Watan	7,650	7,000

	Prices in Co	ompounds	
Units	Economic	Mid Range	Luxury
Apartments	14,000	20,000	29,000
Villas	18,000	26,000	32,000

## **New Capital**





## **New Capital**



Residential price/met	er	
Neighborhood	Apartments	Villas
Investors Area	16,250	30,450
R7	15,100	21,700
R8	12,600	27,600
Al Asema Gardens	6,700	-

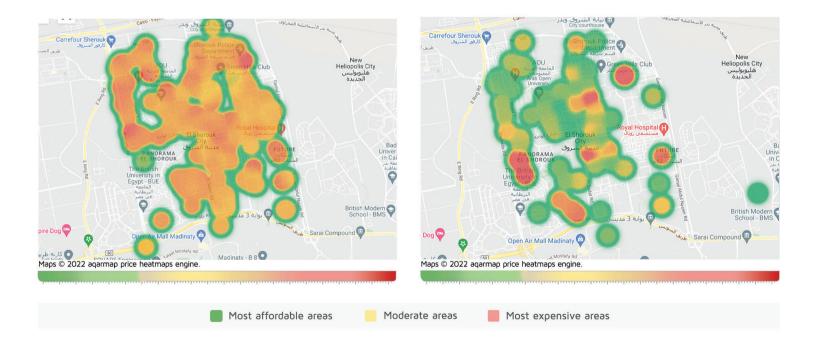
	Commercial price/meter	
Neighborhood	Admin/ Medical	Commercial
Downtown	20,800	66,200
CBD	38,300	100,800
MU23	35,100	72,800
Banks District	46,200	88,000
R7 & R8	26,900	56,000

## **Shorouk City**



Apartment prices	
Avg. price inside compound (EGP)	13,300
Avg. price outside compound (EGP)	8,900
Rental price per meter (EGP)	31
Annual rental yield	4.3%

Villa prices	
Avg. price inside compound (EGP)	19,000
Avg. price outside compound (EGP)	17,500
Rental price per meter (EGP)	82
Annual rental yield	5.7%



## **Shorouk City**



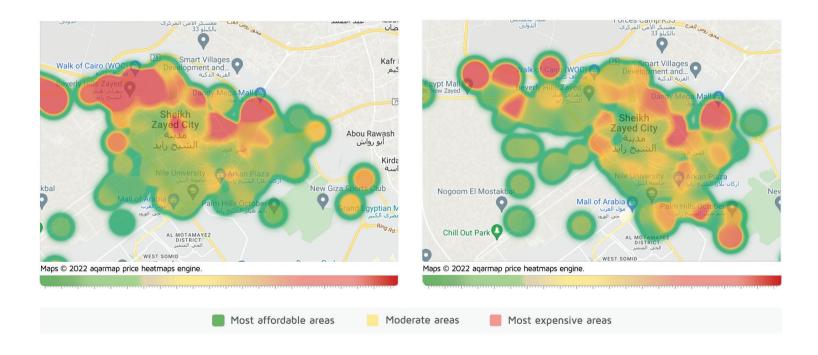
	Prices in Co	ompounds	
Units	Economic	Mid Range	Luxury
Apartments	10,000	13,150	16,850
Villas	-	16,000	22,000



## **Sheikh Zayed**

Apartment prices	
Avg. price inside compound (EGP)	19,800
Avg. price outside compound (EGP)	12,350
Rental price per meter (EGP)	55
Annual rental yield	5.4%

Villa prices	
Avg. price inside compound (EGP)	24,300
Avg. price outside compound (EGP)	22,400
Rental price per meter (EGP)	91
Annual rental yield	4.9%



## **Sheikh Zayed**



Neighborhoods price/meter		
Neighborhood	Apartments	Villas
Sixth Neighborhood	15,250	-
Second Neighborhood	13,550	-
Twelfth Neighborhood	12,350	-
Yasmine Neighborhood	11,800	16,650
Fourth Neighborhood	11,450	15,900
Bait El Watan	10,550	11,900
First Neighborhood	10,200	29,400
Thirteenth Neighborhood	9,900	13,550
Green Revolution	9,700	23,550
Seventh Neighborhood	9,650	10,500
Tenth Neighborhood	9,600	-
El-Bostan St	9,600	-
Fifth Neighbourhood	9,500	9,050
Sixteenth Neighborhood	9,300	23,300
Ninth Neighborhood	9,250	11,900
Eighth Neighborhood	9,150	9,250
Third Neighborhood	8,900	-
Eleventh Neighborhood	8,300	-
Eleventh Neighborhood	7,000	-

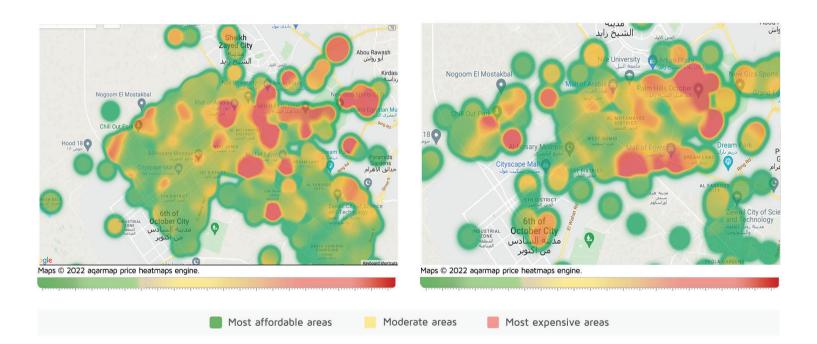
Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	12,500	18,000	29,000
Villas	18,000	24,000	31,000

## 6<sup>th</sup> of October



Apartment prices	
Avg. price inside compound (EGP)	14,000
Avg. price outside compound (EGP)	9,000
Rental price per meter (EGP)	30
Annual rental yield	4.1%

Villa prices	
Avg. price inside compound (EGP)	22,000
Avg. price outside compound (EGP)	20,950
Rental price per meter (EGP)	104
Annual rental yield	6.0%



## 6<sup>th</sup> of October

### Neighborhoods price/meter

Neighborhood	Apartments	Villas
New October	14,450	29,250
Dream Land St	10,450	-
West Somid	9,400	15,350
Featured Neighborhood	9,200	18,650
Waslet Dahshur Rd	9,000	17,950
Bait El Watan Ninth Neighborhood	8,850	-
Northern Tourist Expansions	8,750	12,500
Eastern Expansions	8,650	12,050
El Hosary	8,600	-
Bait El Watan	8,100	-
El Ahyaa	8,000	17,500
2020	7,600	-
Small Investor	7,300	-
El Eskan El Momyaz	7,150	-
Ganob El Ahyaa	6,950	-
October Gardens	6,850	10,900
Boulevard Axis	6,300	16,800
Wahet October	6,100	-
South Wahat	5,850	-
Northern Expansions	5,600	16,550
Investors Association	5,000	-

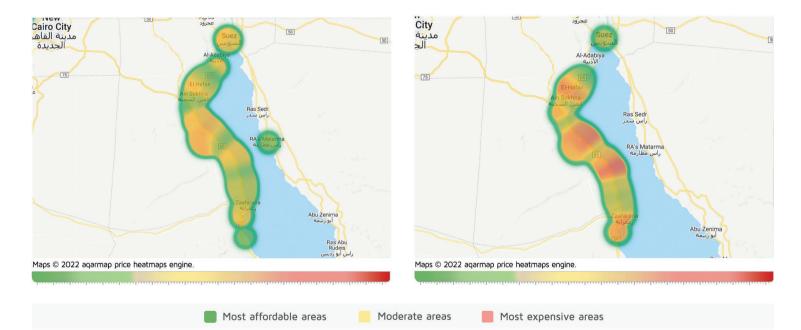
Prices in Compounds			
Units	Economic	Mid Range	Luxury
Apartments	8,000	12,000	22,000
Villas	12,000	18,000	30,000

## Sokhna



Chalet prices	
Avg. price inside resort (EGP)	20,000
Avg. price outside resort (EGP)	17,000

Villa prices	
Avg. price inside resort (EGP)	27,000
Avg. price outside resort (EGP)	25,650



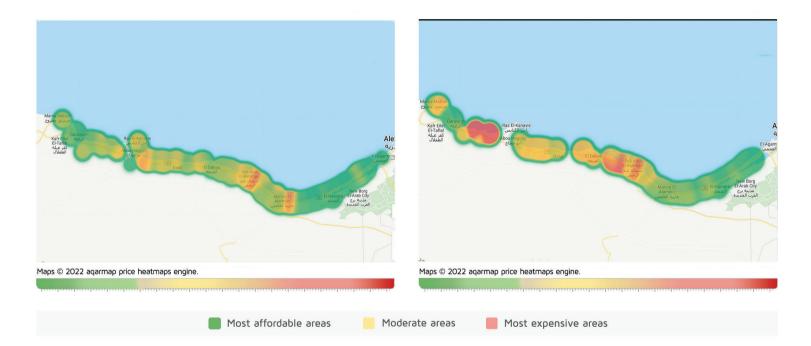
	Prices in	Resorts	
Units	Economic	Mid Range	Luxury
Chalets	11,000	16,000	24,000
Villas	14,000	26,000	35,000

## **North Coast**



Chalet prices	
Avg. price inside resort (EGP)	22,300
Avg. price outside resort (EGP)	19,950

Villa prices	
Avg. price inside resort (EGP)	25,300
Avg. price outside resort (EGP)	22,650



	Prices in	Resorts	
Units	Economic	Mid Range	Luxury
Chalets	15,000	21,000	31,000
Villas	19,000	22,000	35,000

# Leads Insights

Getting the contact details of leads is not enough anymore. Knowing the history of the lead and the full journey it went through is essential for effective selling.

With "Leads Insights" feature from Aqarmap, you will a rich and comprehnsive view on the leads that are interested in your properties before your even contact them.

Start your campaign now and get rich leads insights: sales@aqarmap.com

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	Insights By Aqarmap	
January 25, 2021 Very Hot	Sale Budget Range	^
email@gmail.com	Max Price	
Apartment for sale in Mlvida	4,250,000 EGP	
L D	Avg Price	
Call Change Label	3,800,000 EGP	
Insights By Aqarmap	Area Insights	^
Sale Budget Range	Area maignea	6.0
	Max Area	
Area Insights	185 M <sup>2</sup>	
Lead History	Lead History	^
Mostly Searched Locations	Registration Date	
	January 11, 2021	
Last Connected Properties	Properties Contacted Last Month	
	7	
	<u> </u>	
	Properties Contacted Last 3 Month	
	19	

# All compounds in one place

More than 2 Million buyers visit Agarmap every month to find their dream home, and 35% of them are Egyptians abroad. Many of these buyers use Agarmap Compounds Guide to explore and compare between more than 1,000 Compounds & Resorts.

Reach your target audience while they are searching for the right compound, and don't miss the chance of considering your project.

Add your project to agarmap compounds guide compounds@agarmap.com

adarwab

Filters	
Compound	
Location New Cairo	A CANADA
Amenities	Featured
Objective	Atika
Design	<ul> <li>New Administrative Capital</li> <li>Apartments</li> <li>Penthouse</li> <li>Apartments With Garde</li> <li>15,000 / M<sup>2</sup></li> <li>23,756 / M<sup>2</sup></li> <li>15,971 / M<sup>2</sup></li> </ul>
Developer Experience	1.085.000 EGP
Habitant Percentage	New Plan Development Since 2018, 5 Projects 5 0 0
Project Name	In Progress Delivered Inhabited
Developer Name	t minim
Unit	
Budget Down Payment: 200	
Show 120 Results	Featured 14.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.
	Skyline Complex
	Kattameya
	Apartmente

Compounds Guide

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Aqarmap.com is the leading Real Estate Portal in Egypt. Last year, more than 20,000 properties were sold via Aqarmap with a total value that exceeds 18 Billion Egyptian Pounds.

More than 2,000,000 potential buyers visit the portal every month to search for the newest projects and the best properties in the market. About 35% of the leads generated are from GCC, the US, and Europe. Aqarmap specializes in helping Real Estate Companies market their projects and properties to a growing audience of qualified buyers and investors. If you are interested in promoting your properties on Aqarmap, feel free to contact us at: sales@aqarmap.com





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