aqarmap know more...



Egypt Real Estate Trends 2023



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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Executive Summary

Witnessing rapid changes in demand behavior and needs is a norm in today's world; however, combining the challenge of following the demand dynamics with major economic shocks such as steep currency devaluations makes real estate planning and accurate investment forecasting a near impossible mission.

The first section of this report details the results of our consumer trends survey and market observations. We start by laying out the demographics of our survey respondents, and then we detail their interests and needs in addition to showing how some of these consumer insights have evolved with time as we have been conducting these annual trends reports for more than 5 years now.

Perhaps, the most insightful part of this report is the Recent Trends section where we analyze the most pressing topics impacting the real estate market, and most important of all is the currency devaluation. We analyze the impact of the currency fluctuation and compare it with what happened in 2016, and we simulate different investment scenarios in different investment instruments and their outcomes. This section also includes a high-level look at listed Real Estate developers in Egypt, their revenue in both EGP and USD, and most importantly their profitability trends.

We have dedicated a full section to document the remarkable progress in the New Capital and its projects both Government Sector projects and Private Sector projects. Against all odds, the New Capital master plan is moving forward and life has officially started in this exemplary ambitious project.

The report concludes with a section dedicated to prices and heat map analysis to give those who are new to the market a snapshot view of Greater Cairo showing the high end communities and the pockets of intense demand that cause prices to skyrocket.

We are proud to see our annual trends evolve every year as we provide our customers and the industry stakeholders with deeper and more actionable insights that help them make more informed decisions.

CEO, Agarmap

Amad Almsaodi



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 8M EGP and C segment are consumers searching properties worth below 2.5M EGP and B segment are consumers between A & C segments.

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

Demand Trends

This section presents the results of an elaborate survey that was sensely Agarmap to more than 2 Million consumers. 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.

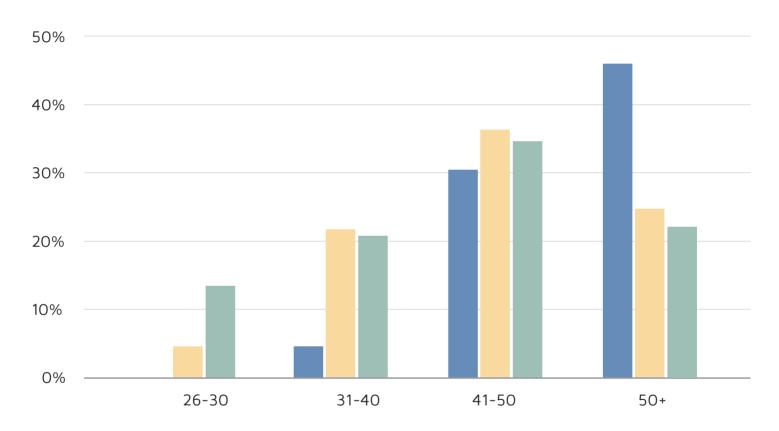
Participants Distribution

This section presents the breakdown of survey participants in terms of age distribution, family size, and their job positions.



Participants Age

Showing the age distribution of survey participants

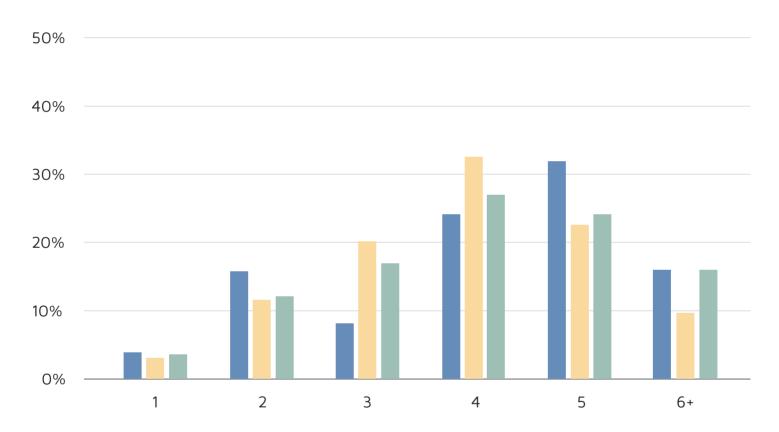


Socioeconomic Segment



Participants Family Size

Family size distribution of survey participants

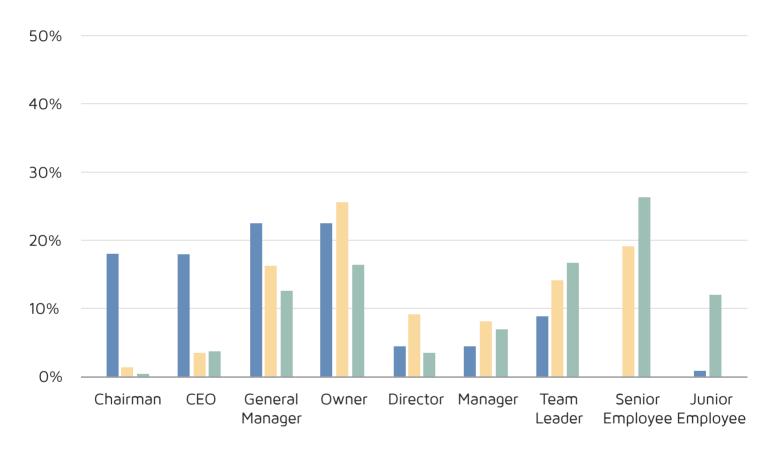


Socioeconomic Segment



Participants Position

Work positions distribution of survey participants



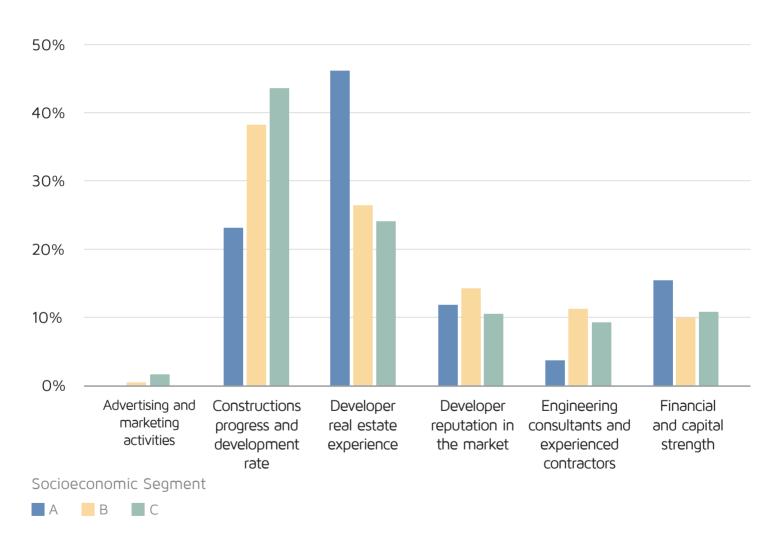
Socioeconomic Segment

Participants Responses

This section presents the preferences of survey participants regarding requirened services in real estate projects, amenities, architechure, and more.

Developer Factors

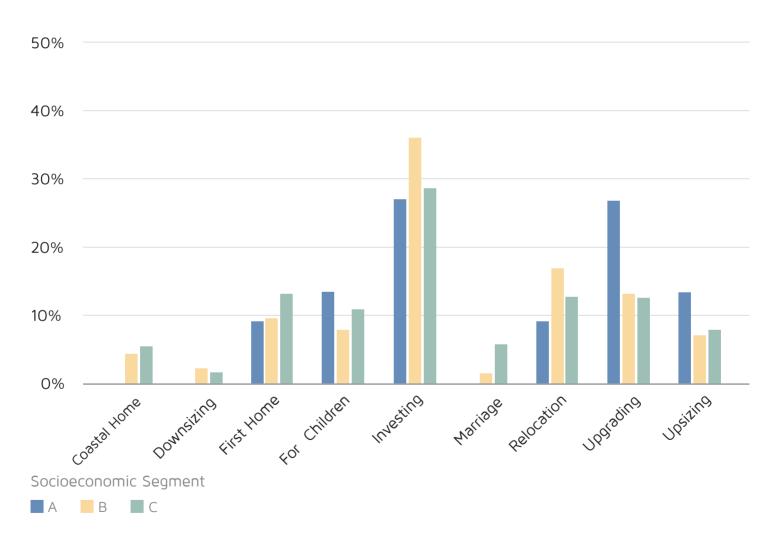
What is the most important factor in the developer you select? (By socioeconomic)





Purchasing Objective

Why are you buying a unit? (By socioeconomic)

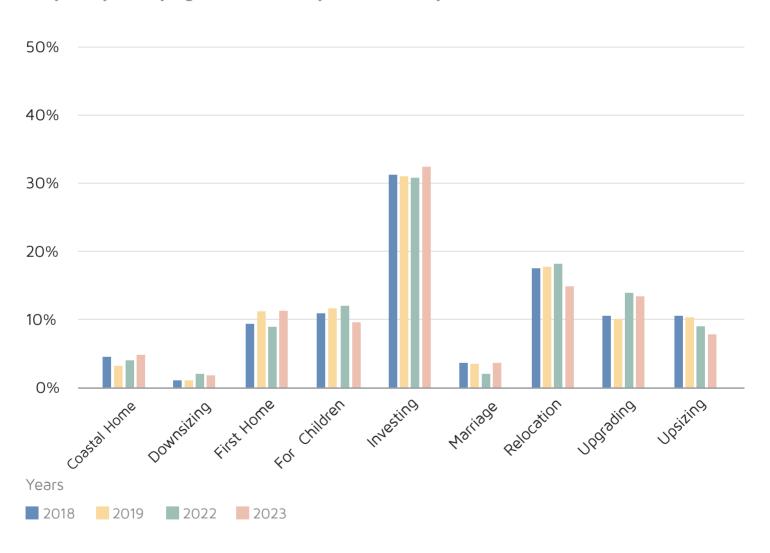


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Purchasing Objective

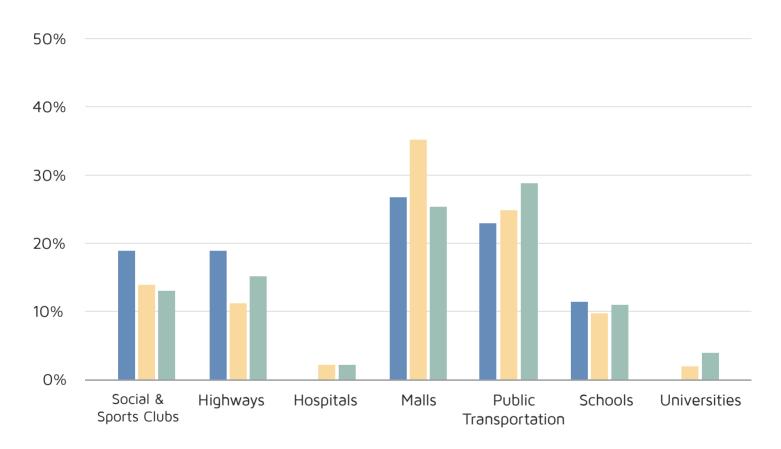
Why are you buying a unit? (Survey results over years)





Services

Which service must be in the area? (By socioeconomic)



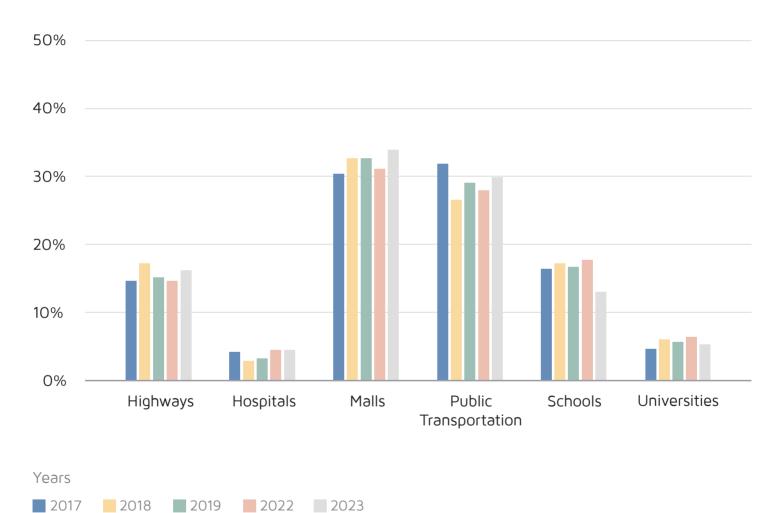
Socioeconomic Segment

■ A ■ B ■ C



Services

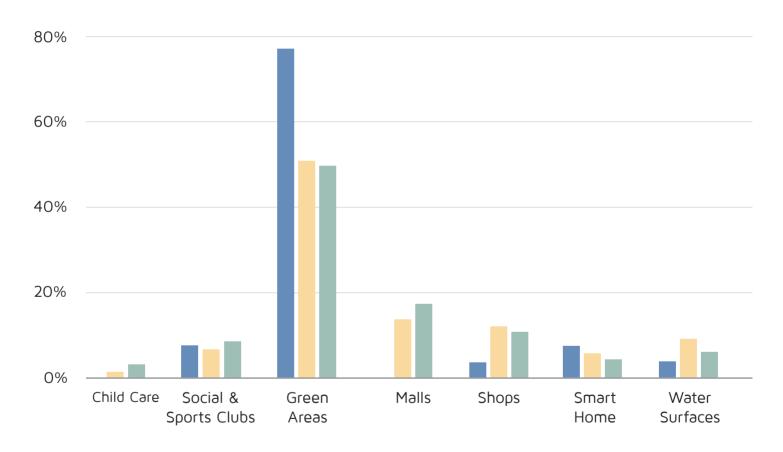
Which service must be in the area? (Survey results over the years)





Amenities

What is the top amenity you need? (By socioeconomic)



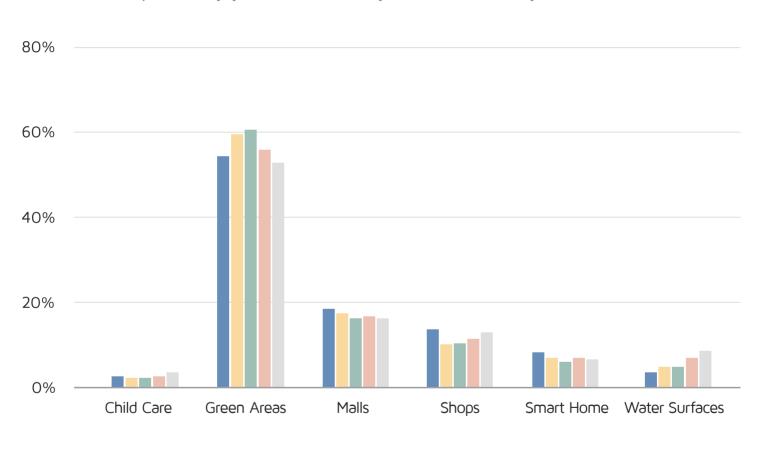
Socioeconomic Segment





Amenities

What is the top amenity you need? (Survey results over the years)

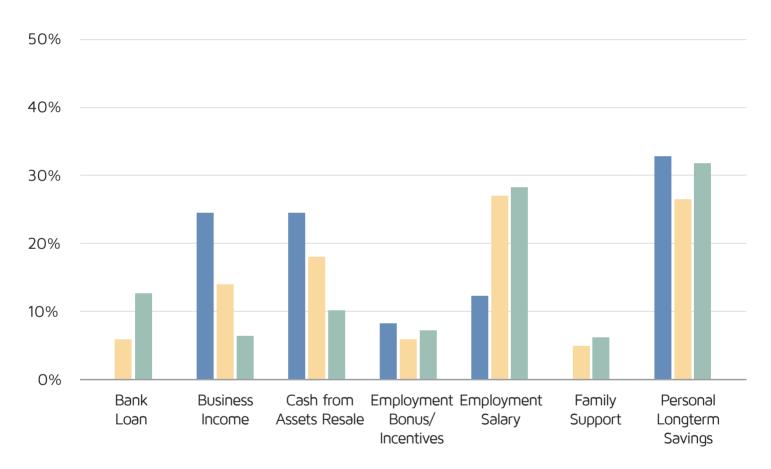






Financing

How do you finance your property purchase? (By socioeconomic)

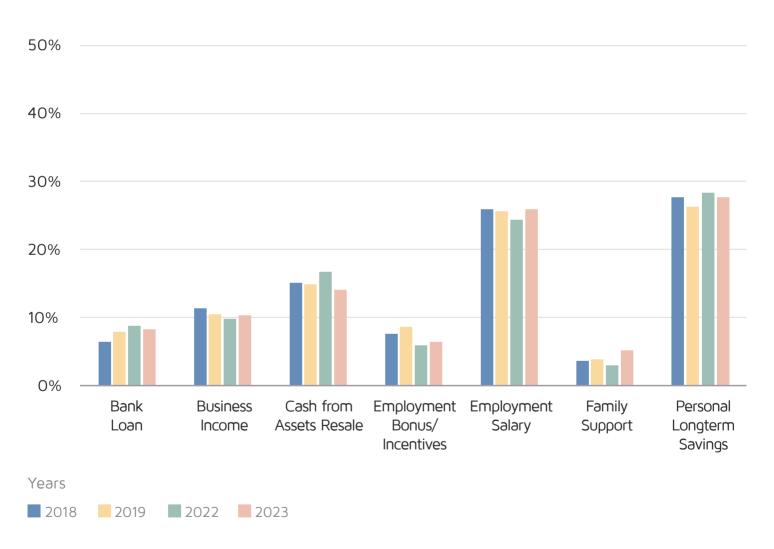


Socioeconomic Segment



Financing

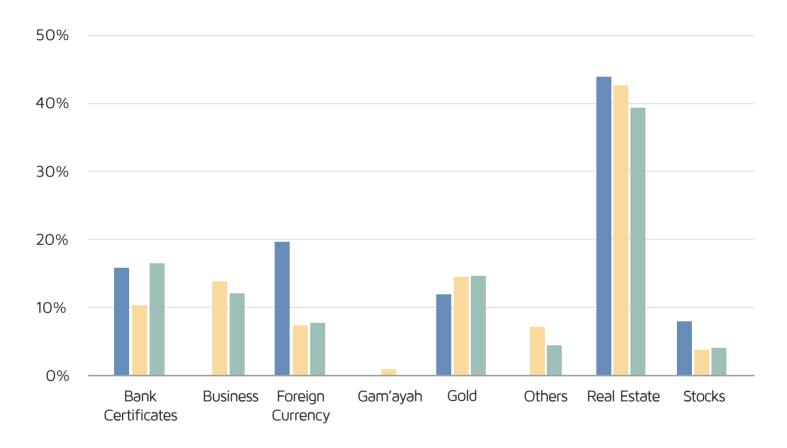
How do you finance your property purchase? (Survey results over the years)





Investing

How do you prefer to invest your savings? (By socioeconomic)



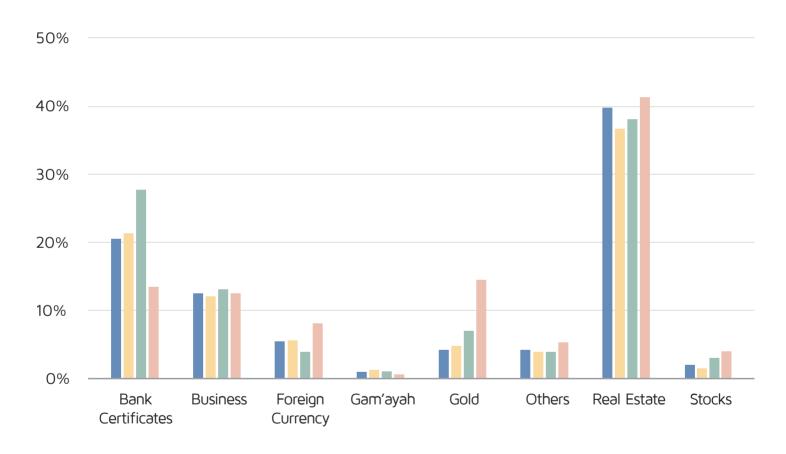
Socioeconomic Segment

■ A ■ B ■ C



Investing

How do you prefer to invest your savings? (Survey results over the years)

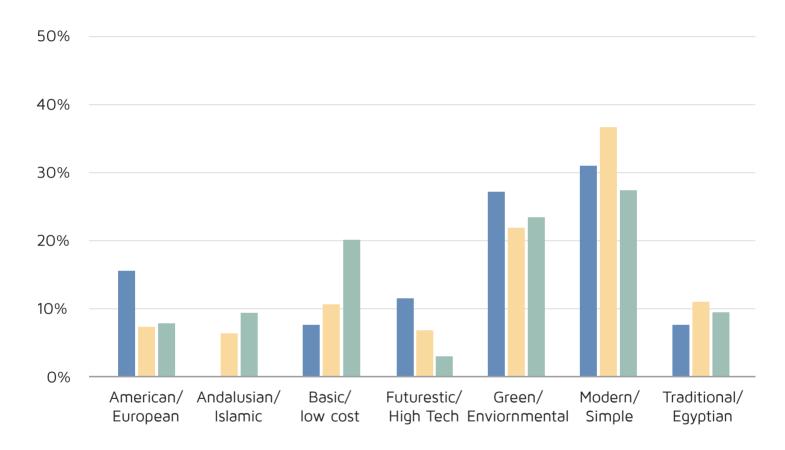






Architecture

What type of architecture do you prefer? (By socioeconomic)



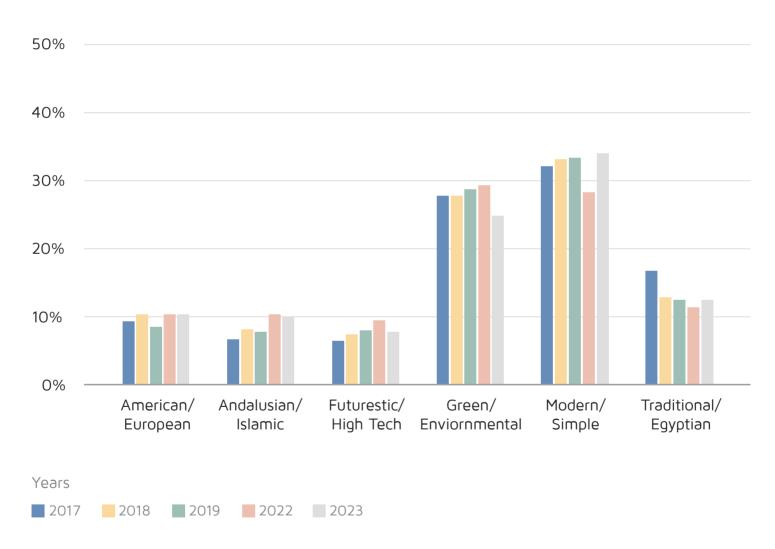
Socioeconomic Segment

B B C



Architecture

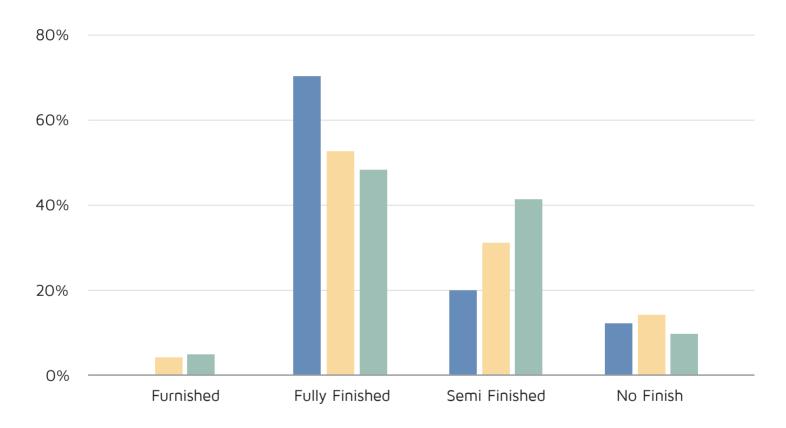
What type of architecture do you prefer? (Survey results over the years)





Finishing

Whats your finishing preference? (By socioeconomic)



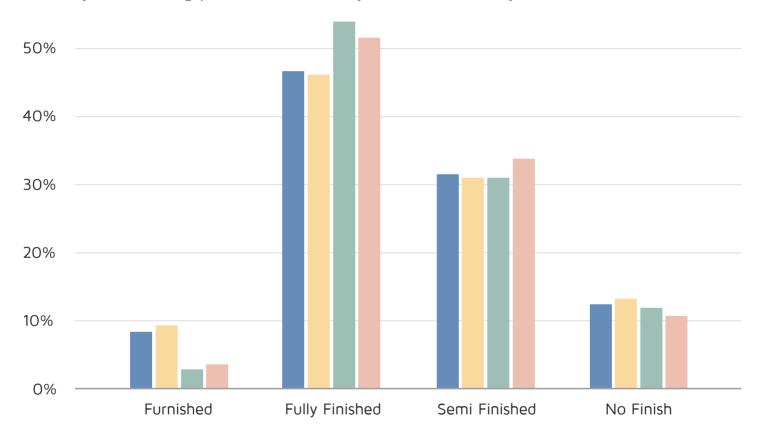
Socioeconomic Segment

■ A ■ B ■ C



Finishing

Whats your finishing preference? (Survey results over the years)

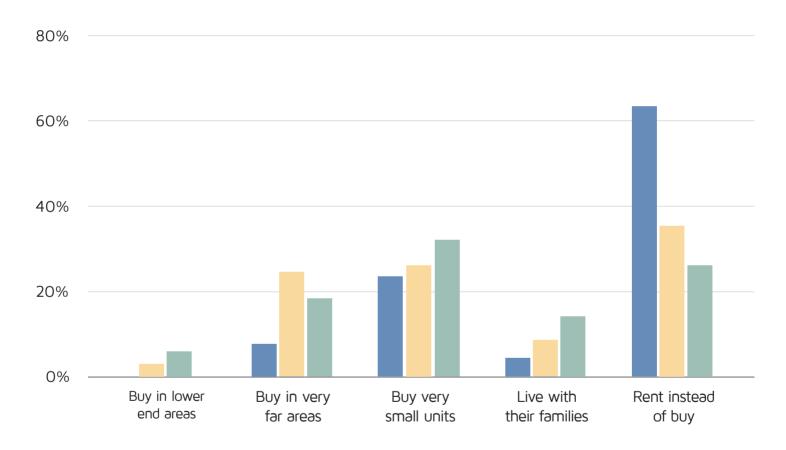






Reaction to High Prices

What to do when you can't buy your ideal property? (By socioeconomic)



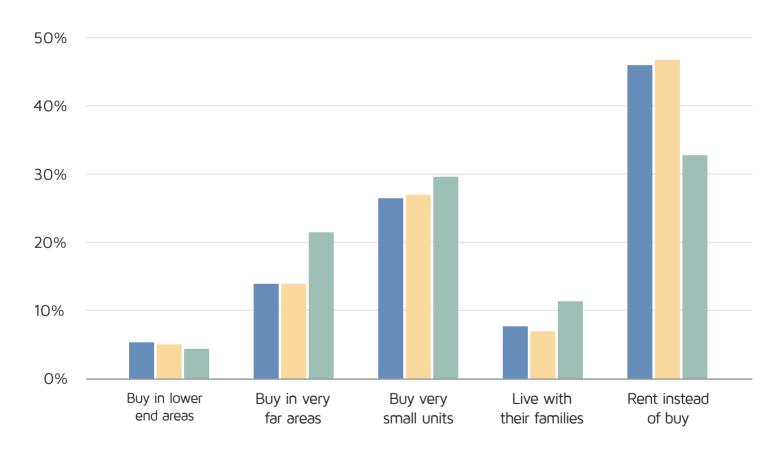
Socioeconomic Segment

■ A ■ B ■ C



Reaction to High Prices

What to do when you can't buy your ideal property? (Survey results over the years)







Sales Growth Solutions

Qualified Leads

Promote your brand, products, & services on the platform with millions.

Branding

Branding is the process of researching, developing, and applying a distinctive.

Media Buying

Refers to the purchase of advertising on mediums such as a television.

Email Marketing

Optimize your customer experience with automated, hyper-targeted email.

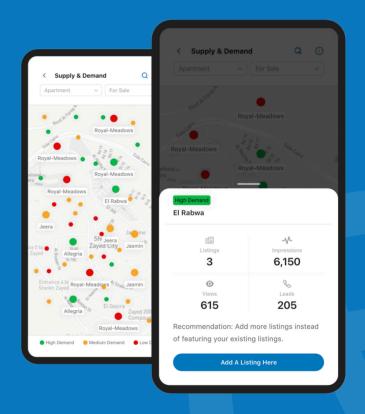
To lunch your first campaign, contact: sales@aqarmap.com



Supply & Demand

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 serverd 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@agarmap.com

Recent Trends

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



Agarmap Consumer Demand Index

Since 2012, Agarmap 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 September 2023, the demand index expanded by 34% when compared year-over-year with September 2022, this growth was fueled by the the recent currency devaluation, and the forecasts of upcoming devaluation, as people are choosing real estate investment to save the value of their money.

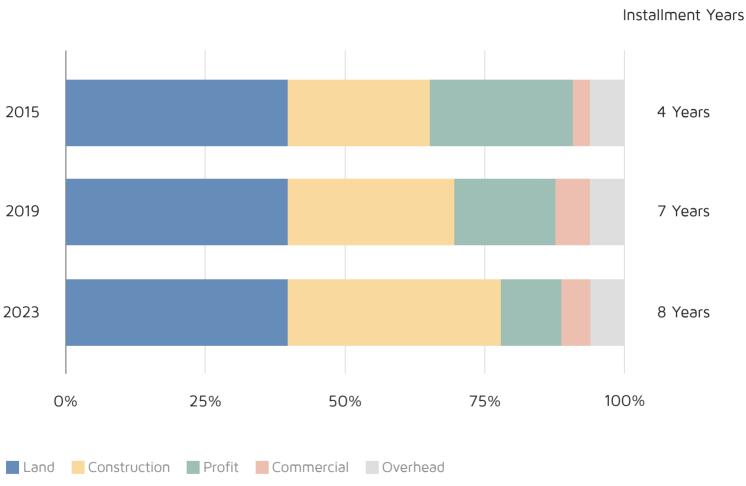
To learn more about Agarmap Index, visit: index.agarmap.com







Real Estate Development Cost Structure



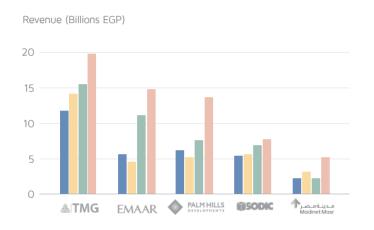
^{*} The data in this analysis is generalized for illustrative purposes only.

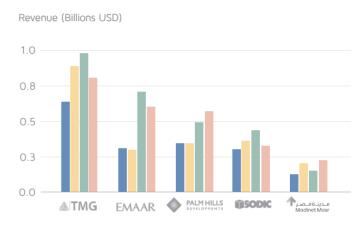
^{*} Every developer and every project tends to have a different financial composition

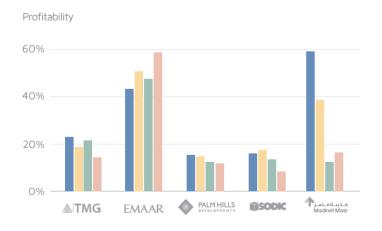


Publicly Listed Developers

Revenue & Profitability











Publicly Listed Developers

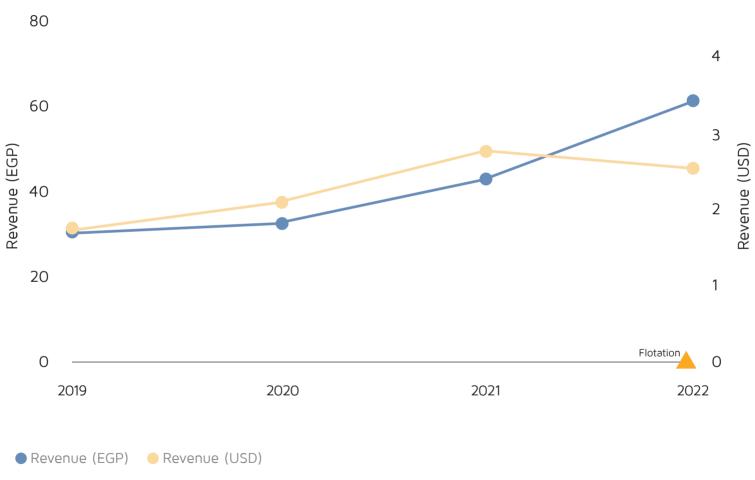
Revenue & Profitability



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



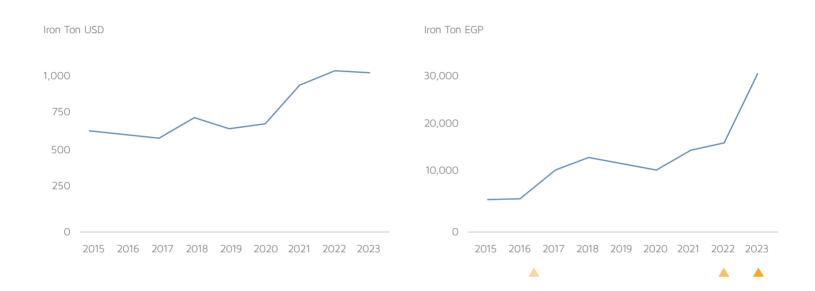
Developer Sales History in EGP vs USD?



^{*} Based on a basket of publicly listed developers (Talaat Mostafa - Emaar - Palm Hills - Sodic - MNHD)



Construction Cost Increase (Iron)



Official floatation by Egyptian Central Bank



Although the USD to EGP rate change in 2016 is similar to the total change in 2022/2023, the impact on construction costs in EGP in 2022/2023 is much higher as noted in the EGP graphs, mainly because in 2016, prices in USD were either flat or dropping.



Construction Cost Increase (Cement)



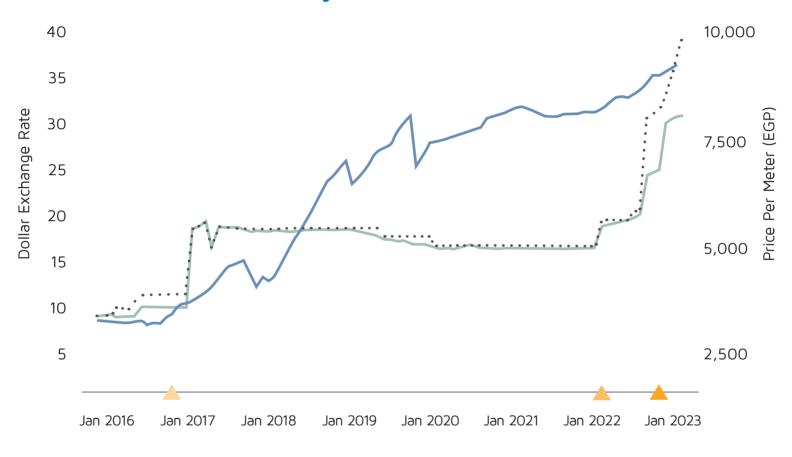
Official floatation by Egyptian Central Bank



Although the USD to EGP rate change in 2016 is similar to the total change in 2022/2023, the impact on construction costs in EGP in 2022/2023 is much higher as noted in the EGP graphs, mainly because in 2016, prices in USD were either flat or dropping.



Real Estate & Currency Devaluation





Official floatation by Egyptian Central Bank

Q4 2016 (+105%)

Official Rate

Q1 2022 (+56%)

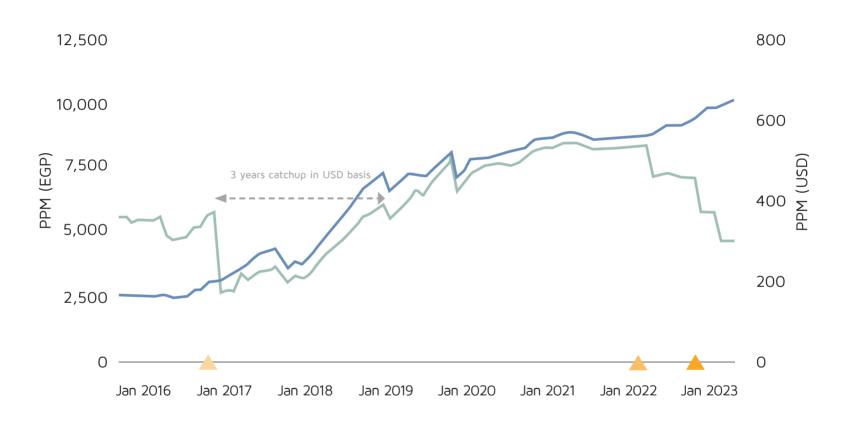
Q1 2023 (+24%)

· · · Black Market Rate

The growth in real estate prices typically lags the change in dollar value as indicated by the average price of meter across greater cairo. Eventually real estate prices caught up to the 2016 floatation, and we expect the same to repeat in the 2022/2023 floatation.



Real Estate prices in USD







Official floatation by Egyptian Central Bank

Q4 2016 Q1 2022 Q1 2023 (+105%) (+56%) (+24%)

Measuring real estate prices in USD is a much more accurate assessment of real value. It took the average property in Cairo around 2.5 years to recover its value in USD after the 2016 devaluation.

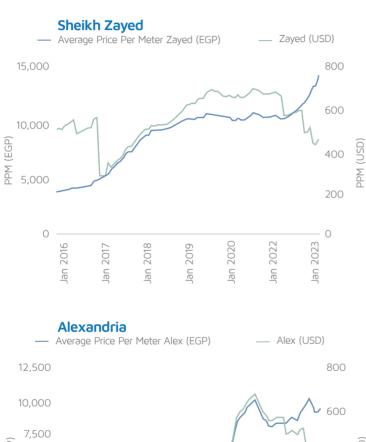


Dollar Impact on Prices





Dollar Impact on Prices







Measuring real estate prices in USD is a much more accurate assessment of real value. It took the average property in different neighborhoods around 2.5 years to recover its value in USD after the 2016 devaluation.

To get the latest prices, and more neighborhoods details, visit: agarmap.com/prices



1M EGP Comparative Investment Scenarios

How much would 1M EGP be worth today if you invested in different vehicles at different years?

		Flotation	7					Flotation	V
If invested in:		2015	2016	2017	2018	2019	2020	2021	2022
	Value Today	3,953,074	3,500,034	1,709,866	1,729,602	1,125,162	1,928,182	1,978,002	1,649,563
USD official	ROI	295%	250%	71%	73%	13%	93%	98%	65%
	Annual ROI	37%	36%	12%	15%	3%	31%	49%	65%
	Value Today	7,167,234	5,251,693	2,624,216	2,917,406	1,388,760	1,997,297	2,161,351	1,841,941
Gold global in USD/oz	ROI	617%	425%	162%	192%	39%	100%	116%	84%
	Annual ROI	77%	61%	27%	38%	10%	33%	58%	84%
	Value Today	2,137,819	2,193,622	1,304,979	1,123,992	706,896	1,652,161	1,630,202	1,849,779
Stocks EGX-30	ROI	114%	119%	30%	12%	-29%	65%	63%	85%
	Annual ROI	14%	17%	5%	2%	-7%	22%	32%	85%
Certificate of deposit	Value Today	2,565,888	2,359,437	2,111,353	1,777,982	1,368,896	1,315,677	1,204,281	1,112,500
	ROI	157%	136%	111%	78%	37%	32%	20%	11%
	Annual ROI	20%	19%	19%	16%	9%	11%	10%	11%

- Fractional ownership of properties was assumed to unify the investment amount at 1M EGP
- Calculations are as of 30 July 2023, and each year we assumed 30 July as investment date
- Certificates of Deposit assumes using the best interest rate and continuously reinvesting returns



1M EGP Comparative Investment Scenarios

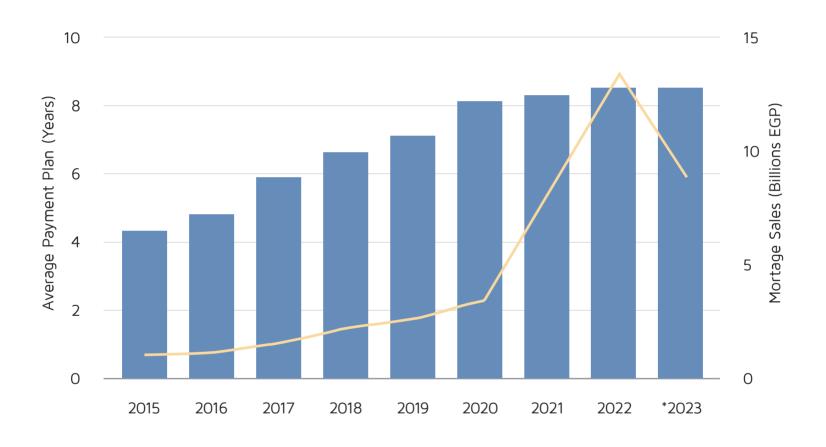
How much would 1M EGP be worth today if you invested in different vehicles at different years?

		Flotation	7					Flotation	V
If invested in:		2015	2016	2017	2018	2019	2020	2021	2022
Mohandseen	Value Today	2,980,022	2,929,081	2,331,309	1,822,886	1,118,259	1,498,726	1,443,607	1,398,158
Apartment	ROI	198%	193%	133%	82%	12%	50%	44%	40%
	Annual ROI	25%	28%	22%	16%	3%	17%	22%	40%
Mohandseen Rental Apartment	Value Today	4,355,811	4,223,586	3,285,661	2,470,194	1,424,208	1,827,148	1,693,327	1,573,749
	ROI	336%	322%	229%	147%	42%	83%	69%	57%
	Annual ROI	42%	46%	38%	29%	11%	28%	35%	57%
Madinaty Apartmen	Value Today	7,003,143	5,919,188	3,589,168	3,119,593	1,569,805	1,702,452	1,657,885	1,641,470
	ROI	600%	492%	259%	212%	57%	70%	66%	64%
	Annual ROI	75%	70%	43%	42%	14%	23%	33%	64%
Uptown Cairo	Value Today	3,376,327	2,785,185	2,323,596	1,822,026	1,013,725	1,712,700	1,748,837	1,600,000
	ROI	238%	179%	132%	82%	1%	71%	75%	60%
	Annual ROI	30%	26%	22%	16%	0.3%	24%	37%	60%

- Fractional ownership of properties was assumed to unify the investment amount at 1M EGP
- Calculations are as of 30 July 2023, and each year we assumed 30 July as investment date
- Certificates of Deposit assumes using the best interest rate and continuously reinvesting returns



Decline in Mortgage Sales



Sources:

- Average Payment PlanMortage Sales in Billions*
- Average Primary Payment Plan (Years): Agarmap proprietary market database.
- Mortgage industry sales: Egyptian financial regulatory authority.



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

New Capital Progress

This section is dedicated to showcasing the construction progress in the New Capital in the last few years. The projects covered are developed by the government and the private sector.



Ministries District

Government Development







2019 2021 2023

Ministries District (Government District) is located 15 minutes from the residential district, and only 10 minutes from (Al-Massa Hotel and the church building). It occupies an area of 150 acres and includes government agencies and ministries. The 1.5 million m² Government District comprises 10 ministerial complexes that will house 34 ministries, the cabinet headquarters, the house of representatives, and the Senate. As many as 50,000 public employees will work in the Government District when the relocation process is complete.



Financial District

Government Development







2019 2021 2023

The Financial and Business District houses the headquarters of international and local banks, the stock exchange and the central bank.



Central Business District (CBD)

Government Development



The Central Business District (CBD) houses 20 skyscrapers, including the 78-floor Iconic Tower, the tallest building in Africa. Investments in the CBD project are estimated at \$3 billion. The CBD will attract major international companies given the availability of the necessary facilities that will help provide stability for these entities.



R3Government Development



R3 Residential District is also called "Capital Residence". R3 is a resdential complex in the New Capital, consisting of 61 residential buildings of more than 25,000 housing units, divided to 6 different models, on a total built up area of 30,500 m². It is the first residential neighborhood that was implemented by the Urban Communities Authority. The third residential district, R3, has various services, including restaurants, cafes, pharmacies, and commercial markets.



R5Government Development



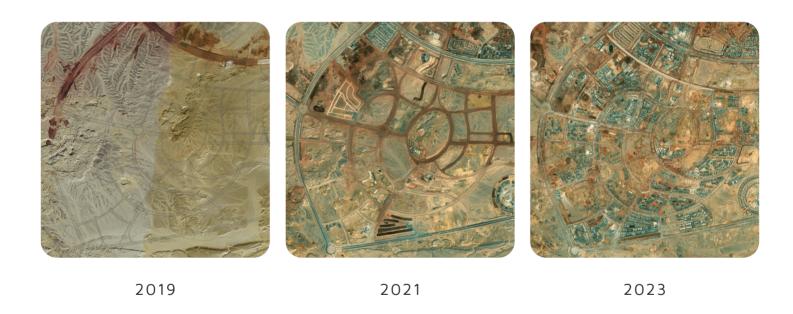


2019 2021 2023

R5 Residential District, is one of the largest residential neighborhoods in the New Capital, as it extends over an area of 850 acres, 80% of which has been allocated to green spaces. It also includes a large number of residential units estimated at about 22,500 residential units, between residential buildings, mixed housing, villas, townhouses, and twin houses. It also provides many basic facilities and services, such as schools, hospitals, commercial centers, green spaces, and recreational areas. R5 is located in the northwest region of the Administrative Capital between the Sixth District and the Air Defense House.



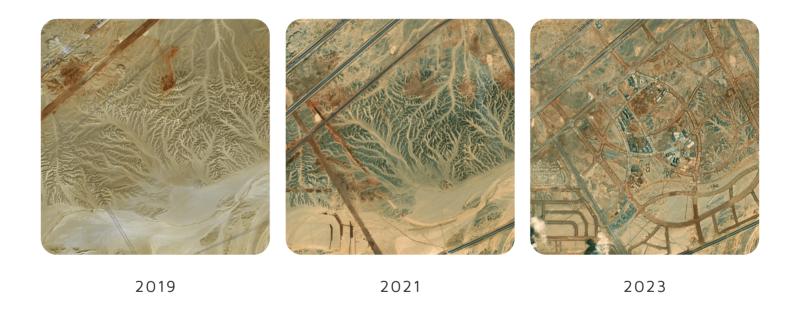
R7
Private Sector Development



R7 Residential District is considered to be the golden district in the New Administrative Capital, spanning over an area of 1,500 acres. It also includes the best compounds and residential projects in the city, in addition to various service and commercial facilities. The district is located near many important landmarks in the New Capital, such as the Government district, the Ministerial district, the Presidential Palace, and the Diplomatic district. It is also close to Medical City, Train Station, Conference Center, Al Fattah El Aleem Mosque, Cathedral of the Nativity, Opera House, and the city of arts and culture.



R8Private Sector Development

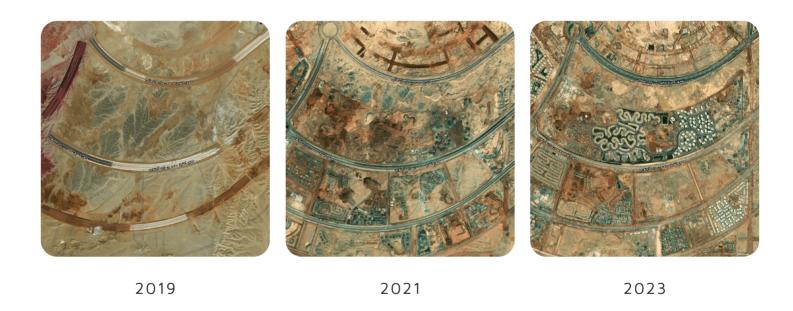


R8 Residential District is being developed by private sector companies in the New Administrative Capital. It is located in the southwestern part of the city near the Government District and Green River. It is planned to be an integrated community offering a variety of housing options, facilities, and amenities. The total area is about 2,500 acres, only 20% of which is allocated for buildings and the rest of the area is for landscaping. R8 is considered the closest neighborhood in the city to the New Capital International Airport.



Investors Area

Private Sector Development



The Investors District occupies a vital and important location in the heart of the Administrative Capital. It is located on the southern axis of Mohammed bin Zayed and the Green River. It is also located near the 7th Residential District R7, the Exhibition Grounds, Expo City, the New Cathedral, the Diplomatic Quarter, and Downtown. It includes a large number of distinctive commercial and residential projects, and the district is built on a large area, with the total area of the neighborhood reaching 800 acres.



MU23

Private Sector Development

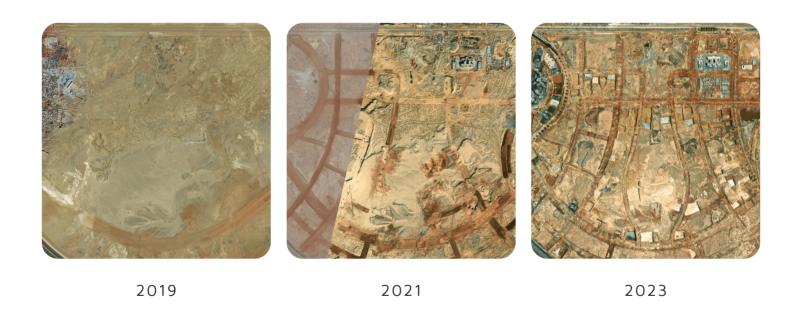


The MU23 District is located in an important and strategic location in the heart of the Administrative Capital and near the most important neighborhoods and landmarks. It was built on an area of 250 acres and was divided into a variety of administrative and commercial units. It is located specifically between the second residential district, R2, and the third residential district, R3, and is also located near The main Al-Amal axis, The Green River, and The Central Business District (CBD).



Downtown

Private Sector Development



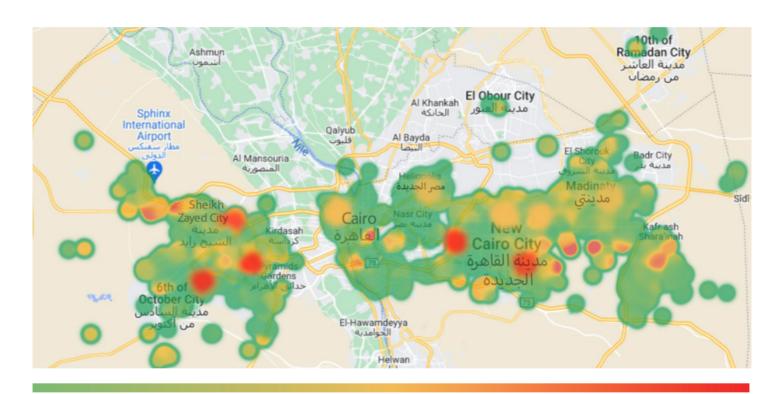
Downtown is a huge investment district with 1,364 acres of area and is divided into 5 neighborhoods. It will include shopping centers, major commercial activities in various fields, administrative towers, headquarters of companies, gardens with various designs, and medical units. The Downtown area is located in the heart of the New Capital. To the north, it is bordered by the Government District, the Ministries District, the Parliament Building, the Opera House, and the Monorail Train Station. To the west, it is bordered by Al Masa Capital Hotel. To the south, it is bordered by the Green River, and the new museum. To the east, it is bordered by the second phase of the New Capital.

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 subneighborhood level, and this data was extracted from our system in August 2023. To get up-to-date prices please visit: agarmap.com/prices



Apartments Prices Heatmap



Maps © 2023 agarmap price heatmaps engine

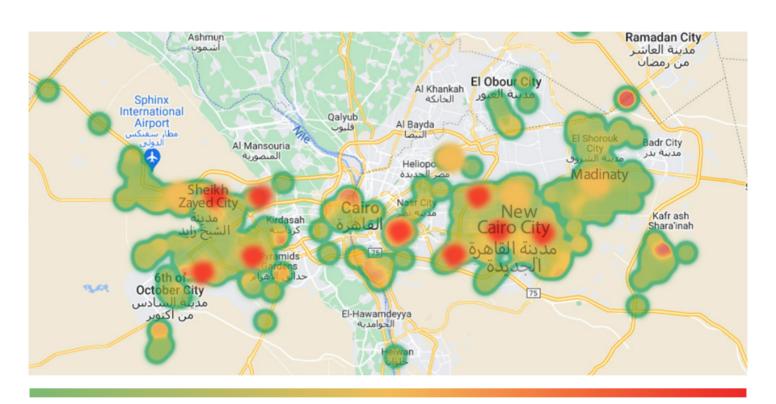
Most affordable areas Moderate areas Most expensive areas

All prices were calculated in August 2023. To get the latest prices visit:

agarmap.com/prices



Villas Prices Heatmap



Maps © 2023 agarmap price heatmaps engine

Most affordable areas Moderate areas Most expensive areas

All prices were calculated in August 2023. To get the latest prices visit:

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Neighborhood Prices

Neighbourhood	Avg Price Per Meter			
New Cairo	Apt	Villa		
New Cairo Compounds	20,100	23,400		
Madinaty	22,500	24,700		
El Rehab	17,500	25,000		
First Settlement	10,800	15,300		
Fifth Settlement - Tagamoa	14,900	22,950		
Northern Investors	15,500	19,300		
New Capital Residential	Apt	Villa		
New Capital Compounds	13,100	20,550		
R7	15,550	19,300		
R8	13,500	17,750		
Hadayek El Asema	6,400	8,850		
New Capital Non-Residential	Commercial	Admin / Medical		
Downtown	66,200	20,000		
Central Business District - CBD	100,000	38,300		
MU23	88,000	35,000		
Sheikh Zayed City	Apt	Villa		
Zayed Compounds	17,550	21,600		
Expansion Of El Sheikh Zayed City	26,050	21,500		
Fourth Neighborhood	15,000	-		
Yasmine Neighborhood	12,700	16,950		
Eighth Neighborhood	10,450	18,200		
Ninth Neighborhood	11,350	17,700		
6 October City	Apt	Villa		
October Compounds	17,200	18,400		
Juhayna Square	12,750	23,350		
Al Motamyz District	9,600	15,650		
Boulevard Axis	5,950	16,000		
West Somid	10,200	17,250		
New October	7,050	14,550		



Neighborhood Prices

Neighbourhood	Avg Price Per Meter			
El Shorok City	Apt	Villa		
El Shorok Compounds	20,100	25,850		
Sixth Neighborhood - Hay El Loaloa	6,400	23,900		
Seventh Neighborhood - Hay El Zomorod	8,400	11,450		
Third Neighborhood West - Hay El Fayrouz	7,850	17,600		
El Nady District - El Aqiq District	8,150	14,750		
First Neighborhood East - Hay El Andalus	7,850	15,500		
Nasr City	Apt	Villa		
Nasr City Compounds	11,100	-		
Ali Ameen	18,300	-		
Abou Dawoud El Zaheri St.	12,500	-		
Abbas El Akkad St.	12,000	-		
El Tayaran St.	11,150	-		
Makram Ebeid St.	10,350	-		
Heliopolis - Masr El Gadida	Apt	Villa		
Heliopolis Compounds	21,550	15,500		
City Stars	14,600	-		
Almaza	12,550	-		
Sheraton	12,400	16,600		
Roxy Square	11,800	-		
Ard El Golf	11,800	20,750		
Mohandsen	Apt	Villa		
Geziret El Arab	16,750	-		
Syria St	14,300	-		
El Higəz St	13,500	-		
Lebanon Square	11,500	-		
Sudan St	9,200	-		

All prices are in Egyptian Pound and were calculated in August 2023.

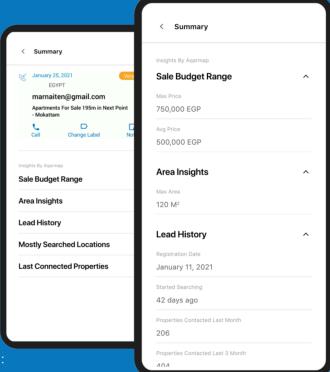
To get the latest prices and more neighborhoods details, visit: aqarmap.com/prices



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Atika

New Administrative Capital

Apartments Penthouse Apartments With 0 15,000 FGP

1,085,000 EGP

Available Properties

Apartments
From 1,015,000 EGP

Penthouse
From 3,348,000 EGP

Apartments
16,000 / M²
232,000 EGP

Apartments

From 3,348,000 EGP

Apartments
From 3,348,000 EGP

Apartments
From 3,348,000 EGP

Apartments
From 3,348,000 EGP

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