aqarmap know more...

Egypt Real Estate Trends
2024

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.

Amad Almsaodi

CEO, Aqarmap

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 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 10M EGP and C segment are consumers searching properties worth below 3M 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

Demand Trends

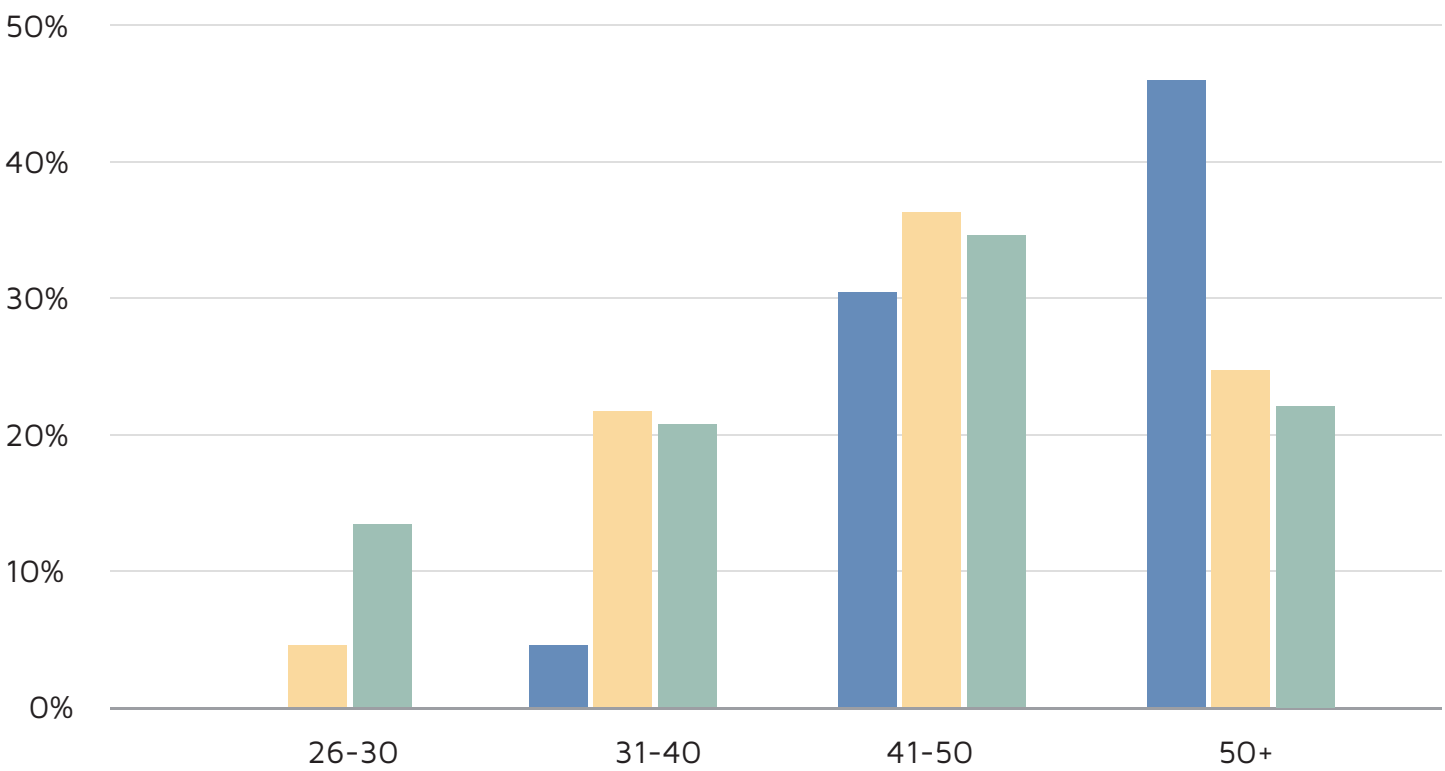
This section presents the results of an elaborate survey that was sent by Aqarmap to more than 2 Million consumers. The continuous shifts in the demand encourage us to conduct this periodical survey to keep Real Estate companies always on top of the fluid market dynamics.

Participants Distribution

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

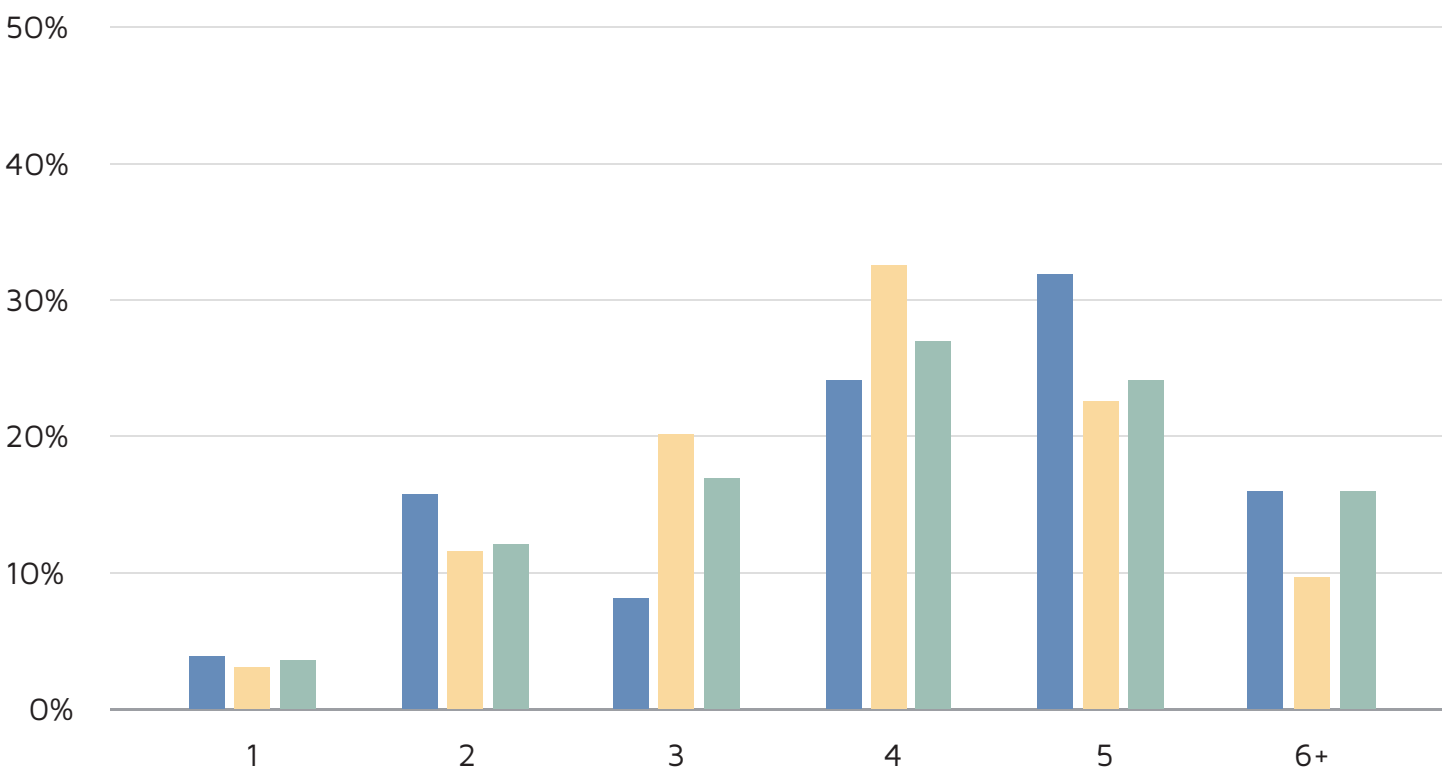
Participants Age

Age distribution of survey participants



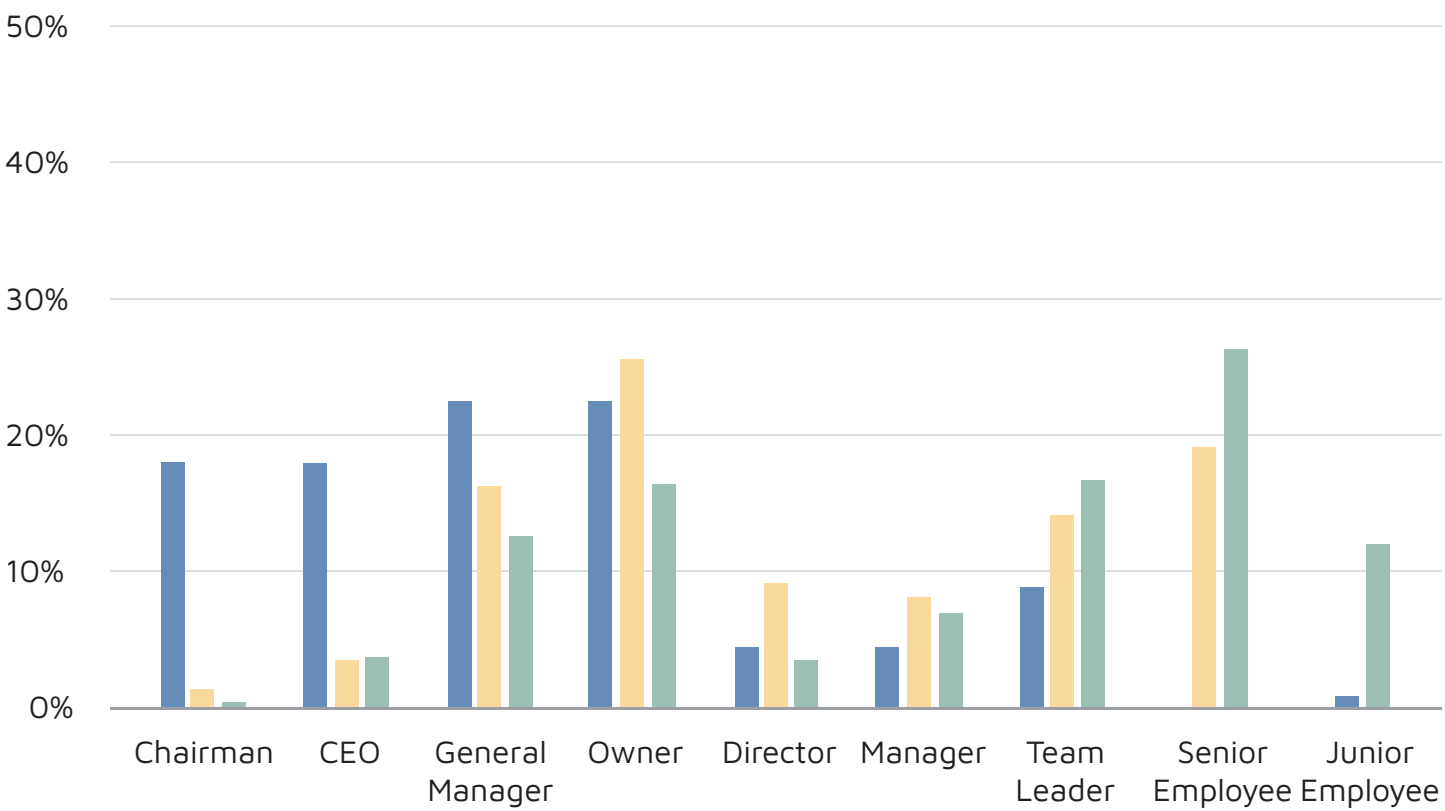
Participants Family Size

Family size distribution of survey participants



Participants Position

Work positions distribution of survey participants

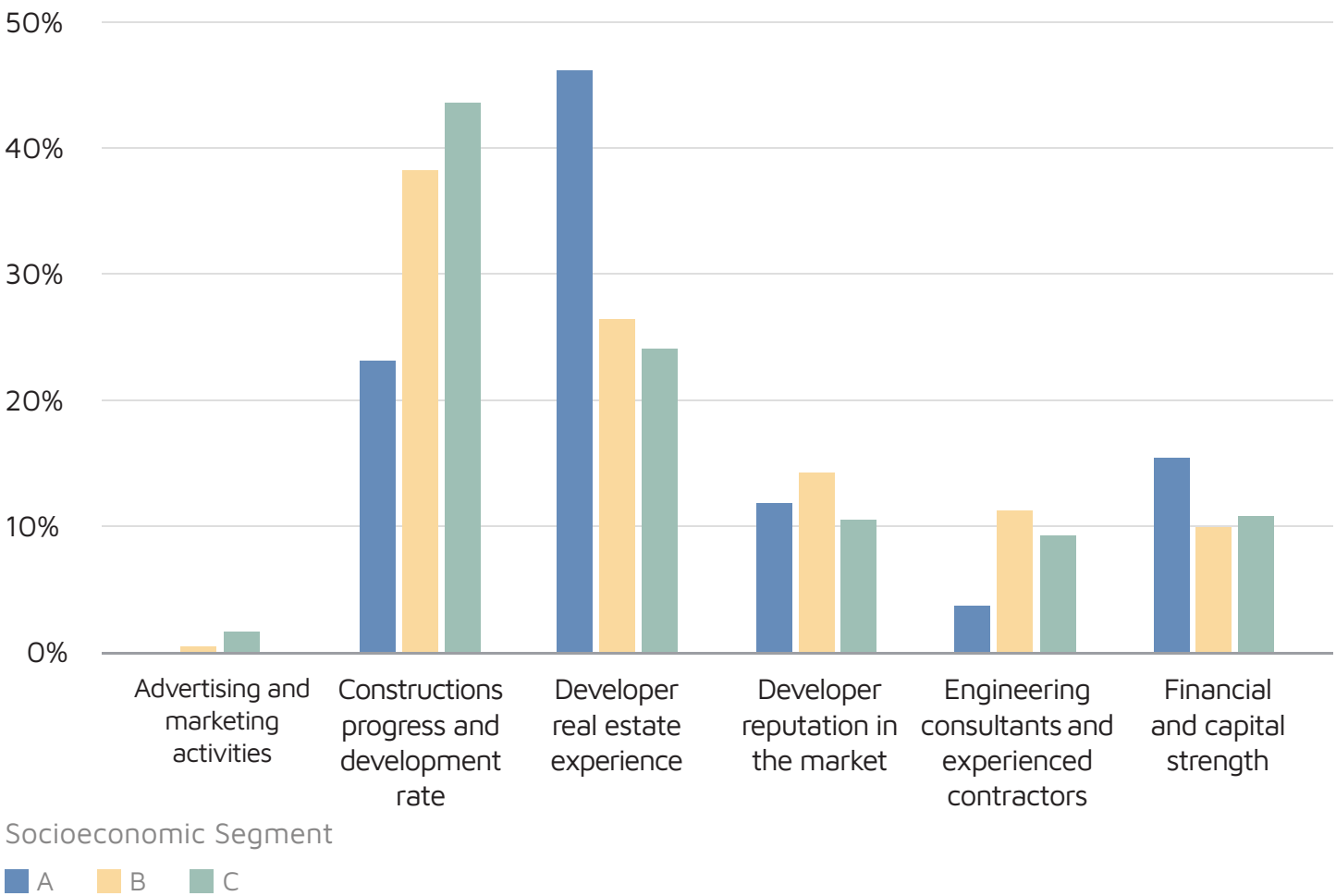


Participants Responses

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

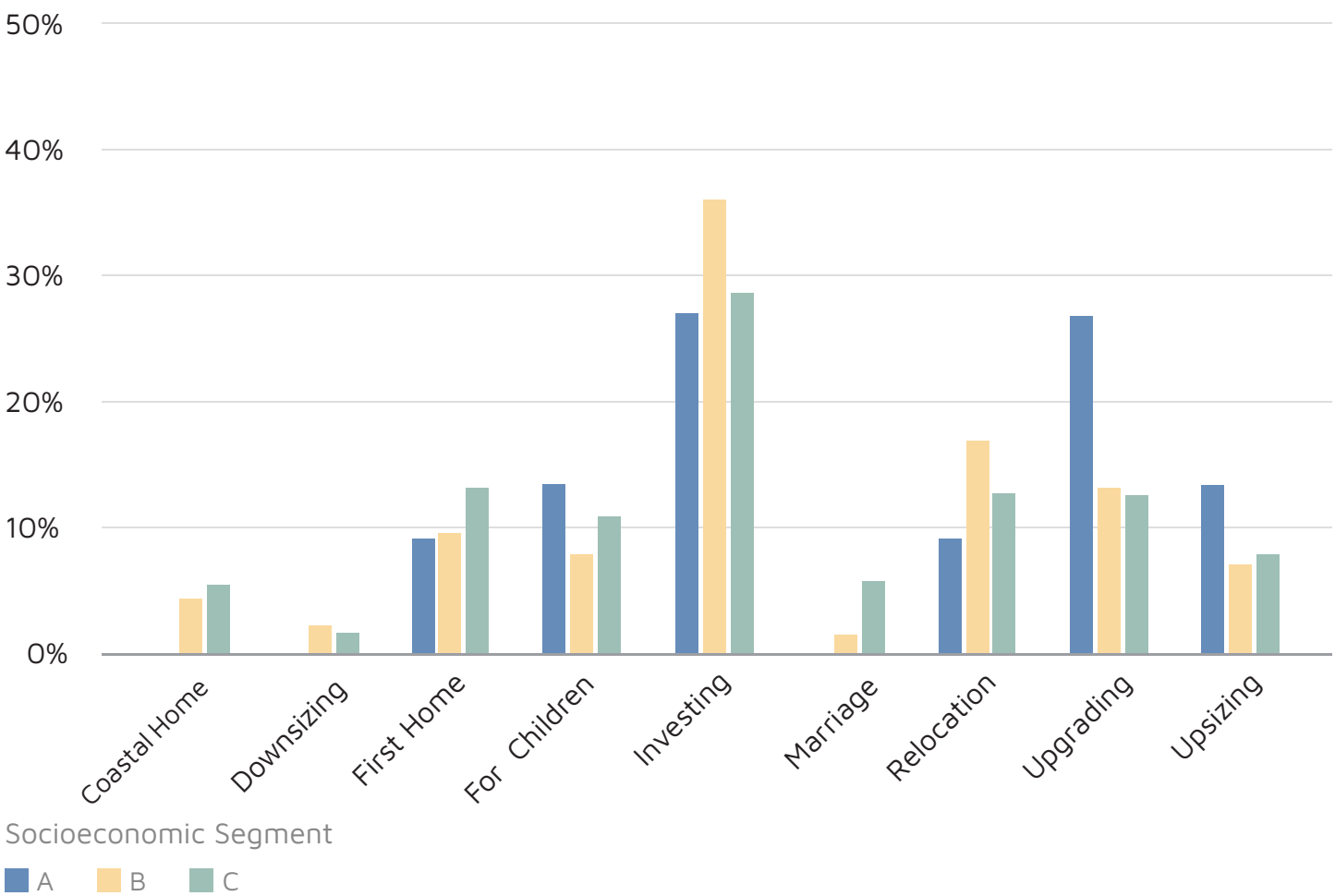
Developer Factors

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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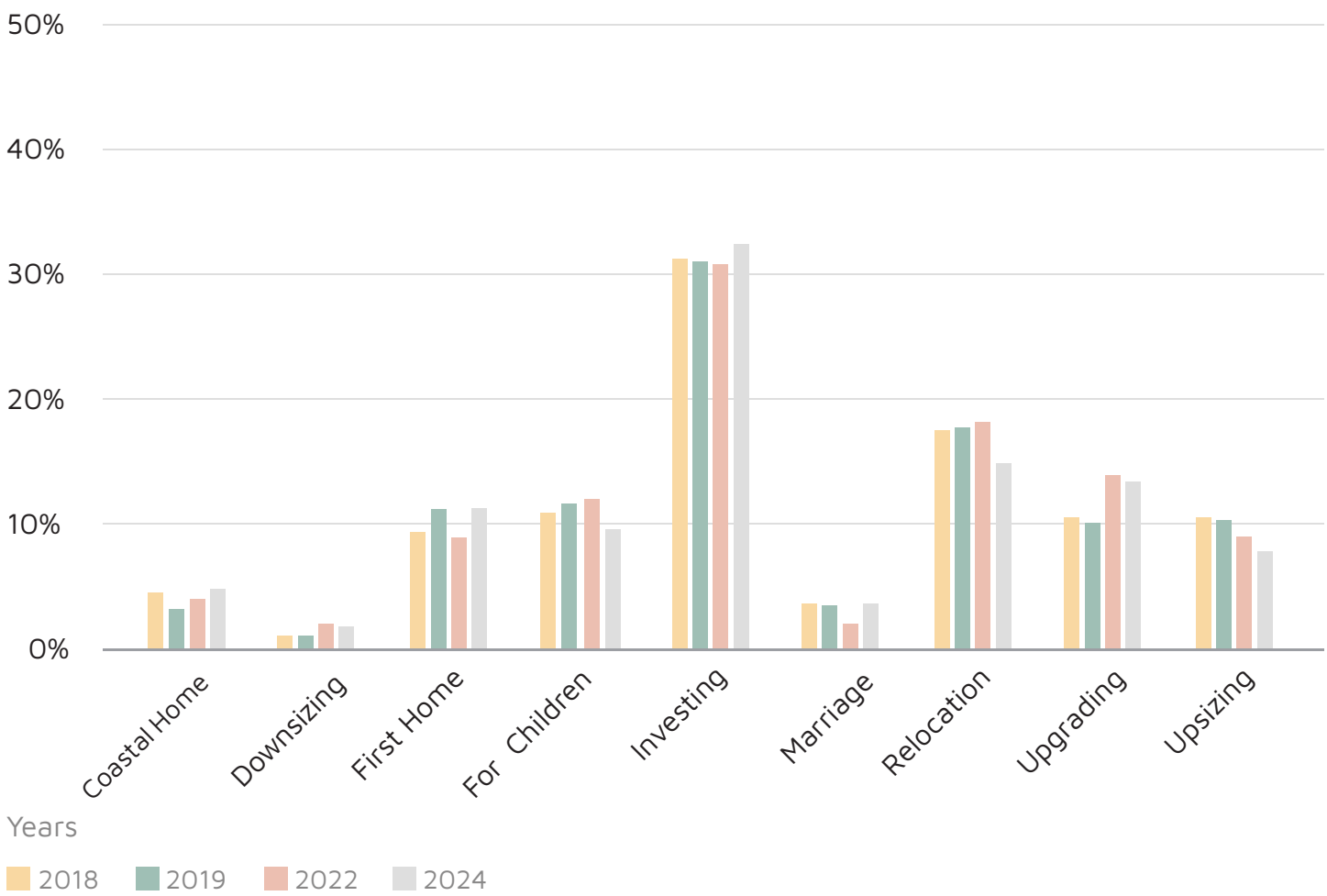
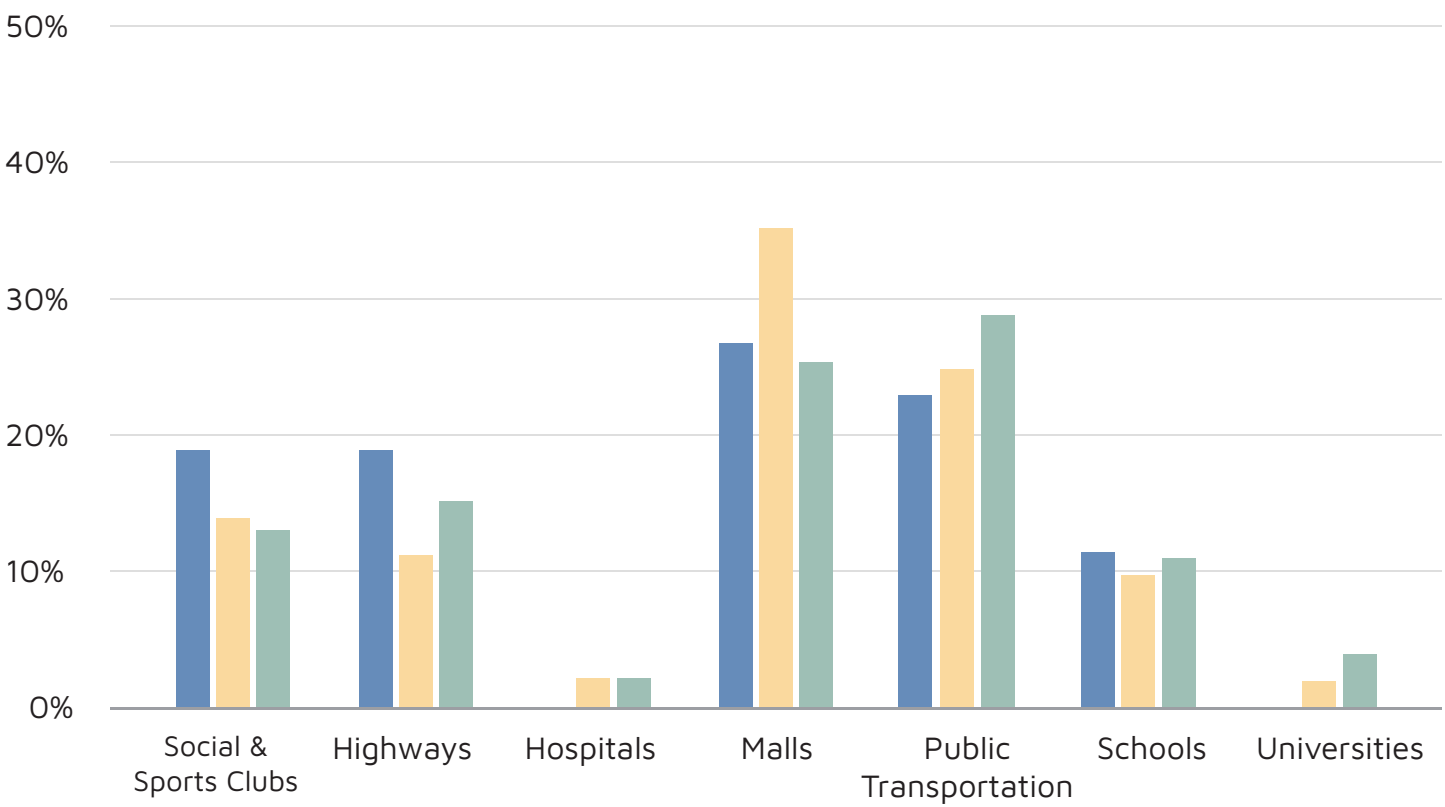
Purchasing Objective

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



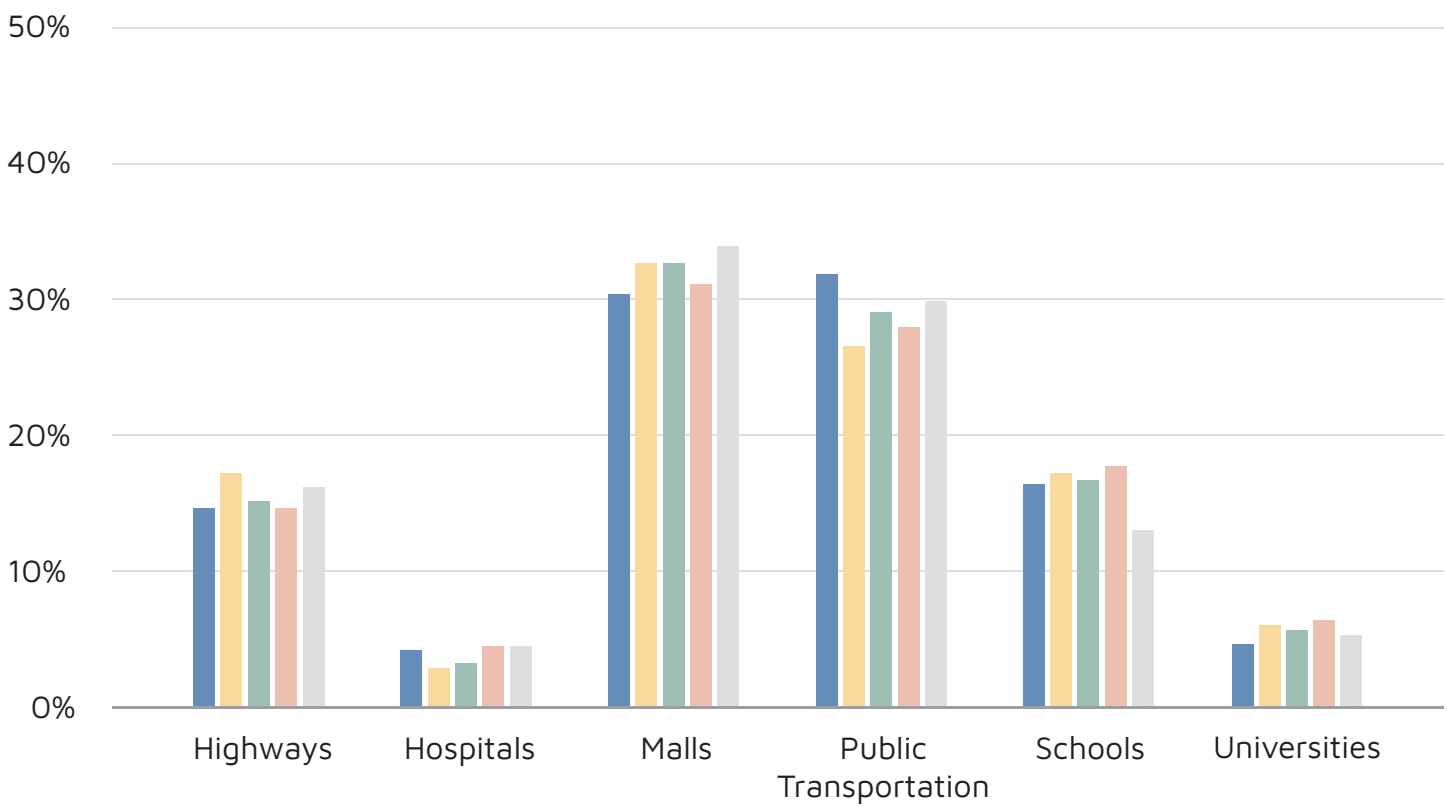
Services

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



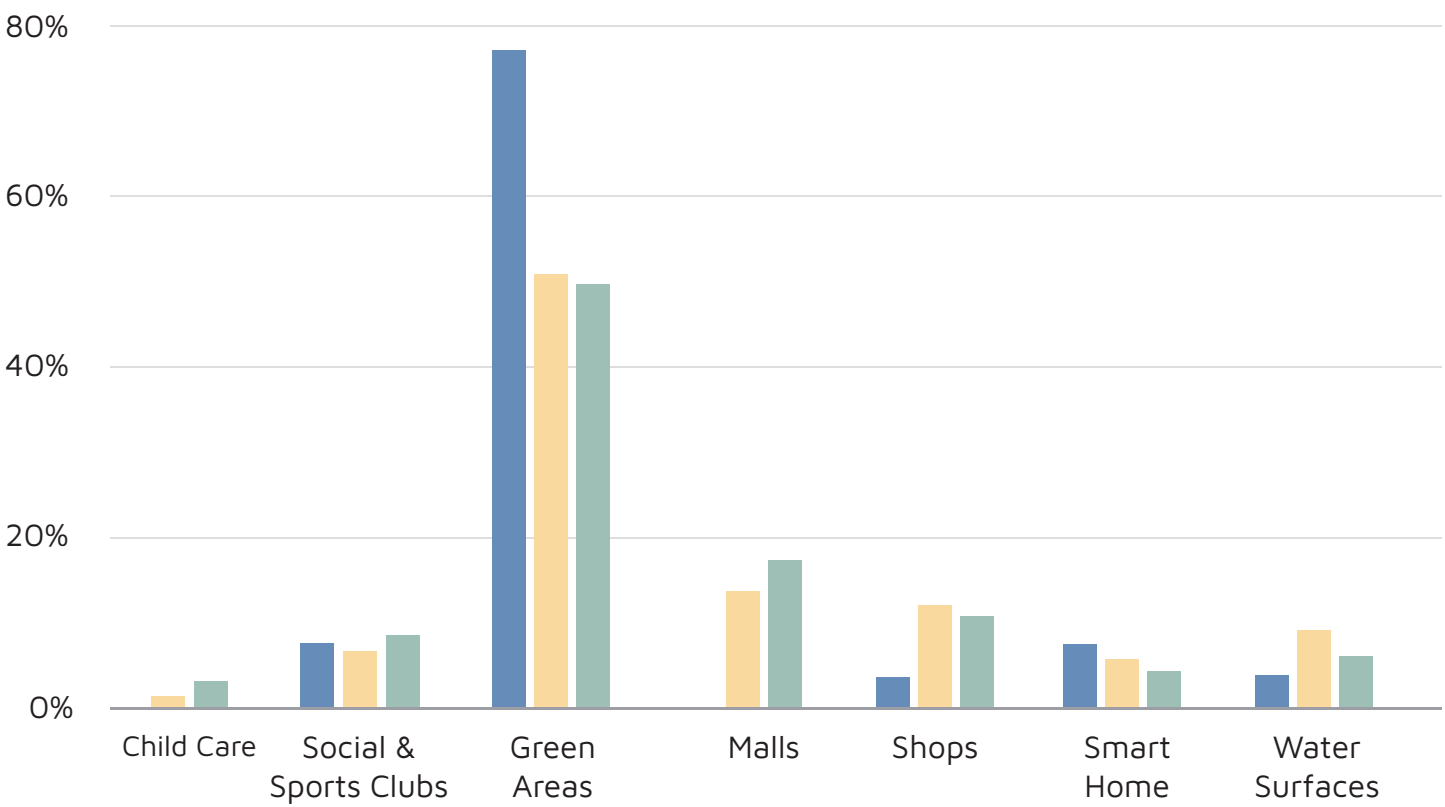
Services

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



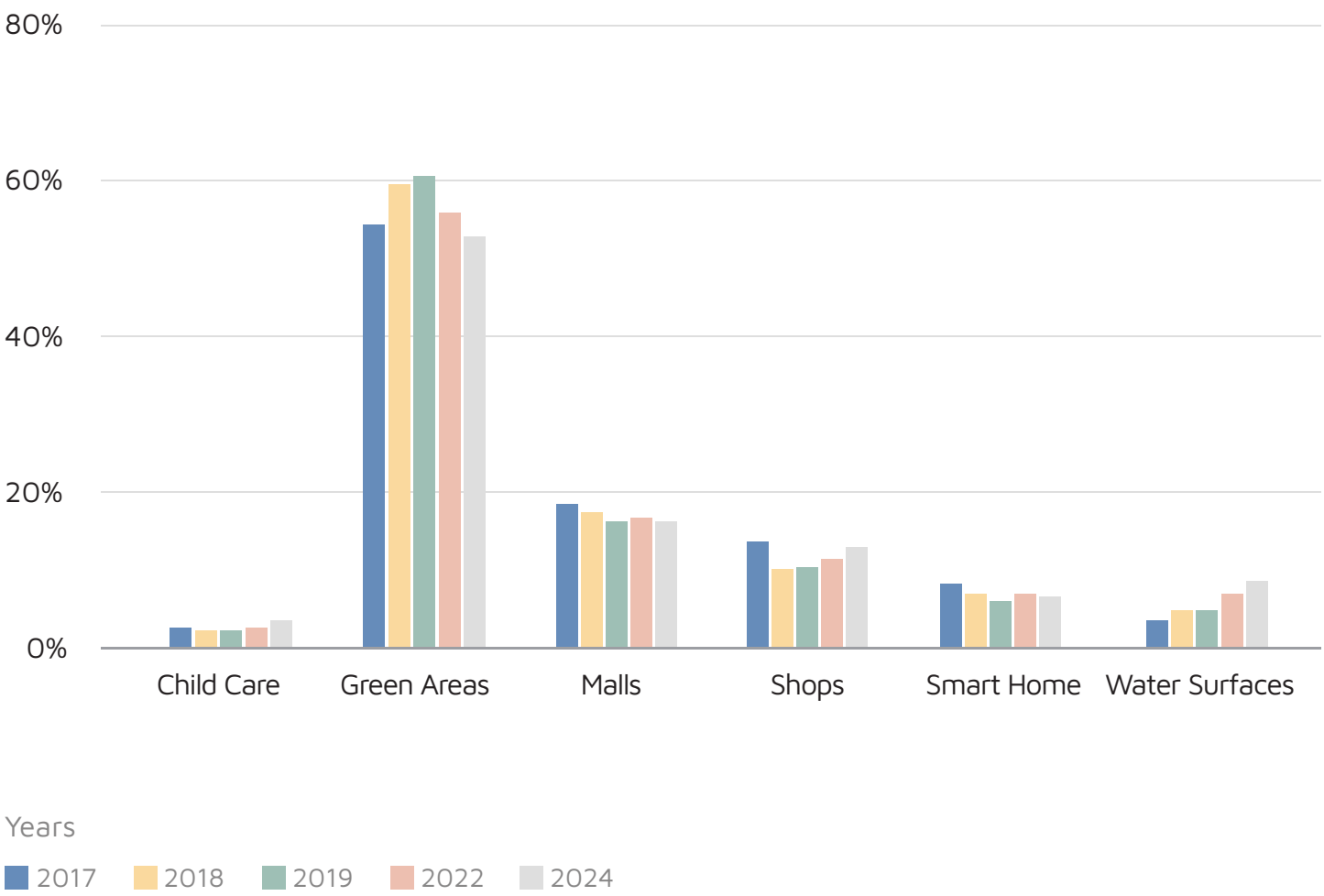
Amenities

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



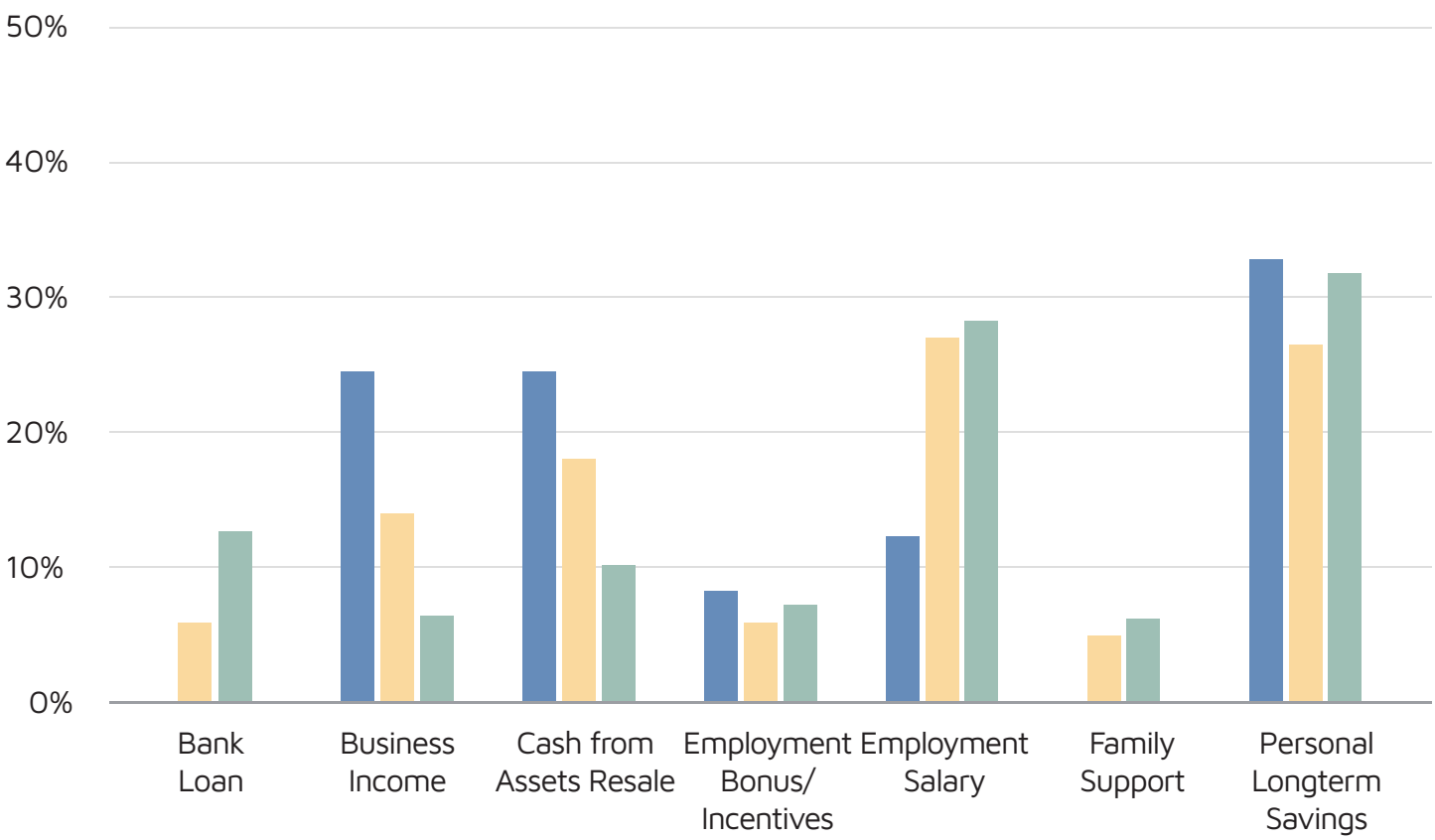
Amenities

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



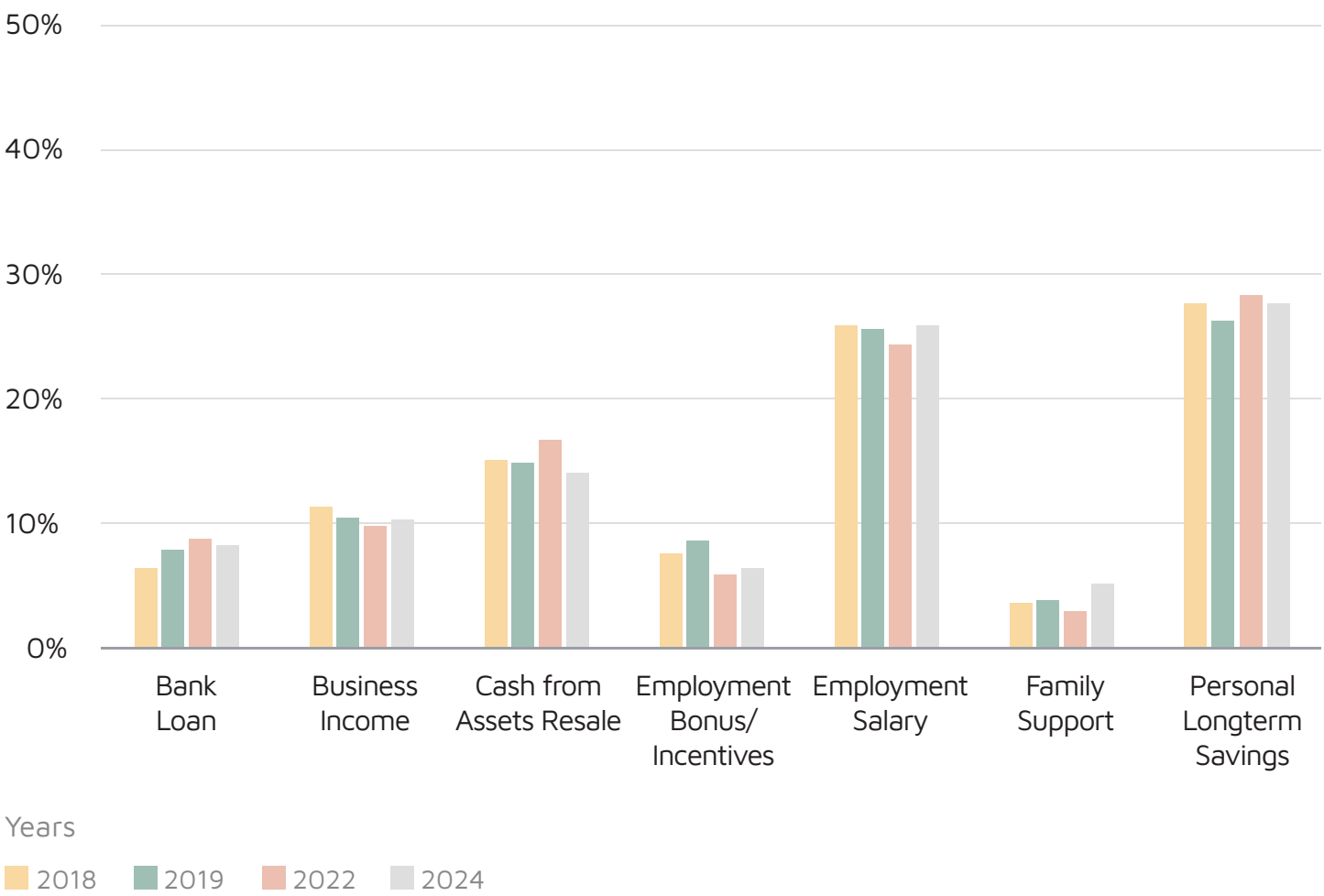
Financing

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



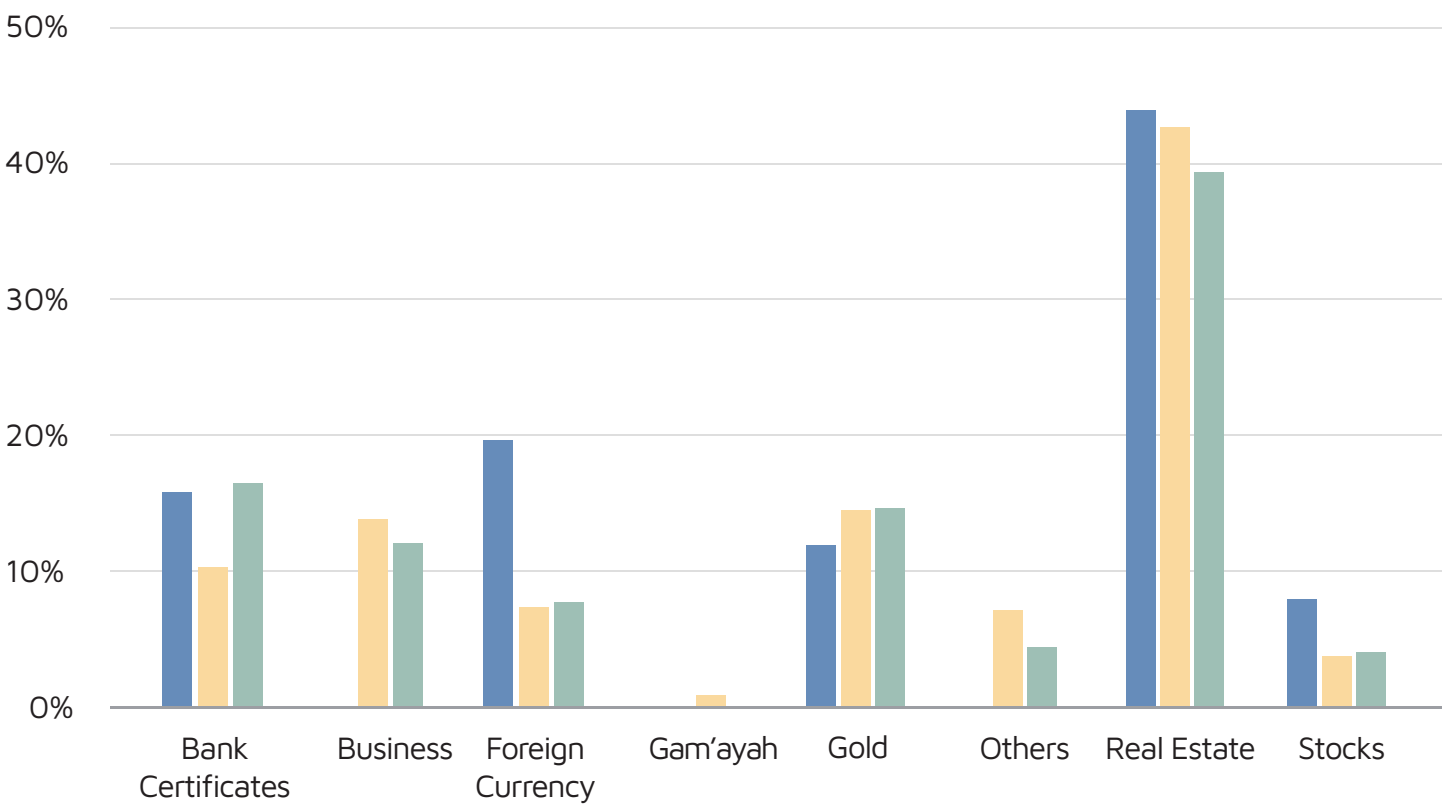
Financing

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



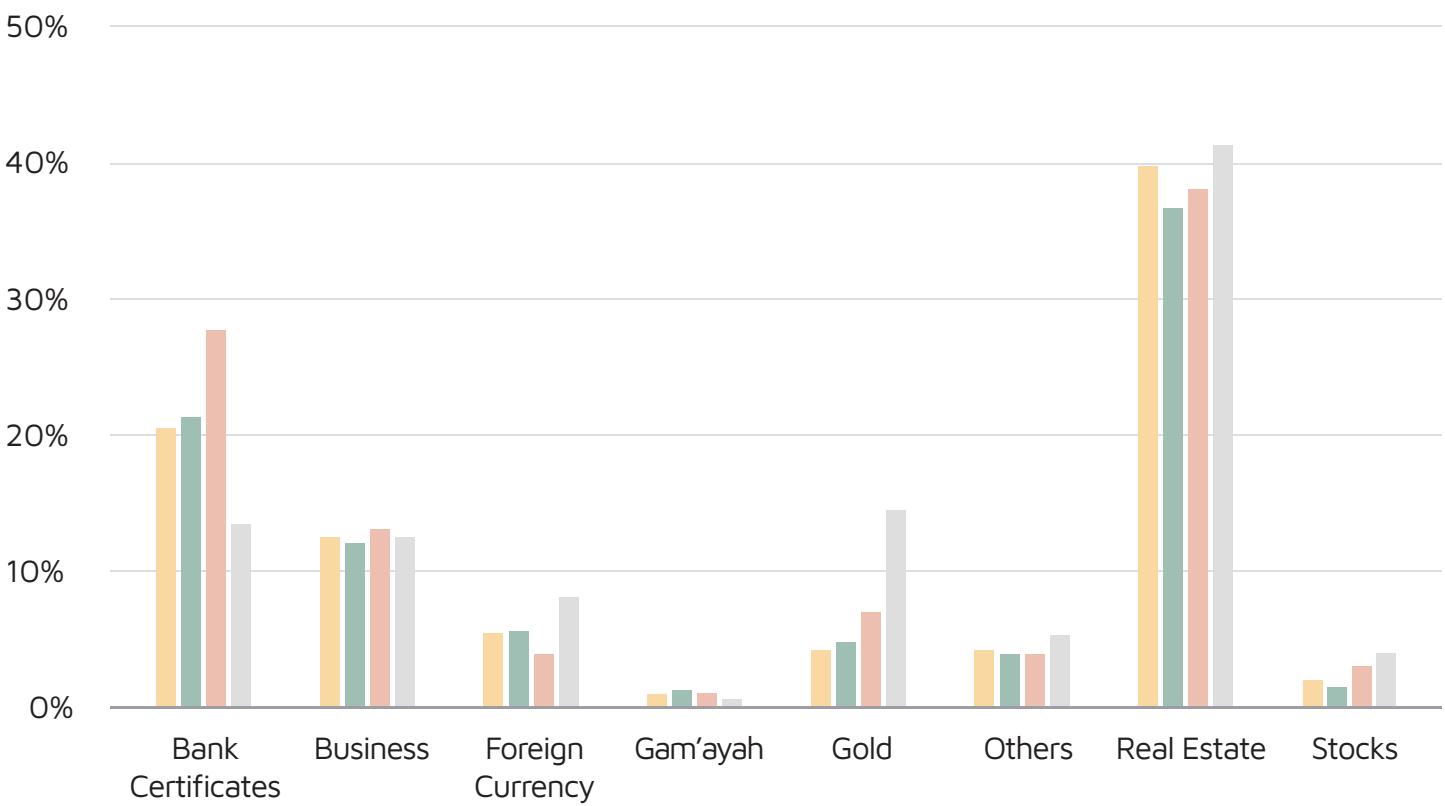
Investing

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



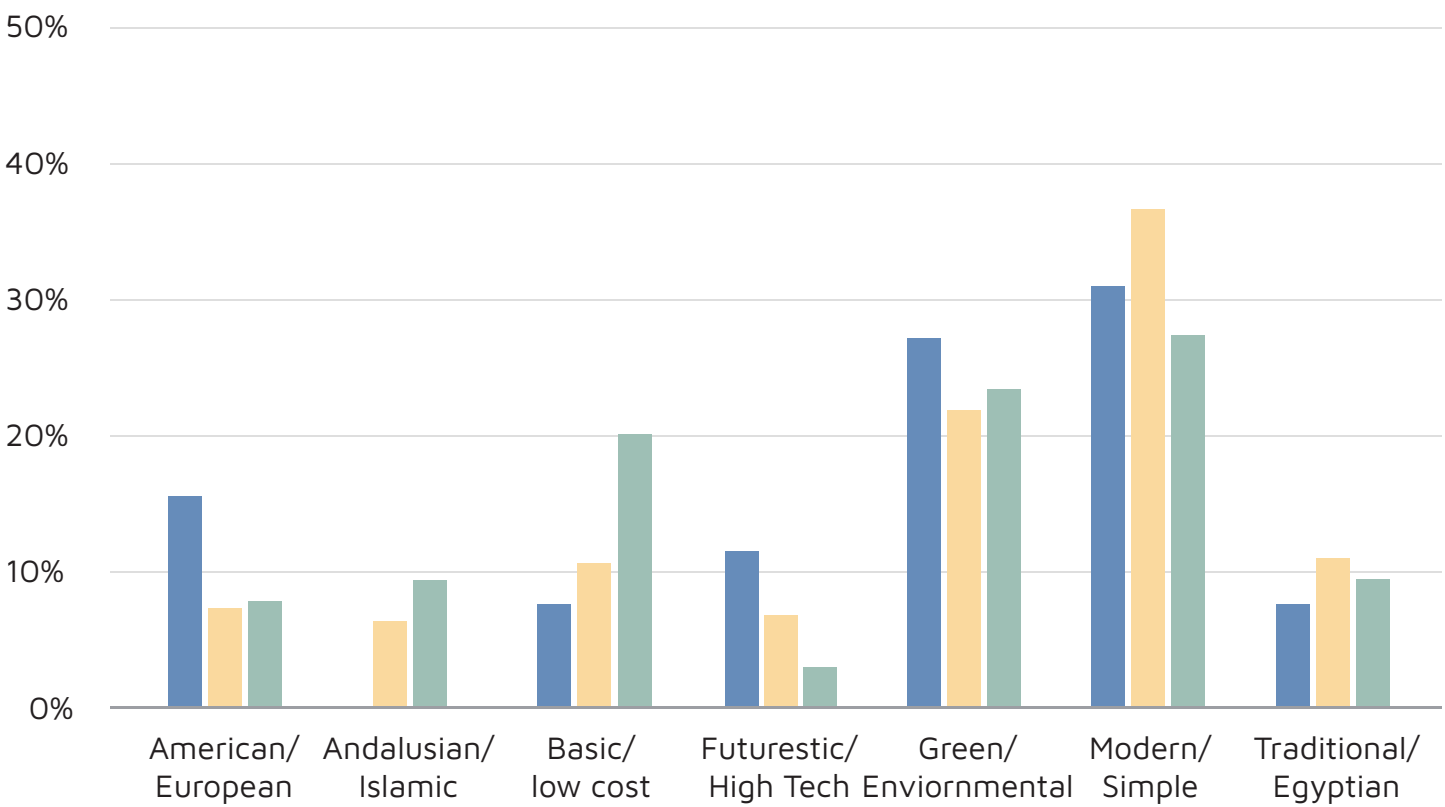
Investing

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



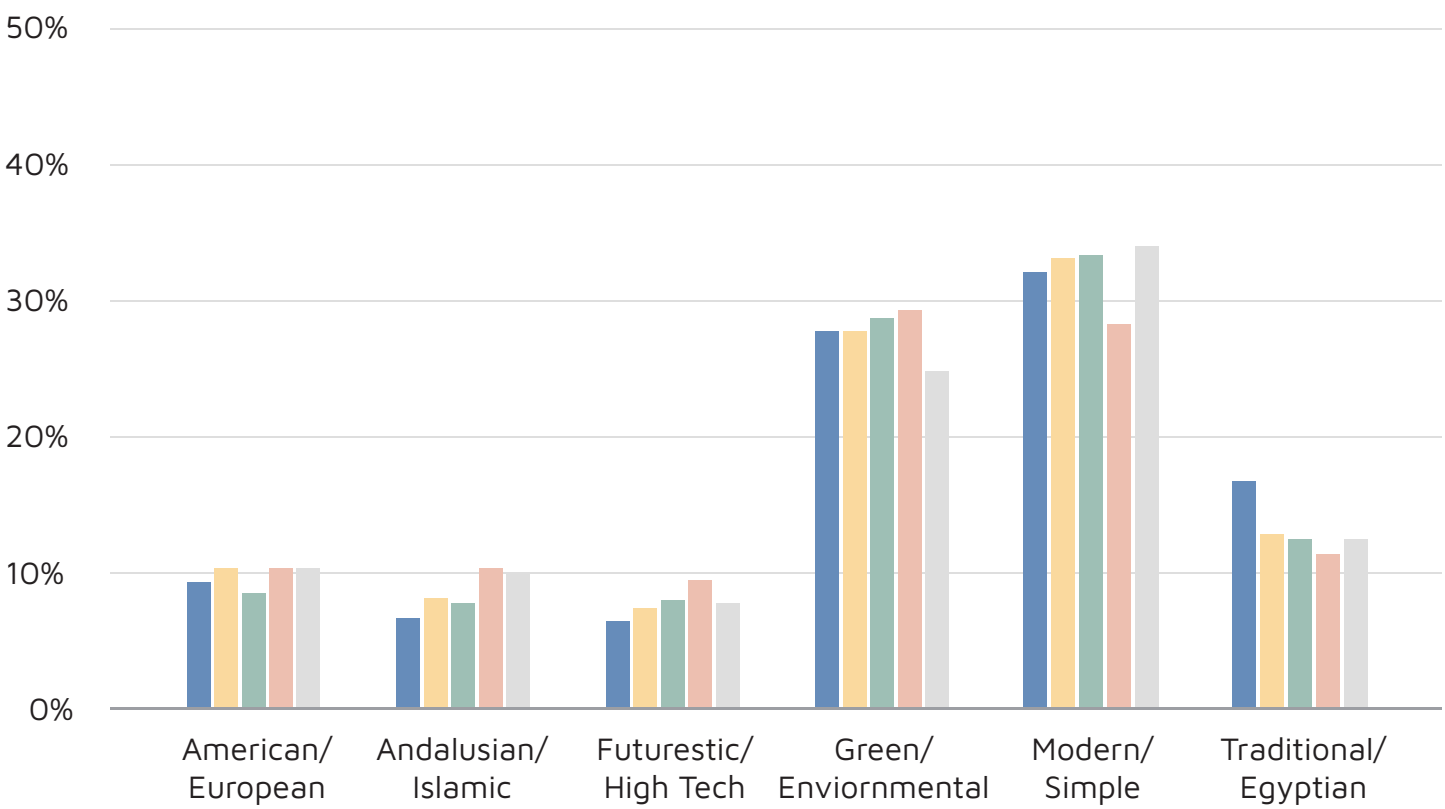
Architecture

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



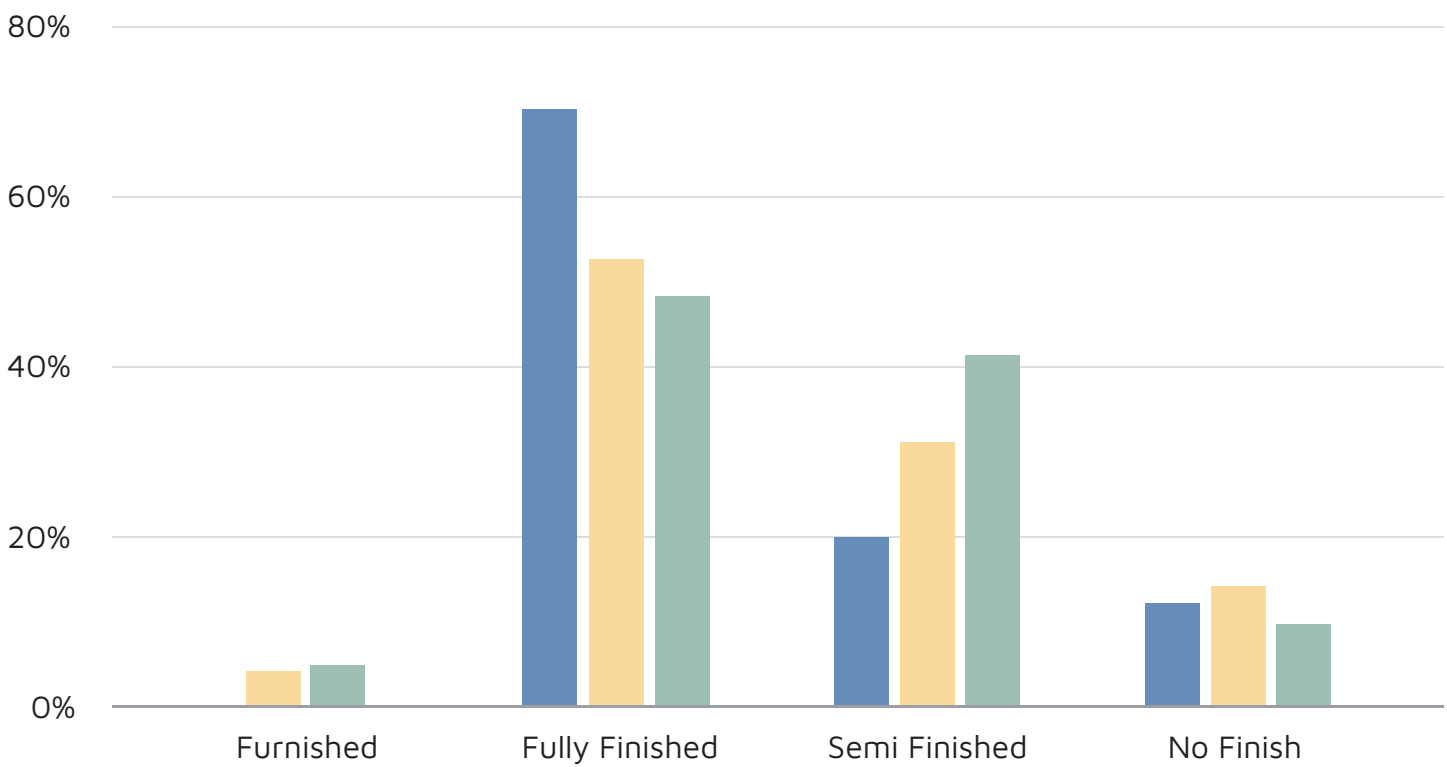
Architecture

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



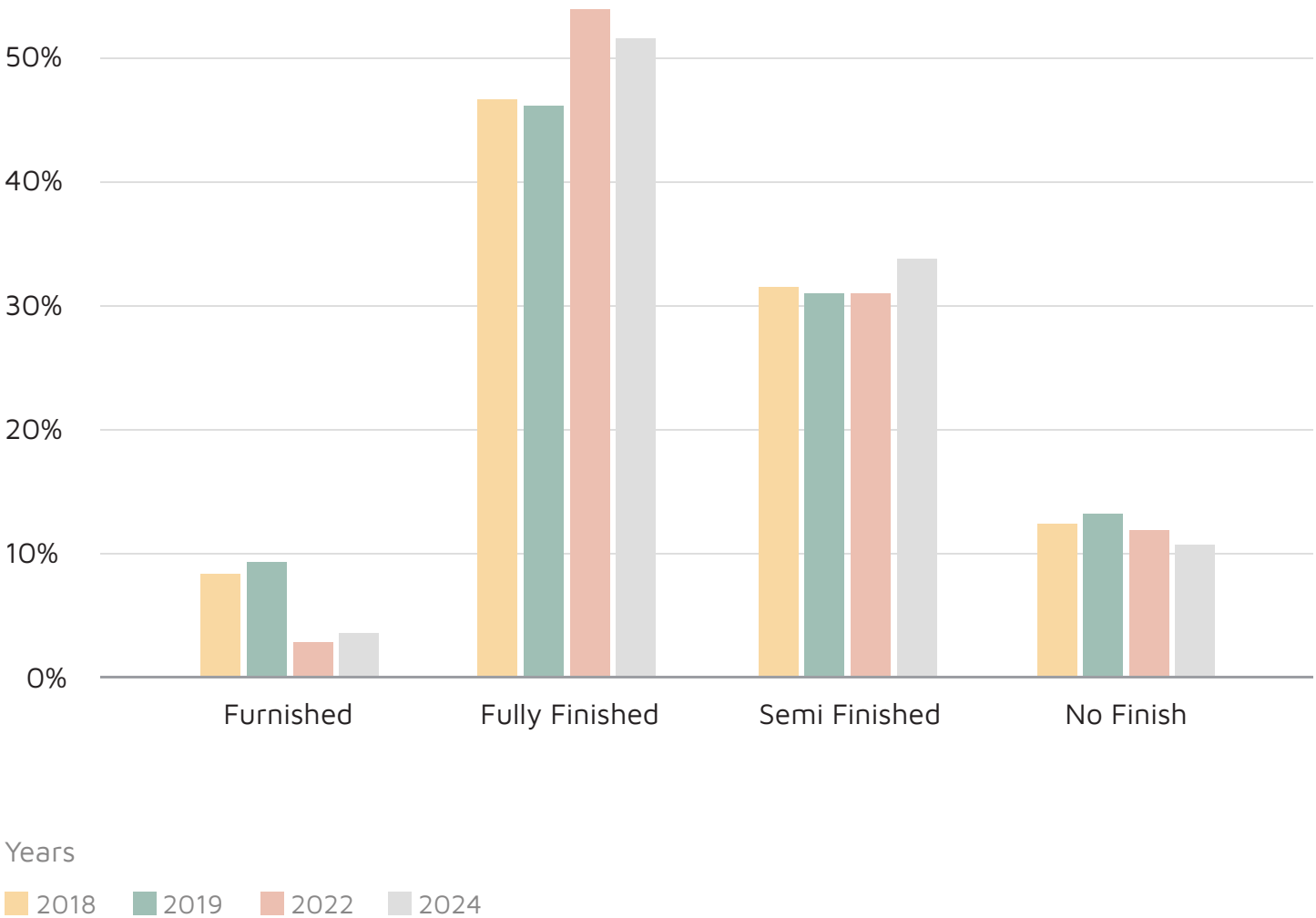
Finishing

What's your finishing preference? (By socioeconomic)



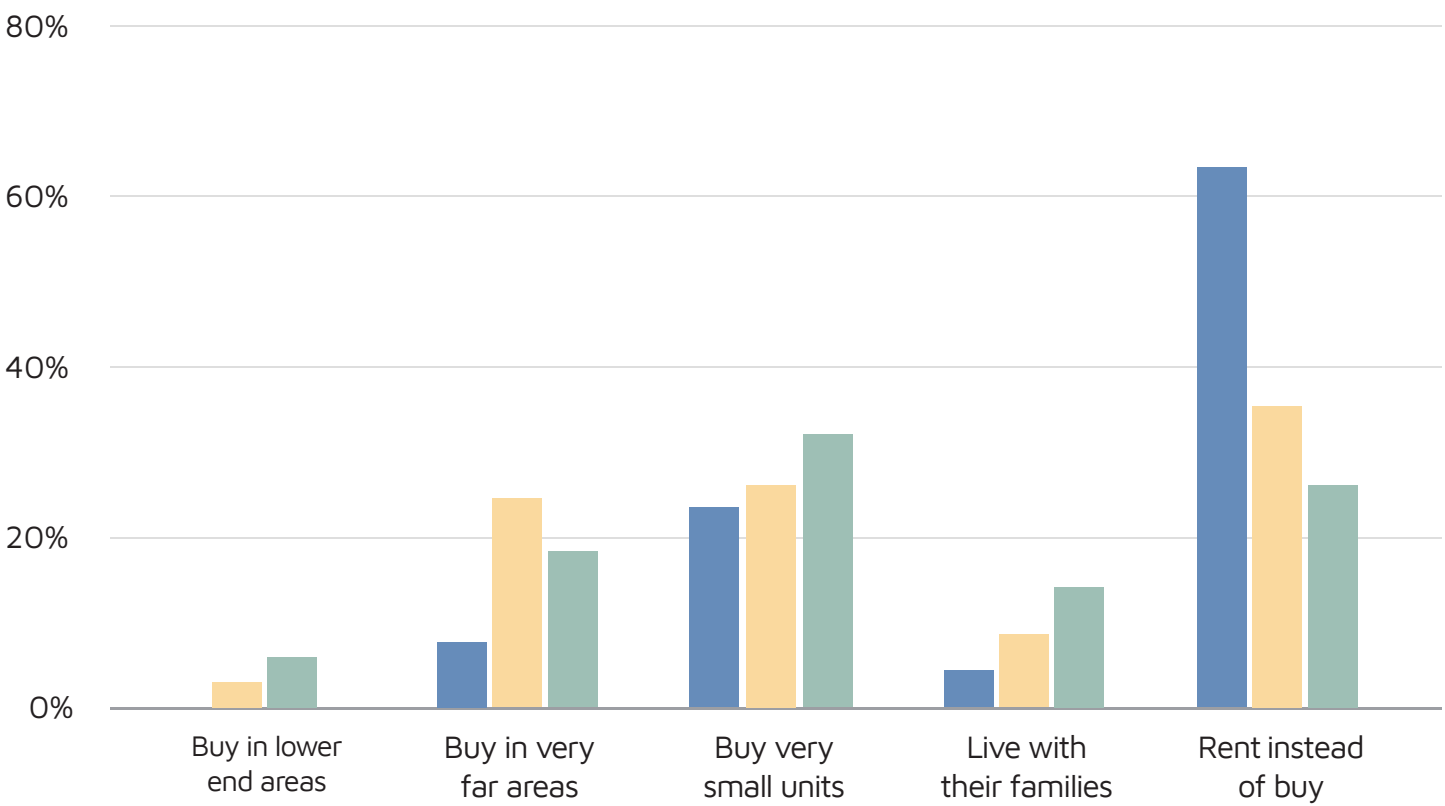
Finishing

What's 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)



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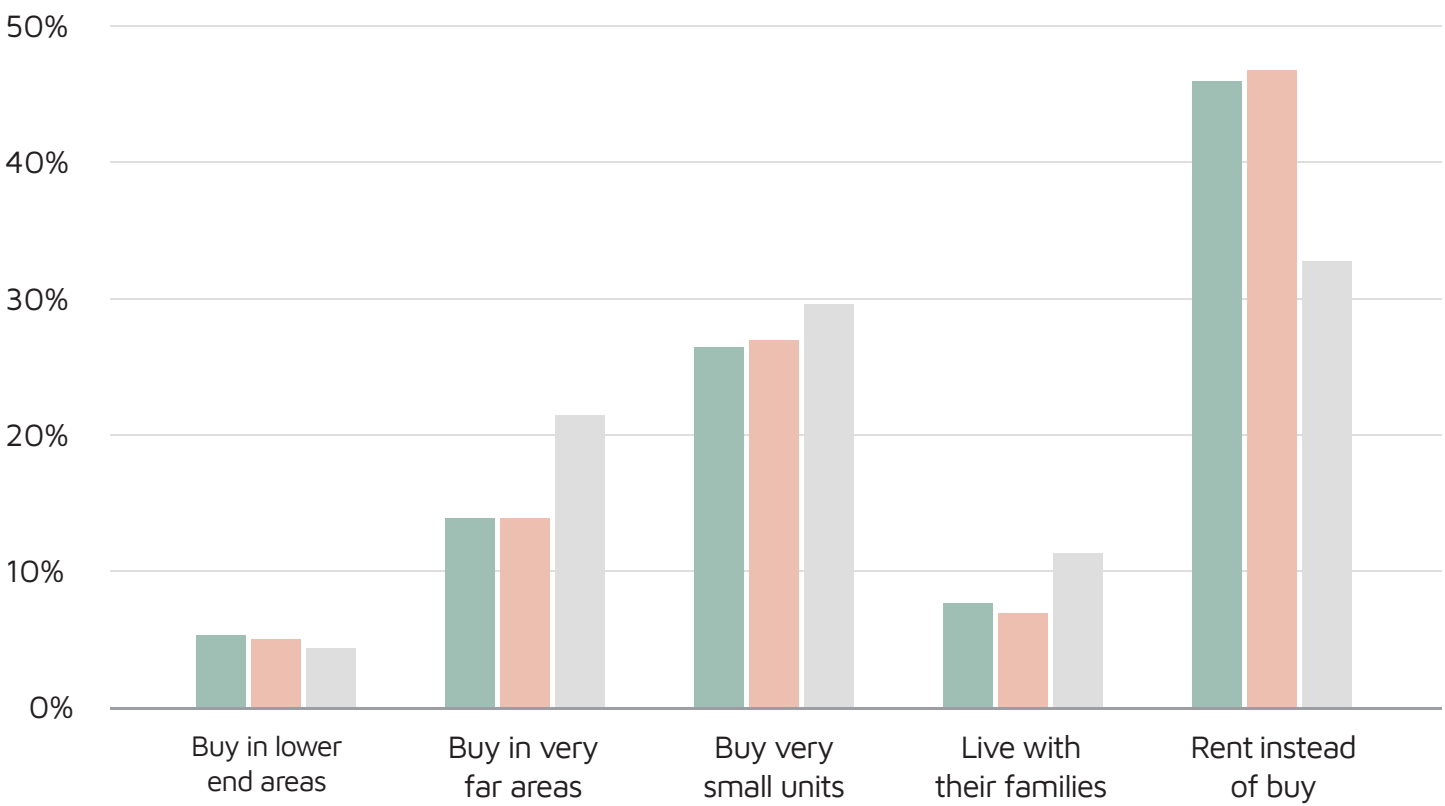
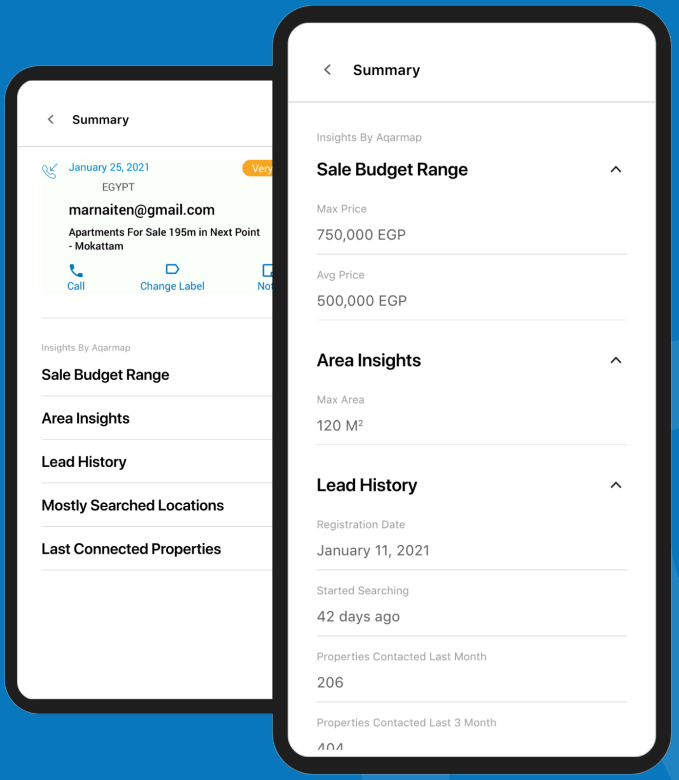


Leads Insights

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.

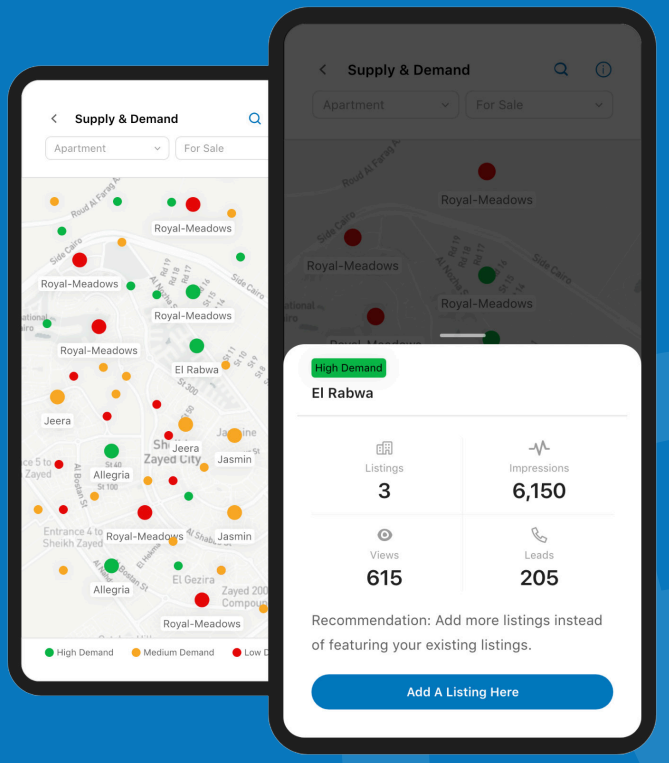


Start your campaign now and get rich leads insights: sales@aqarmap.com

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

Recent 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

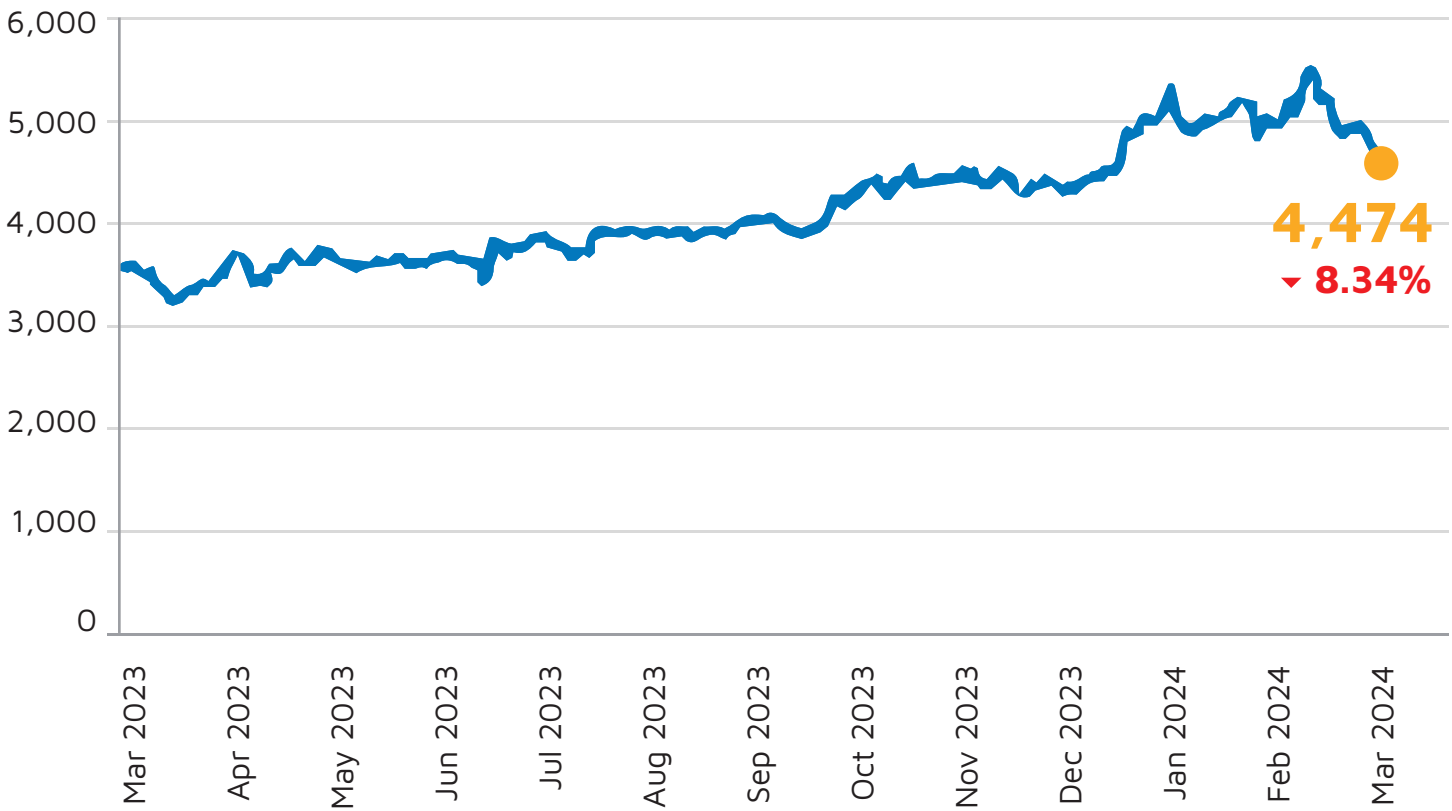
Since 2012, Aqarmap has been publishing a monthly index that measures consumer demand for real estate in Egypt. This index is the most reliable and most referenced indicator in the market, and it is being followed closesly by real estate investors, real estate companies, stock market analysts, government officials, and international organizations. It has been quoted in multiple international and local publications such as: Bloomberg, Reuters, Oxford Group, Global Property Guide, Arab African Bank Securities, UN Habitat, American Chamber, and numerous economic publications. The index has reliably measured the demand during monumental political and economical inflection points in 2013, 2016, 2020, 2022 and 2024.

While the overall trajectory of demand in Egypt for the past 12 months has been upwards, the growth in demand accelerated in Q3 and Q4 of 2023, driven mainly by consumers and investors flocking to Real Estate as a safe haven while the Egyptian currency was facing a steep decline against the USD. However, this trend took a different direction at the end of Q1 2024. In March 2024, the demand index dropped significantly, recording a decline of 8% compared to the month before, and this decline was mainly caused by the floatation of the EGP by the central bank and the erosion of the gap between the official exchange rate and the black market rate. Also, there is no doubt that the arrival of the holy month of Ramadan contributed to the decline, as demand usually decreases during Ramadan.

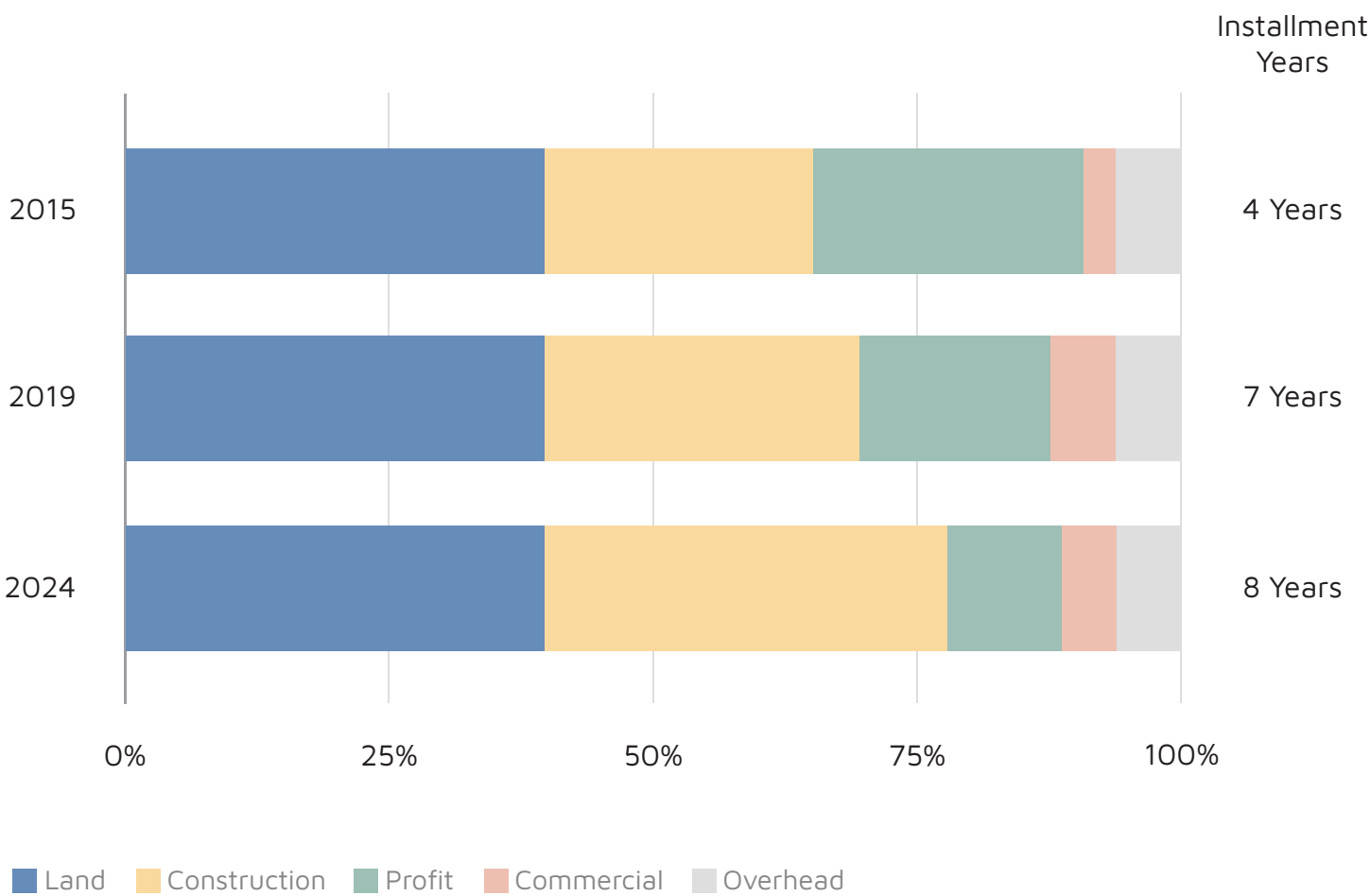
The index computational algorithm is proprietary and it utilizes a combination of data points from Aqarmap, online search engines, macro economic indicators, and publicly listed developers financials and KPIs. The index does not measure the fluctuation of prices, but rather the dynamics of consumer demand. 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.

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

Aqarmap Index



Real Estate Development Cost Structure

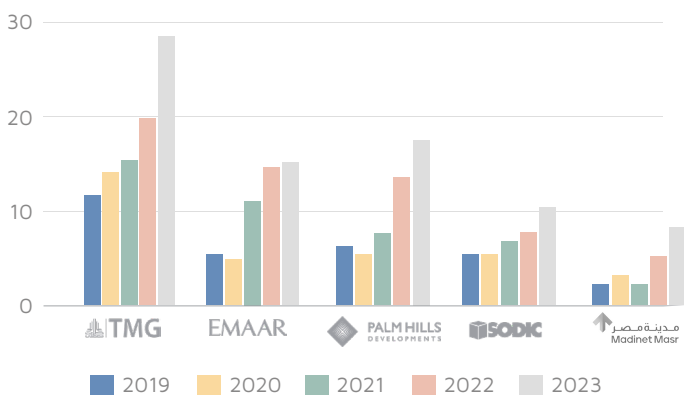


* The data in this analysis is generalized for illustrative purposes only.
* Every developer and every project tends to have a different financial composition

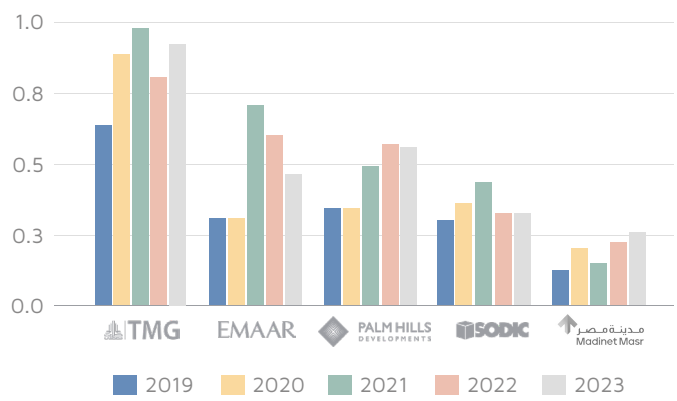
Publicly Listed Developers

Revenue & Profitability

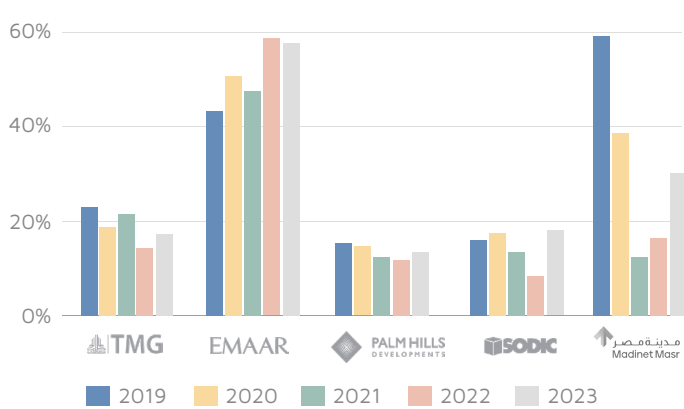
Revenue (Billions EGP)



Revenue (Billions USD)



Profitability

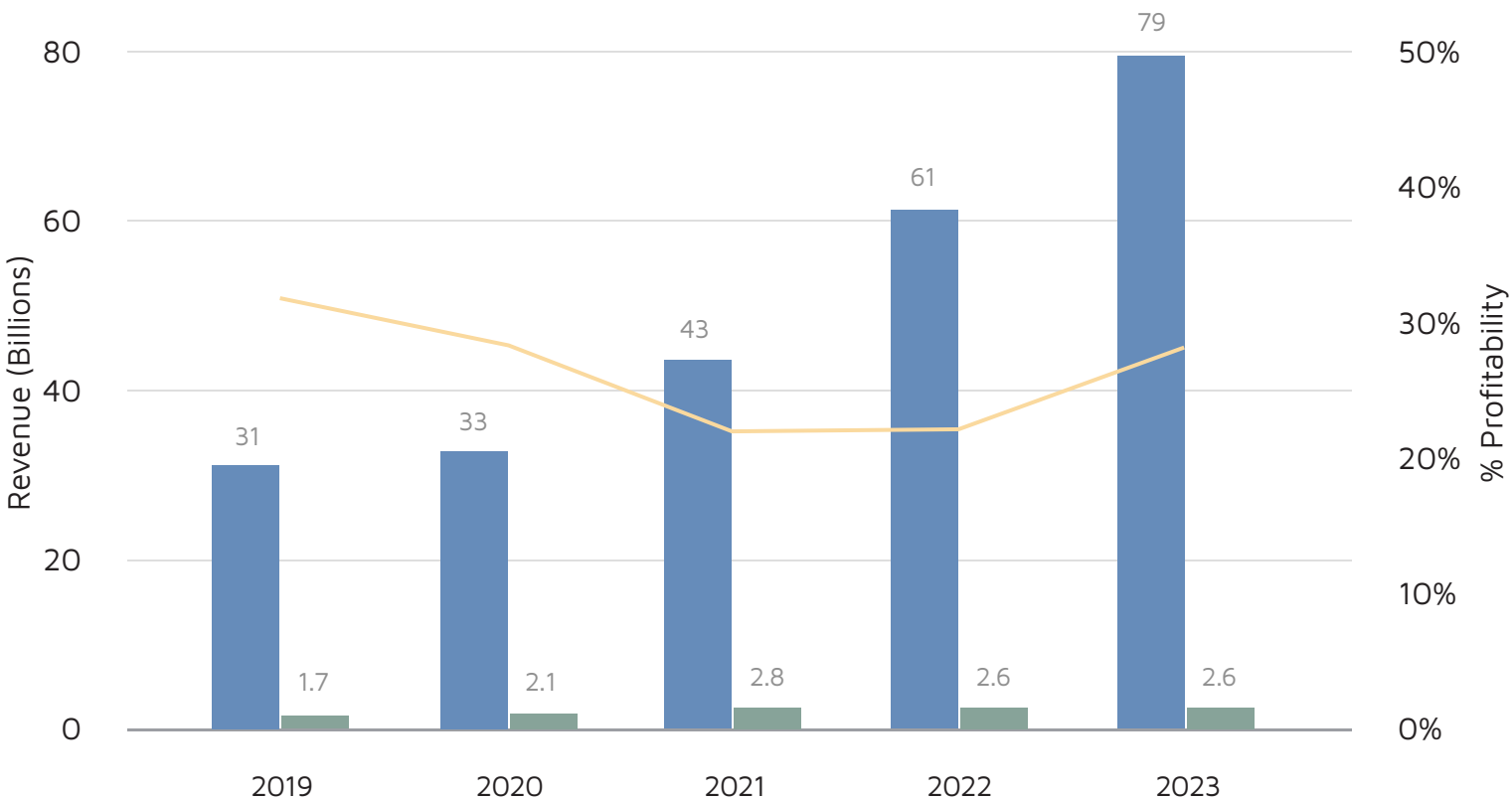


- Revenue of most developers grew significantly in EGP.
- Revenue of most developers remained stable in USD.
- Emaar remains the most profitable developer.

* Currency exchange rate used as of 31 December 2023

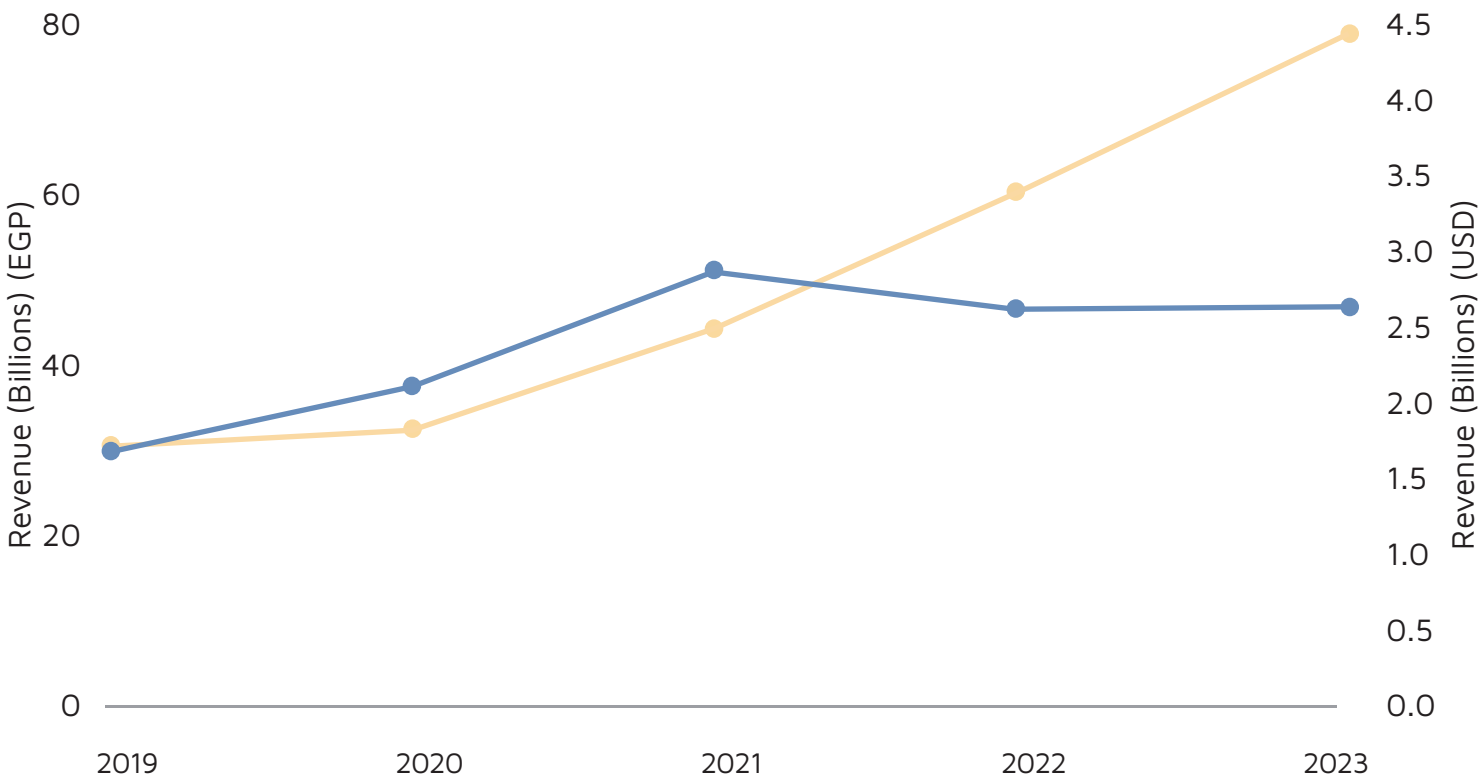
Publicly Listed Developers

Revenue & Profitability



Total revenue of selected developers is increasing, USD revenue is stable, while average profitability is fluctuating.

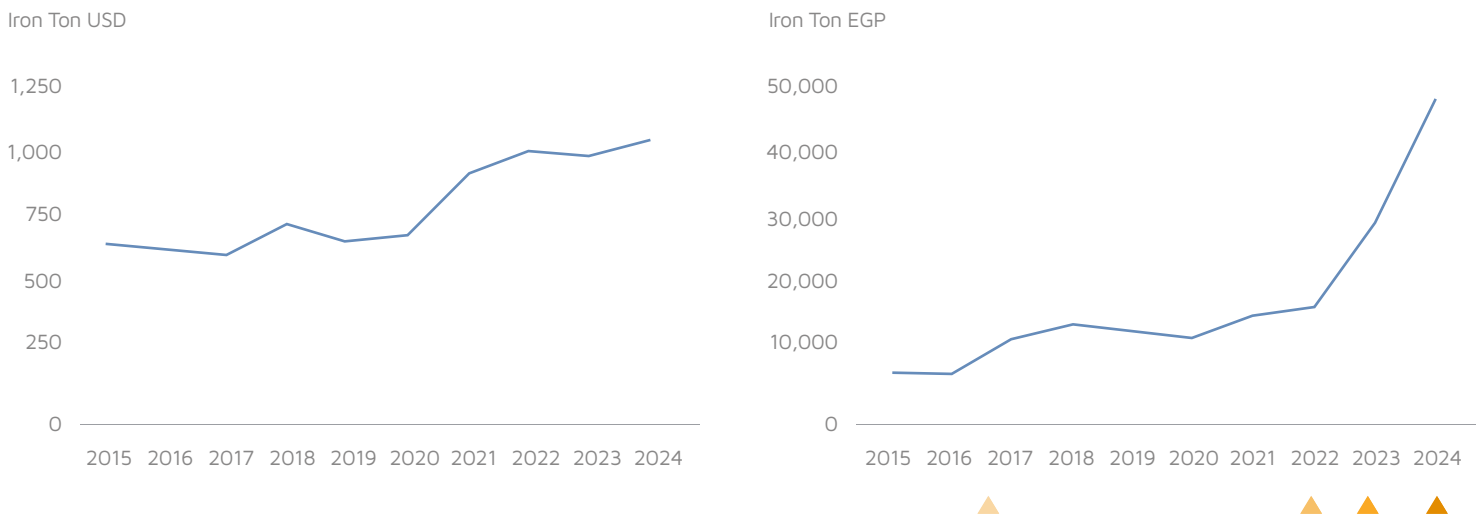
Developer Sales History in EGP vs USD ?



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

* Currency exchange rate used as of 31 December 2023

Construction Cost Increase (Iron)



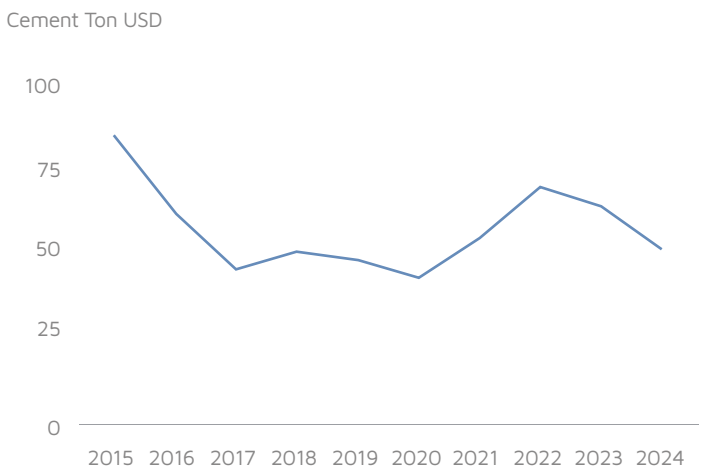
* Data updated annually on April 2024, and on July in the previous years.

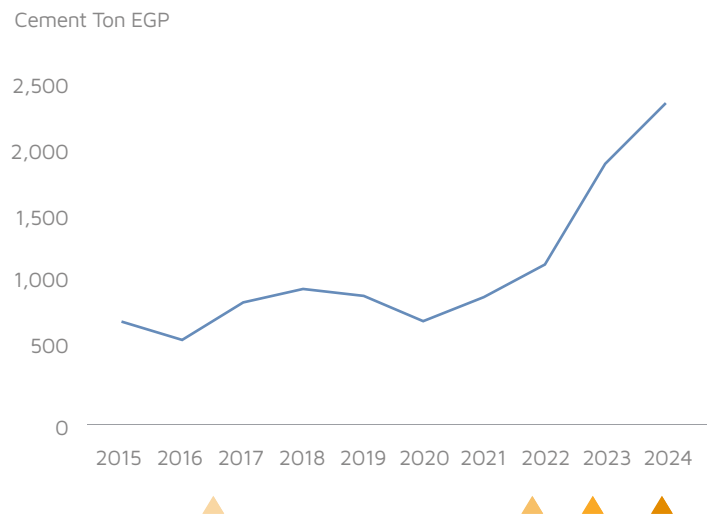
* Official floatation by Egyptian Central Bank

▲ Q4 2016 (+105%) ▲ Q1 2022 (+56%) ▲ Q1 2023 (+24%) ▲ Q1 2024 (+59%)

The impact on construction costs in EGP in 2022/2023 due to the floatation is much higher than the impact of the 2016 floatation as noted in the EGP graphs, mainly because in 2016, the devaluation rate was lower and the international prices in USD were either flat or dropping.

Construction Cost Increase (Cement)





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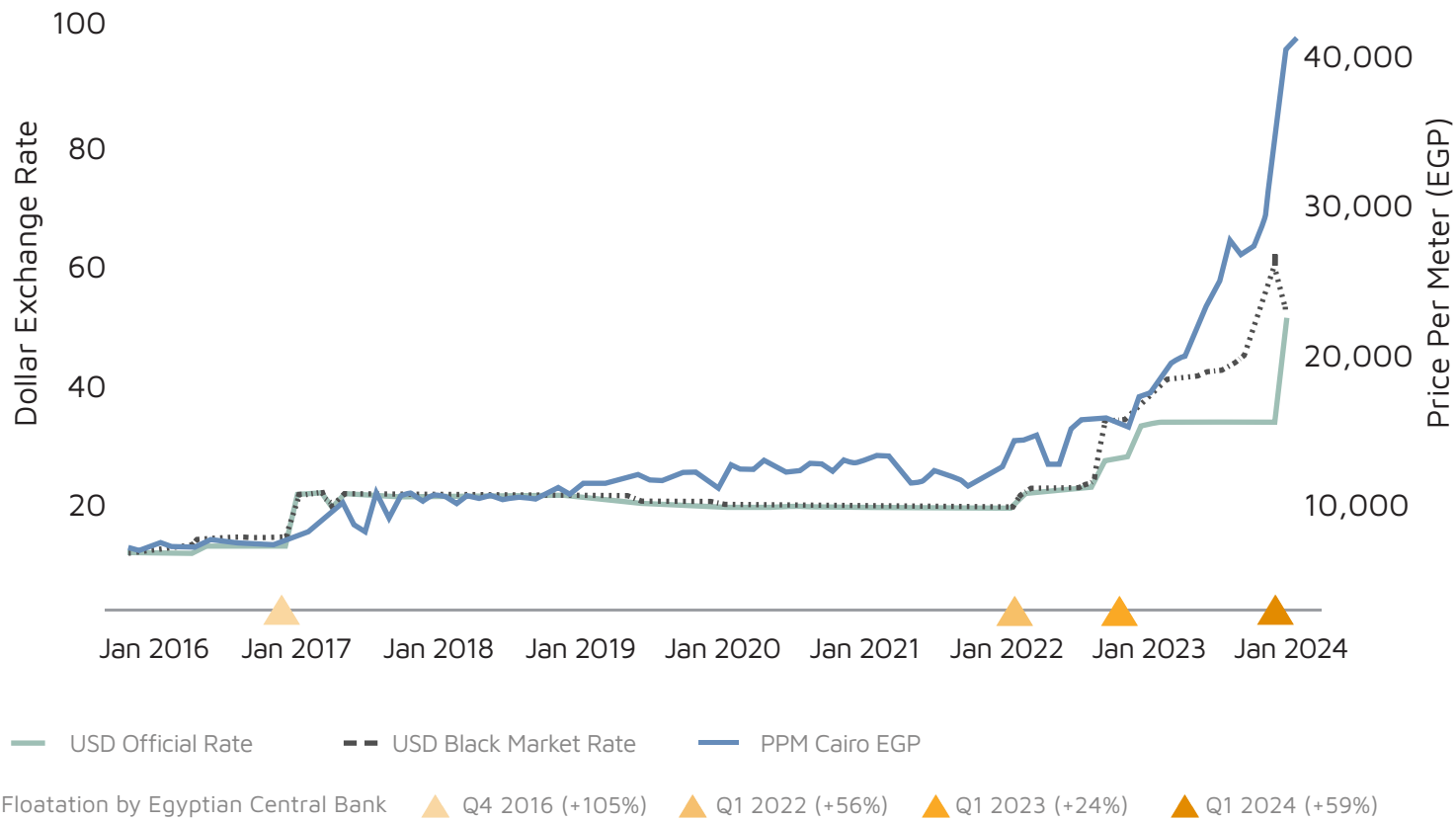
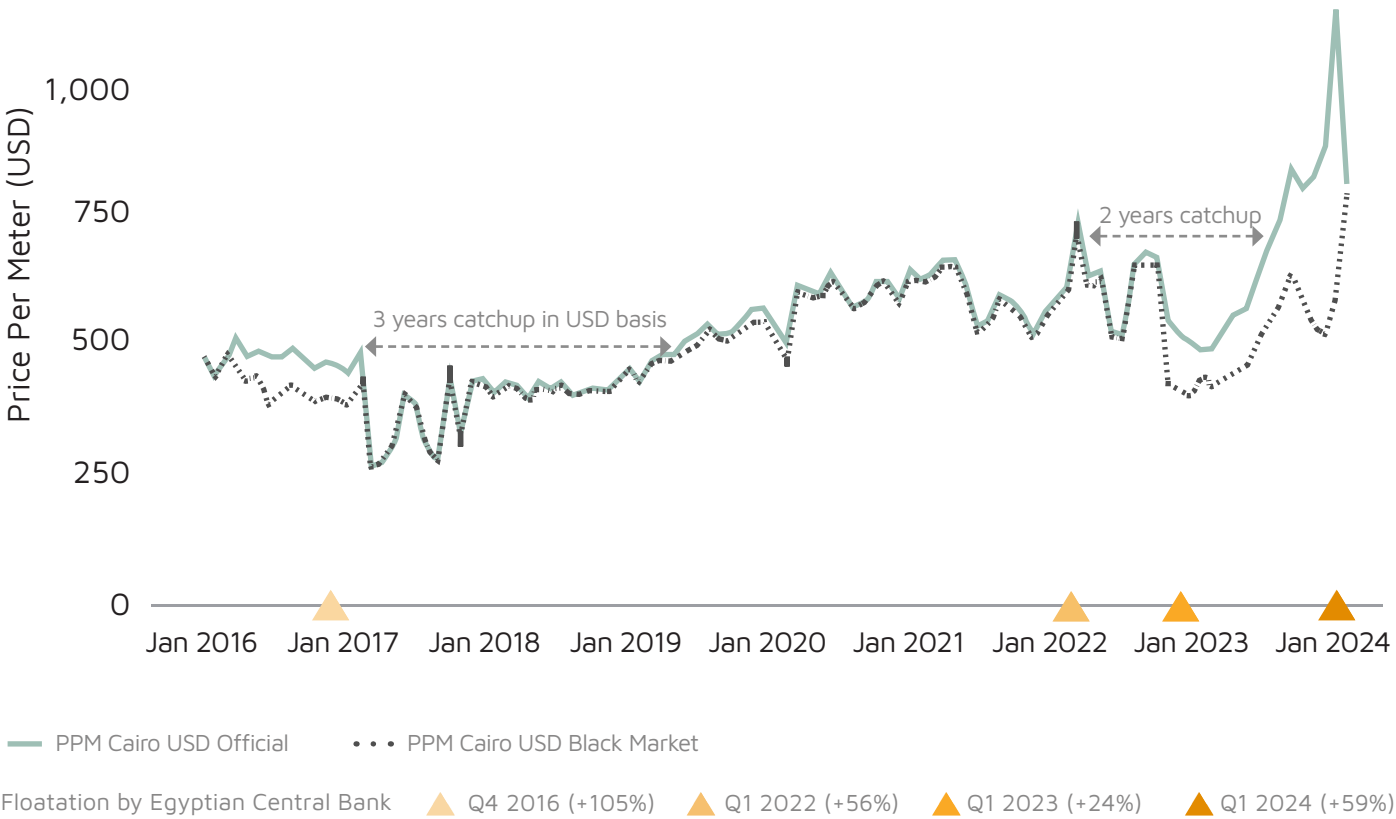
Dollar, Black Market & Real Estate



The growth in Real Estate prices lagged the change in dollar value during the 2016 devaluation, but the average price per meter for a unit in Cairo eventually caught up with the USD and surpassed it in the following years. The 2022/2023/2024 consecutive devaluations eroded the property value appreciation in USD terms, but then again the market caught up and actually overshot the USD prices under anticipation of further devaluation. We expect the prices to get reduced significantly during 2024 as developers backoff the embedded hedging that they incorporated lately.

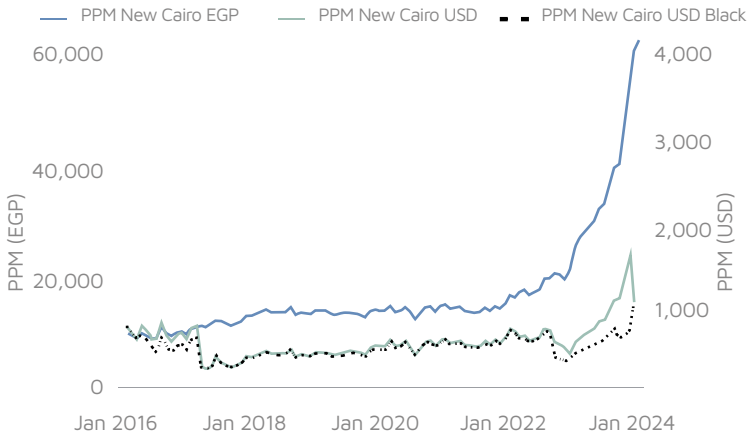
Real Estate prices in USD



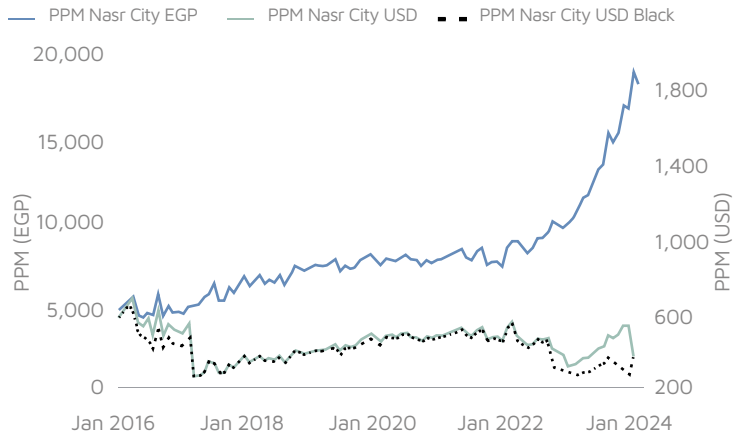
Measuring Real Estate prices in USD is a much more accurate assessment of real value. In the 2016 devaluation, it took the average property in Cairo around 3 years to recover its value in USD, in the recent devaluation, the market moved faster and took only 2 years to recover its value, however, prices are expected to go down during 2024 in EGP basis and therefore, the catchup period might stretch up to 3 years just like in 2016.

Dollar Impact on Prices

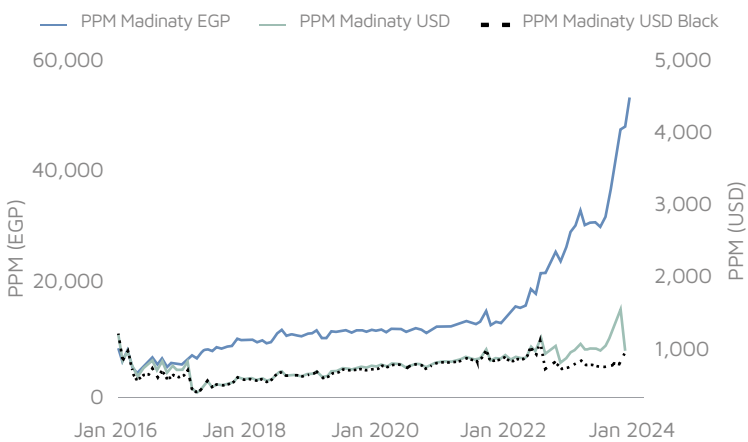
New Cairo



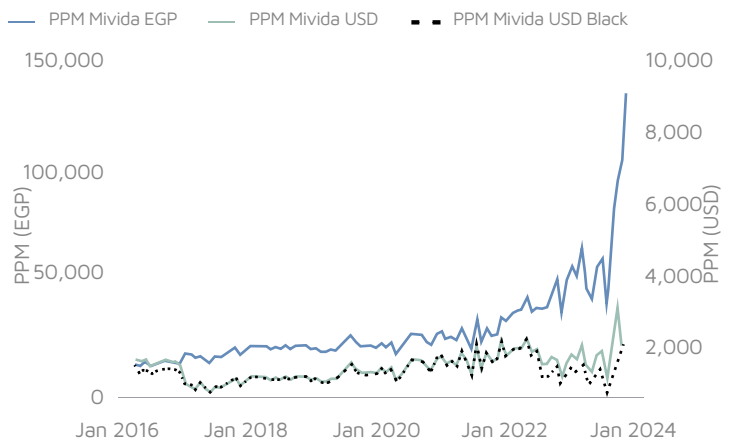
Nasr City



Madinaty

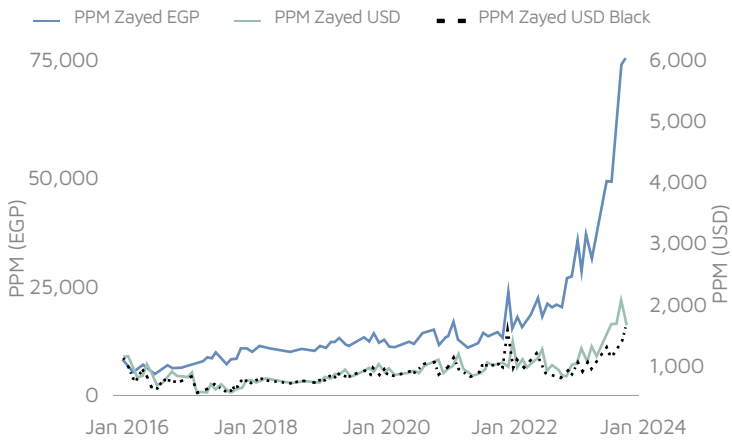


Mivida

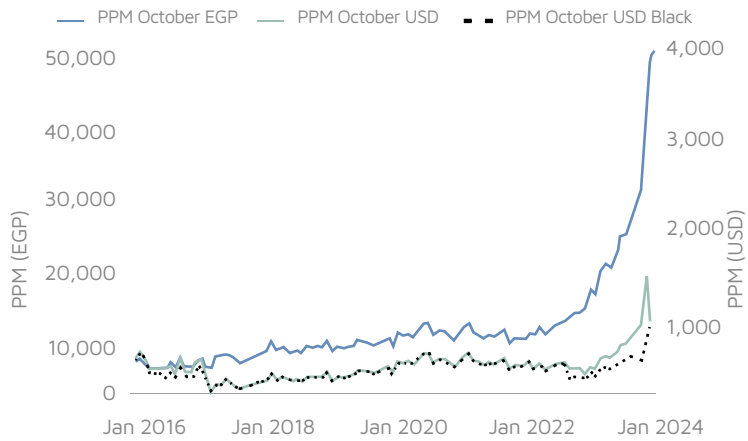


Dollar Impact on Prices

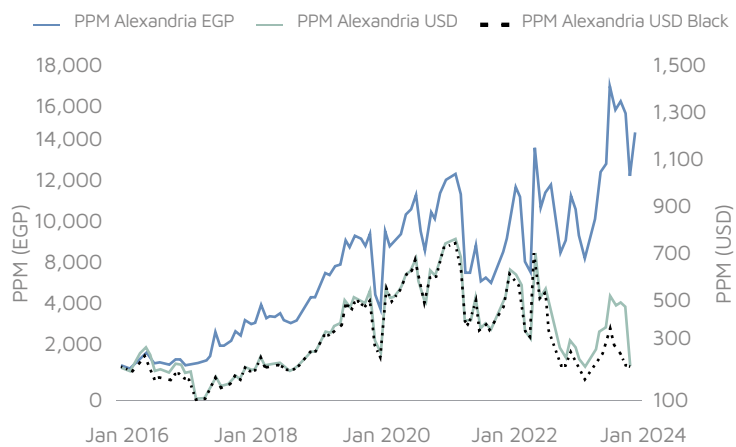
Sheikh Zayed



6th of October



Alexandria



Measuring Real Estate prices in USD is a much more accurate assessment of real value. In the 2016 devaluation, it took the average property in Cairo around 3 years to recover its value in USD, in the recent devaluation, the market moved faster and took only 2 years to recover its value, however, prices are expected to go down during 2024 in EGP basis and therefore, the catchup period might stretch up to 3 years just like in 2016.

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

1M EGP Comparative Investment Scenarios

How much would 1M EGP be worth in March 2024 if you invested in different vehicles at different years?

		2015	2016	2017	2018	2019
USD	Today's Value	6,327,013	6,328,225	3,104,637	2,818,351	1,752,860
	Total ROI	533%	533%	210%	182%	75%
	Annual ROI	59%	67%	30%	30%	15%
Gold	Today's Value	11,885,520	11,295,756	5,502,566	4,713,954	2,598,038
	Total ROI	1089%	1030%	450%	371%	160%
	Annual ROI	121%	129%	64%	62%	32%
Stocks EGX-30	Today's Value	3,016,969	3,662,377	2,120,798	1,579,319	1,114,036
	Total ROI	202%	266%	112%	58%	11%
	Annual ROI	22%	33%	16%	10%	2%
Certificate of deposit	Today's Value	3,208,786	2,875,256	2,555,783	2,191,924	1,585,264
	Total ROI	221%	188%	156%	119%	59%
	Annual ROI	25%	23%	22%	20%	12%
Mohandseen Apartment	Today's Value	3,759,055	3,803,364	3,113,842	2,104,890	1,199,151
	Total ROI	276%	280%	211%	110%	20%
	Annual ROI	31%	35%	30%	18%	4%
Mohandseen Rental Apartment	Today's Value	5,149,871	5,151,816	4,157,728	2,753,274	1,586,849
	Total ROI	415%	415%	316%	175%	59%
	Annual ROI	46%	52%	45%	29%	12%
Madinaty Apartment	Today's Value	8,846,194	7,833,983	5,347,652	4,838,719	2,419,118
	Total ROI	785%	683%	435%	384%	142%
	Annual ROI	87%	85%	62%	64%	28%
Uptown Cairo	Today's Value	6,649,751	7,249,002	4,540,424	4,433,206	2,865,628
	Total ROI	565%	625%	354%	343%	187%
	Annual ROI	63%	78%	51%	57%	37%

- This analysis is conducted for illustration purposes and should not be used to make investment decisions.
- Fractional ownership of properties was assumed to unify the investment amount at 1M EGP.
- Calculations are as of 30 March 2024, and each year we assumed 30 March as the investment date.
- Certificates of Deposit assumed using the highest available interest rate and continuously reinvesting returns.
- Prices used are based on Aqarmap listings data and its accuracy is based on the sellers inputs.
- Returns of different investment instruments were calculated retroactively to the best of our knowledge.

1M EGP Comparative Investment Scenarios

How much would 1M EGP be worth in March 2024 if you invested in different vehicles at different years?

		2020	2021	2022	2023
USD	Today's Value Total ROI Annual ROI	3,180,359 218% 55%	3,162,093 216% 72%	2,669,720 167% 83%	1,617,167 62% 62%
Gold	Today's Value Total ROI Annual ROI	4,797,095 380% 95%	4,134,341 313% 104%	3,136,435 214% 107%	1,909,813 91% 91%
Stocks EGX-30	Today's Value Total ROI Annual ROI	2,872,579 187% 47%	2,607,720 161% 54%	2,452,231 145% 73%	1,678,552 68% 68%
Certificate of deposit	Today's Value Total ROI Annual ROI	1,569,019 57% 14%	1,392,208 39% 13%	1,271,423 27% 14%	1,159,000 16% 16%
Mohandseen Apartment	Today's Value Total ROI Annual ROI	2,218,945 122% 30%	2,181,019 118% 39%	2,000,319 100% 50%	1,853,463 85% 85%
Mohandseen Rental Apartment	Today's Value Total ROI Annual ROI	2,756,041 176% 44%	2,638,117 164% 55%	2,368,344 137% 68%	2,140,550 114% 114%
Madinaty Apartment	Today's Value Total ROI Annual ROI	4,022,214 302% 76%	3,673,032 267% 89%	3,339,618 234% 117%	1,821,744 82% 82%
Uptown Cairo	Today's Value Total ROI Annual ROI	3,513,811 251% 63%	2,810,793 181% 60%	2,733,988 173% 87%	1,575,080 58% 58%

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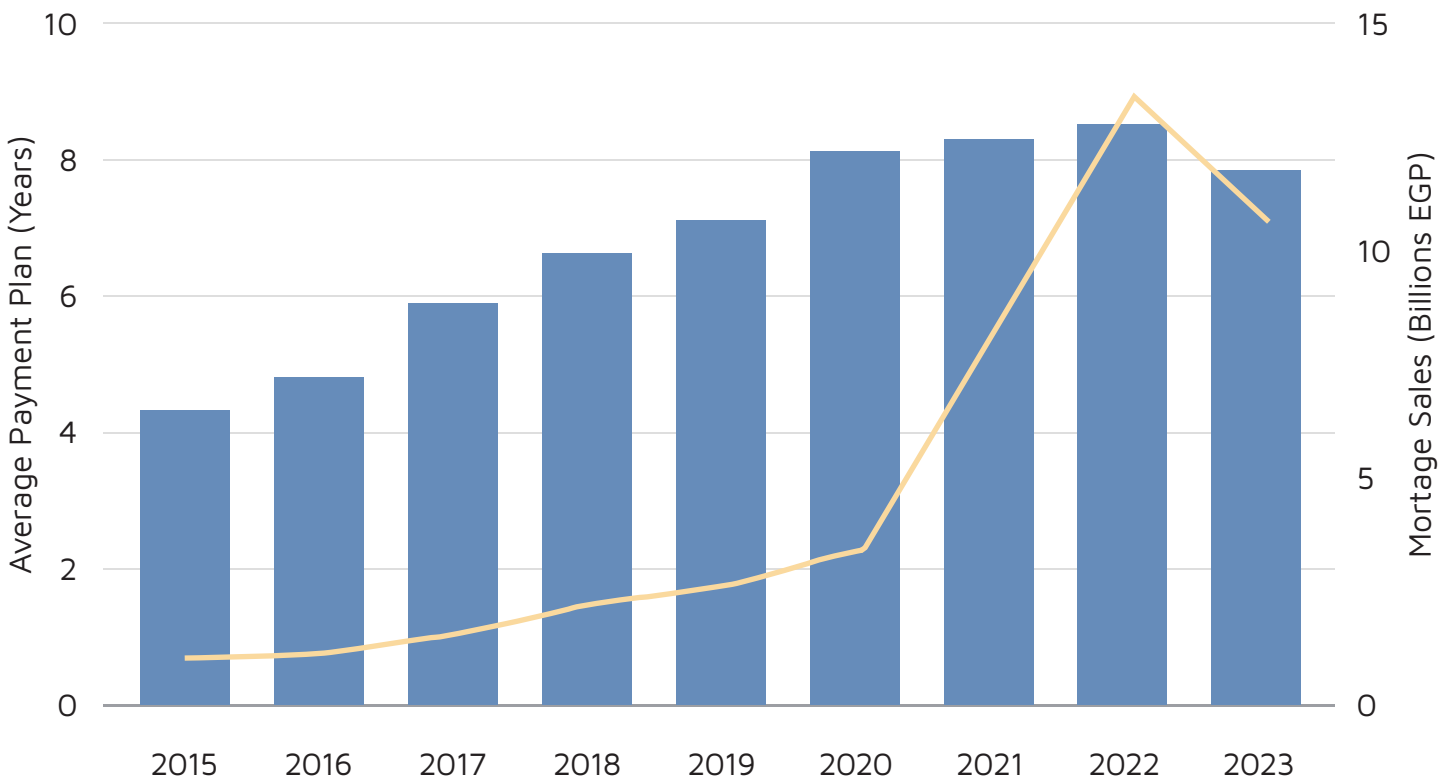
Decline in Mortgage Sales and Payment Plan Years



Average Payment Plan

Mortage Sales in Billions*

Sources:

- Average Primary Payment Plan (Years): Aqarmap 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:

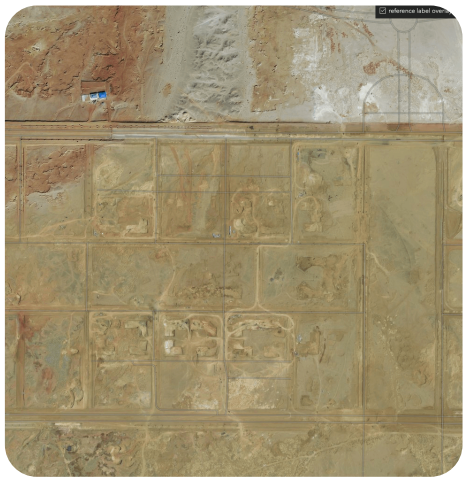
Let us know if you are seeking specific datasets and we will do our best to fulfill your needs:
research@aqarmap.com

New Capital Progress

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

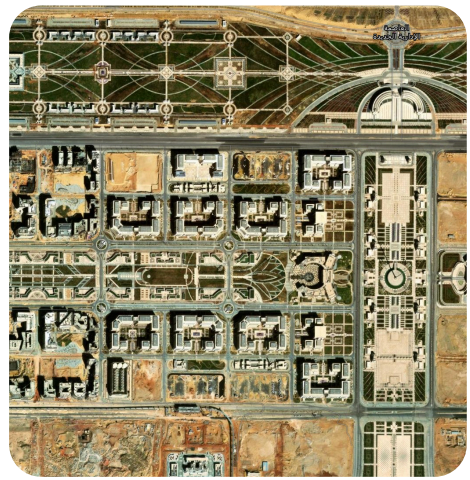
Ministries District

Government Development



2019

2021



2024

Ministries District (Government District) is located 15 minutes from the residential districts, and only 10 minutes from (Al-Massa Hotel and Cathedral of the Nativity). It occupies an area of 150 acres and includes government agencies and ministries. The 1.5 million m^2 Government District features 10 ministerial complexes that 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 with thousands that have already started to work there.

Source: Historical satellite images powered by Esri

Financial District

Government Development

2019

2021

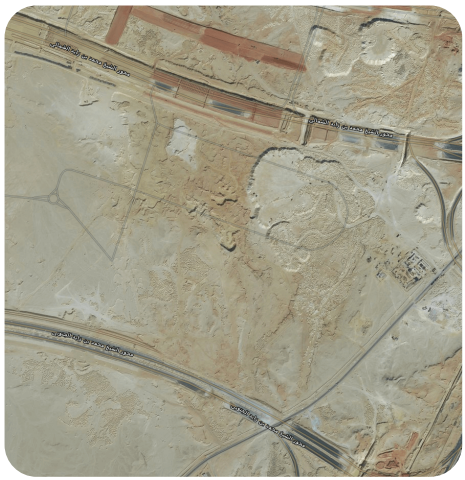
2024

The Financial and Business District is located adjacent to the government district and it houses the headquarters of international and local banks, the stock exchange, the central bank, and several administrative projects built by the private sector.

Source: Historical satellite images powered by Esri

Central Business District (CBD)

Government Development



2019

2021

2024

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.

Source: Historical satellite images powered by Esri

R3

Government Development

2019

2021

2024

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 m^2. 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.

Source: Historical satellite images powered by Esri

R5

Government Development

2019

2021

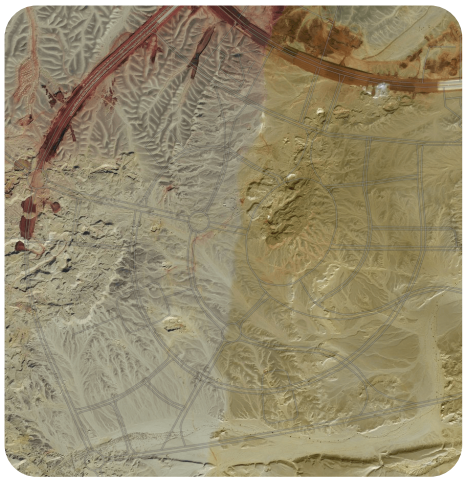
2024

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.

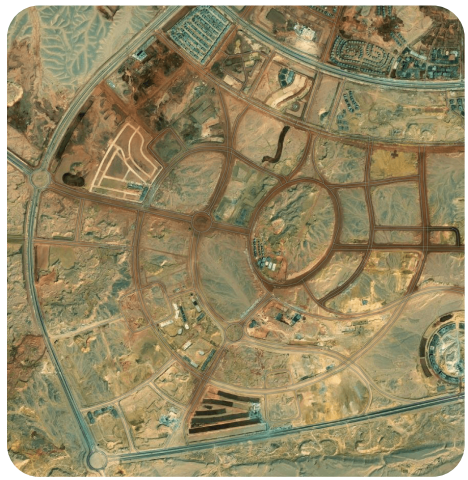
Source: Historical satellite images powered by Esri

R7

Private Sector Development



2019



2021

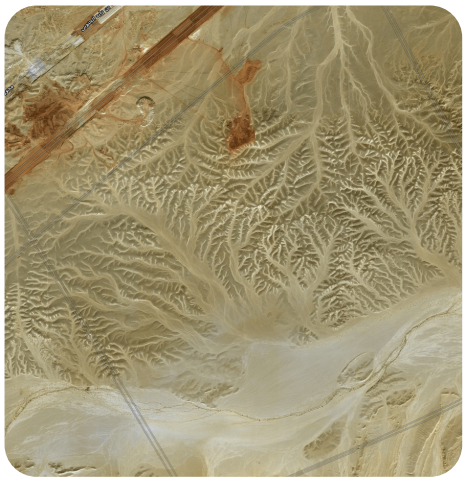
2024

R7 Residential District is spanning over an area of 1,500 acres. It also includes many compounds and residential projects, 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.

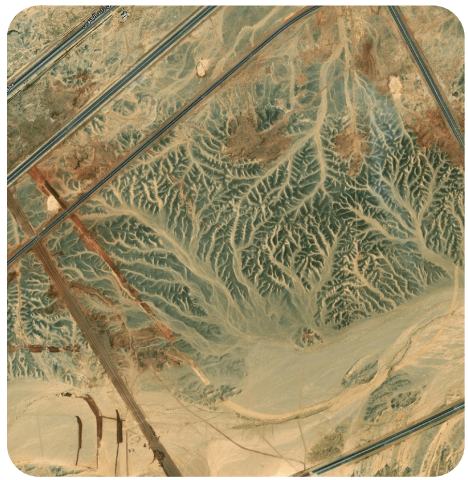
Source: Historical satellite images powered by Esri

R8

Private Sector Development



2019



2021

2024

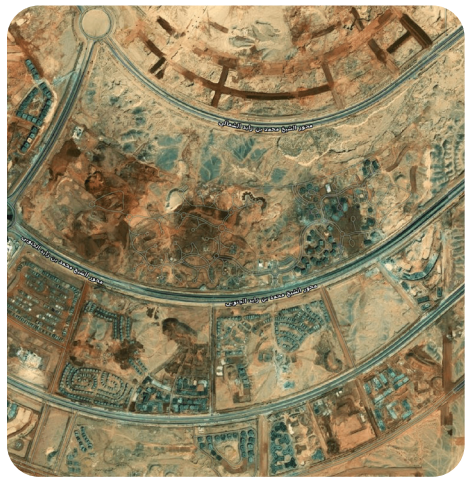
R8 Residential District is being developed by private sector companies in the New Administrative Capital. It is located in the southwestern part of the city near the Government District and Green River. It is planned to be an integrated community offering a variety of housing options, facilities, and 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.

Source: Historical satellite images powered by Esri

Investors Area

Private Sector Development

2019



2021

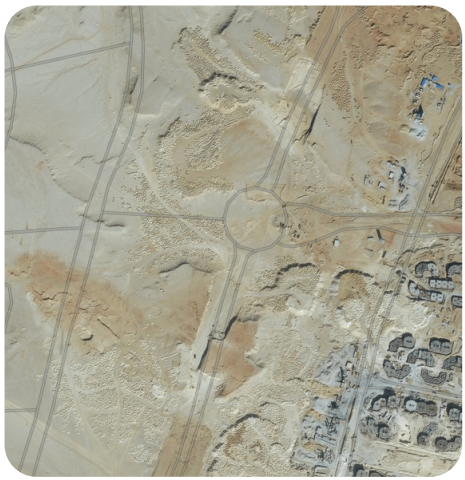
2024

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.

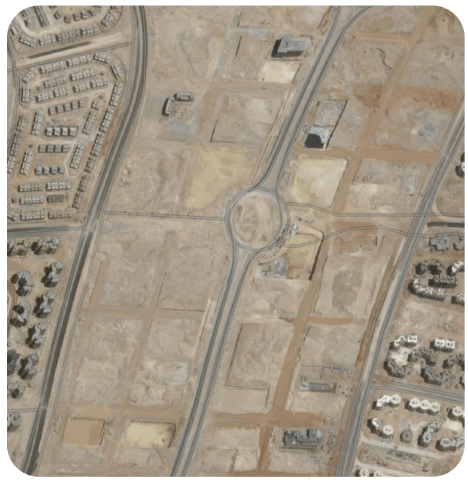
Source: Historical satellite images powered by Esri

MU23

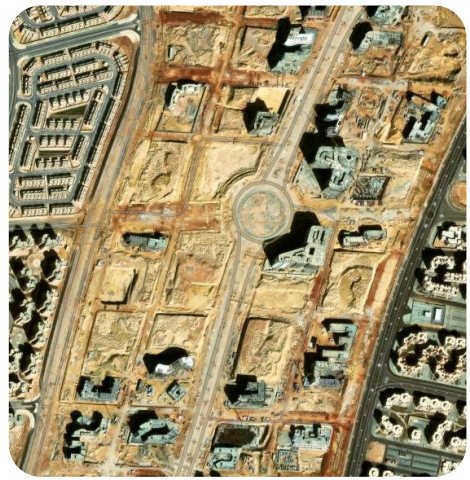
Private Sector Development



2019



2021



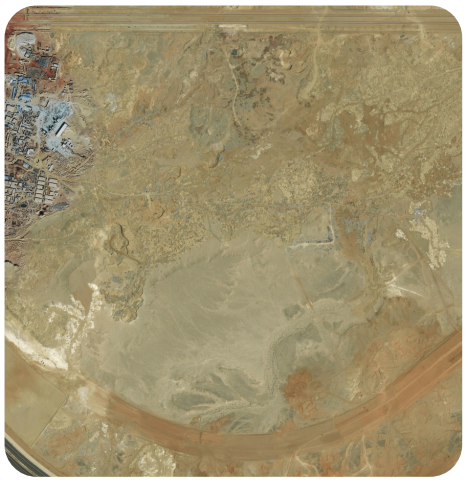
2024

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).

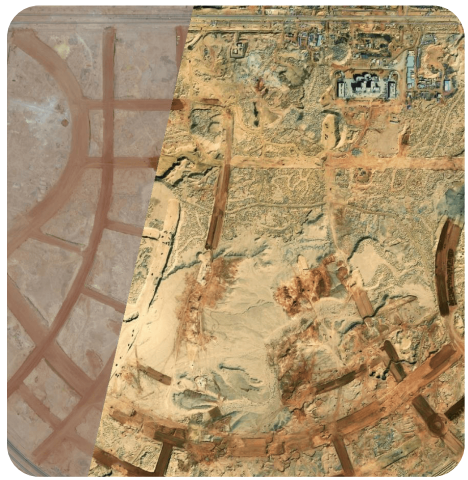
Source: Historical satellite images powered by Esri

Downtown

Private Sector Development



2019



2021

2024

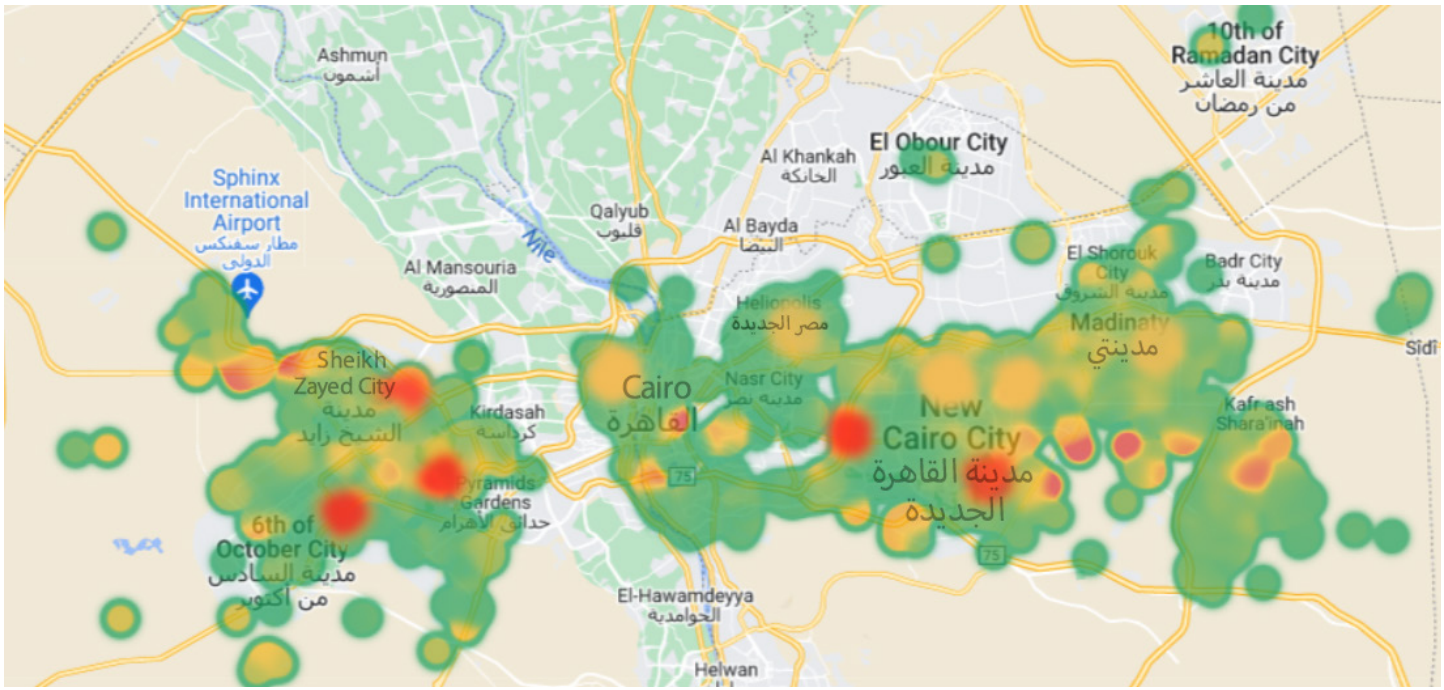
Downtown is a huge investment district with 1,364 acres of area and is divided into 5 neighborhoods. It will include shopping centers, major commercial activities in various fields, administrative towers, headquarters of companies, gardens with various designs, and medical units. The Downtown area is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

Source: Historical satellite images powered by Esri

Price Trends

This section offers price heatmap of selected neighborhoods to help you understand the dynamics of each area, this data was extracted from our system in April 2024. To get up-to-date prices please visit: aqarmap.com/prices

Apartments Prices Heatmap



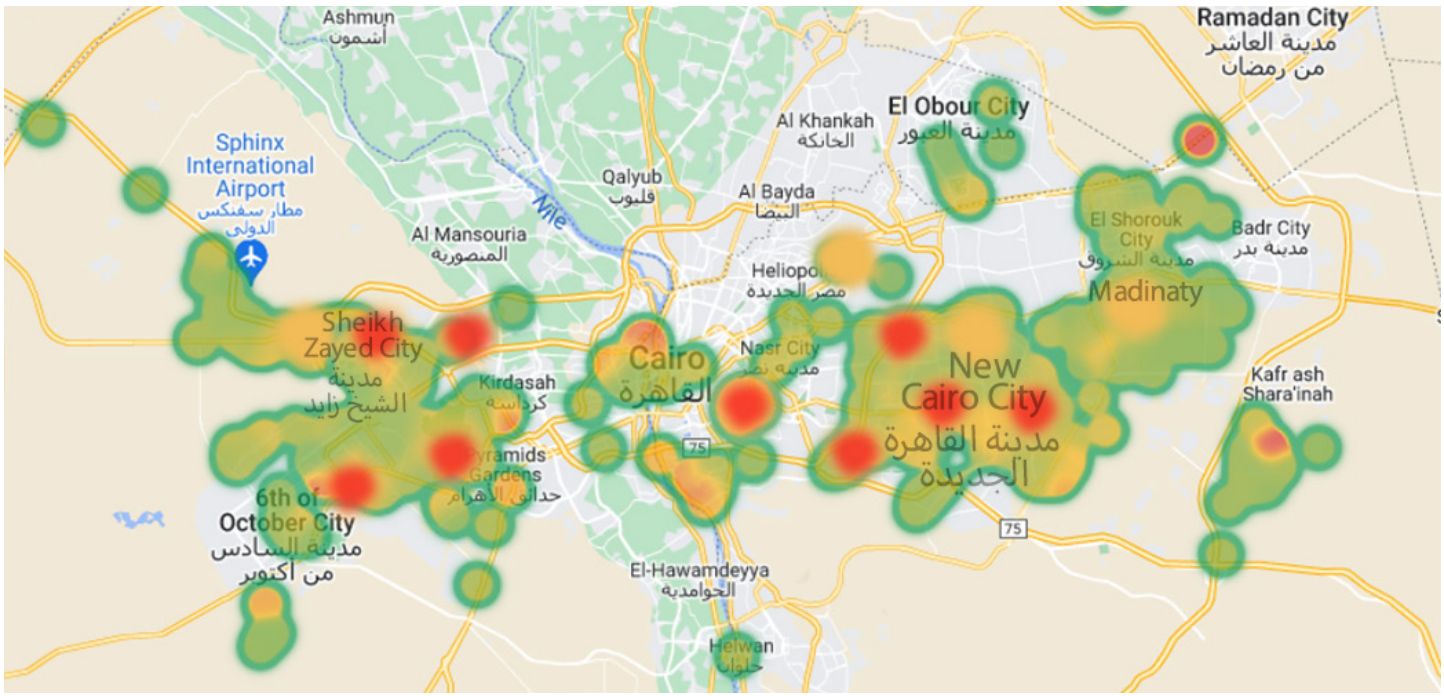
Maps © 2024 aqarmap price heatmaps engine

Most affordable areas Moderate areas Most expensive areas

All prices were calculated in April 2024. To get the latest prices visit:

aqarmap.com/prices

Villas Prices Heatmap



Maps © 2024 aqarmap price heatmaps engine

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aqarmap

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