

aqarmap know more...



Egypt Real Estate Trends 2025



Know more..

Continuing the momentum of our brand's focus on knowledge sharing, this year we lay in your hands the most comprehensive and impactful set of data ever released in Egypt's real estate industry.

We aspire to help our clients make 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 make.





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Executive Summary

In today's ever-evolving landscape, shifting consumer behaviors and needs have become the norm. Yet, when these fluctuations intersect with major economic disruptions - such as sharp currency devaluations - strategic real estate planning and reliable investment forecasting become exceedingly difficult, if not impossible.

The opening section of this report presents the findings of our consumer trends survey alongside our key market observations. We begin by outlining the demographics of our survey participants, followed by a deep dive into their preferences and requirements. Over the years, we've tracked how these insights have evolved, with this being the fifth consecutive edition of our annual trends report.

Arguably, the most revealing part of the report is the Recent Trends section, where we unpack the most urgent factors shaping the real estate market today - chief among them, the currency devaluation. We explore the repercussions of currency instability, draw comparisons with the 2016 devaluation, and run simulations across various investment scenarios and asset classes. This section also provides a snapshot of Egypt's publicly listed real estate developers, examining their revenues in both EGP and USD, with a focus on profitability trends.

We've also dedicated an entire section to share some noticeable changes in the market, like: the rentals market evolution, and Greater Cairo new zones updates with numbers.

Finally, the report wraps up with a section on pricing and heatmap analysis, offering a quick yet comprehensive view of Greater Cairo for newcomers to the market. It highlights upscale communities and identifies demand hotspots where prices have surged dramatically.

Every year, we take pride in seeing our annual trends report evolve, delivering richer, more actionable insights to our clients and industry stakeholders — empowering them to make smarter data-driven decisions.



Amad Almsaodi

Executive Chairman, 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 consumers progress in using 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 do go after. Instead of asking the consumers what their price budget is, for example, we simply monitor the prices of the properties they 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 change happens, we record the movement and gain 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. Socioeconomic segments were defined based on budget, income, job title, and residential address. However, the budget was the factor with the heaviest weight. The A Segment includes consumers searching for properties worth more than 10M EGP, the C Segment includes consumers searching for properties below 3M EGP, while the B Segment includes consumers in between.

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

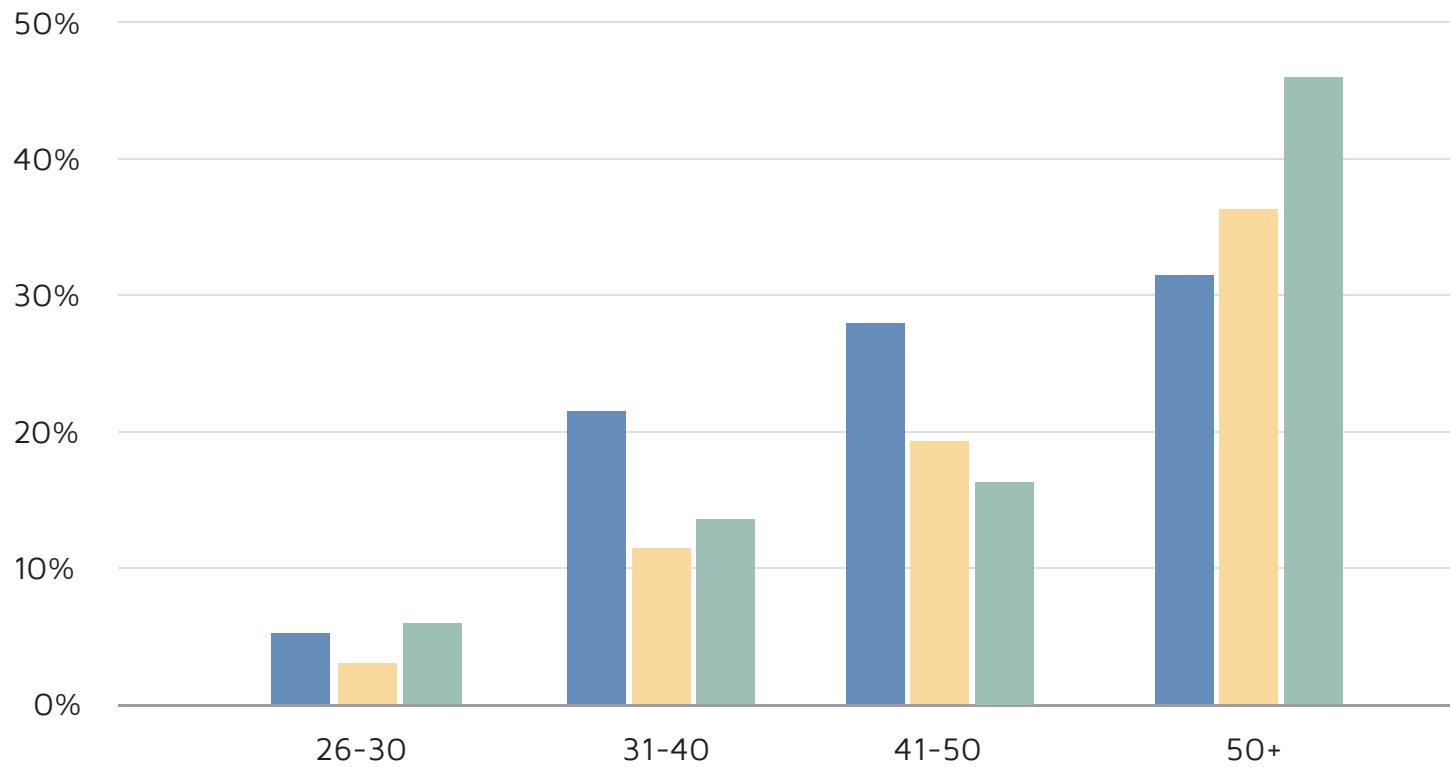
Participants Distribution

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



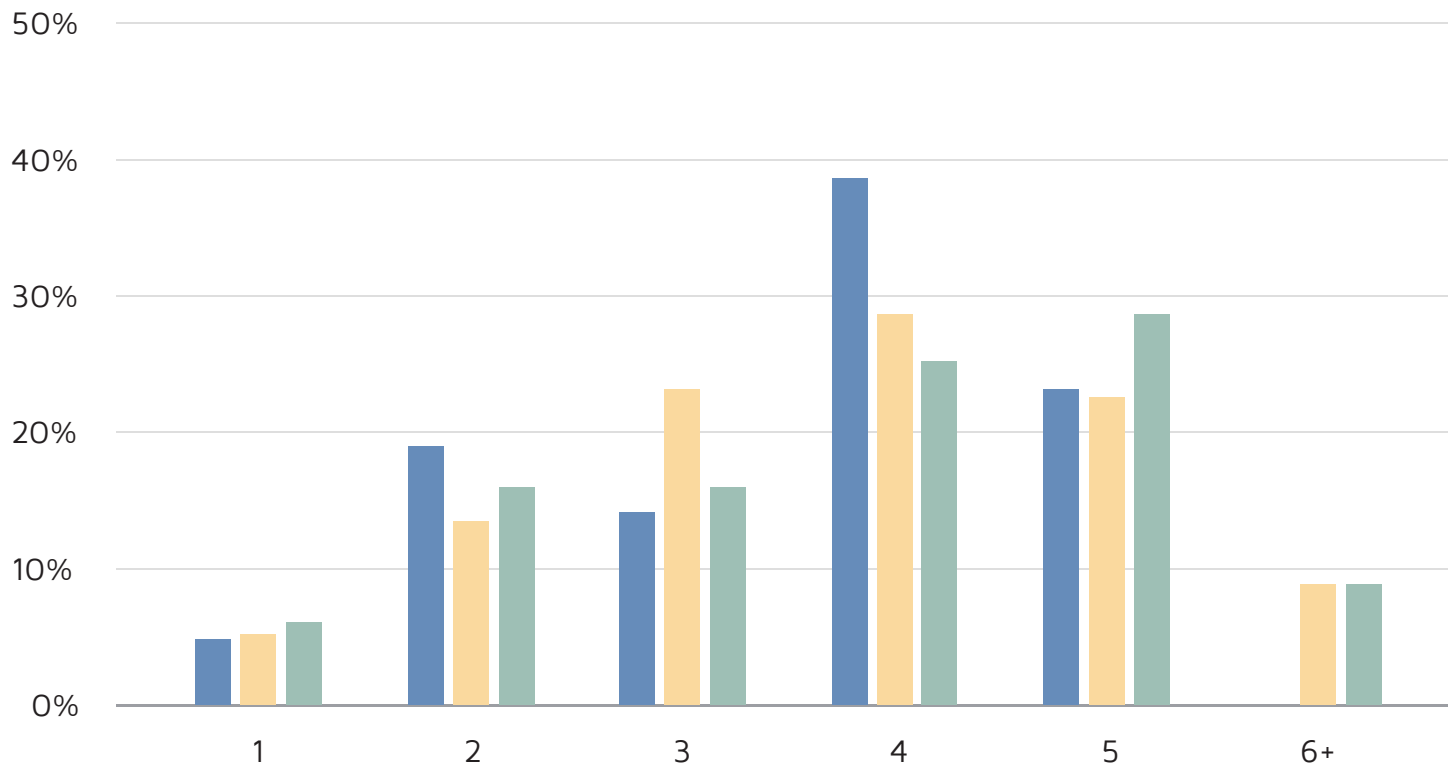
Socioeconomic Segment

■ A ■ B ■ C



Participants Family Size

Family size distribution of survey participants



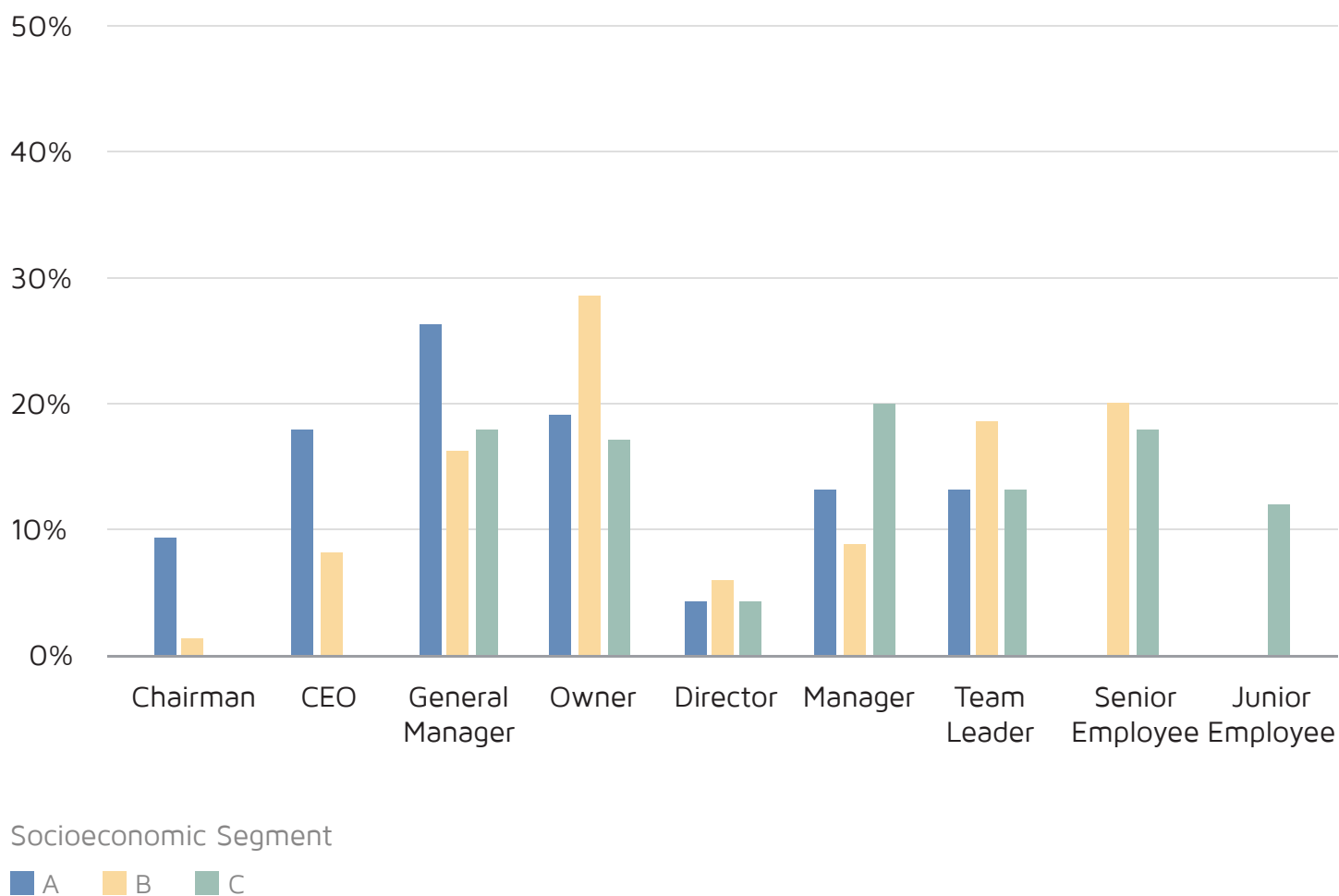
Socioeconomic Segment

■ A ■ B ■ C



Participants' Position

Work positions distribution of survey participants

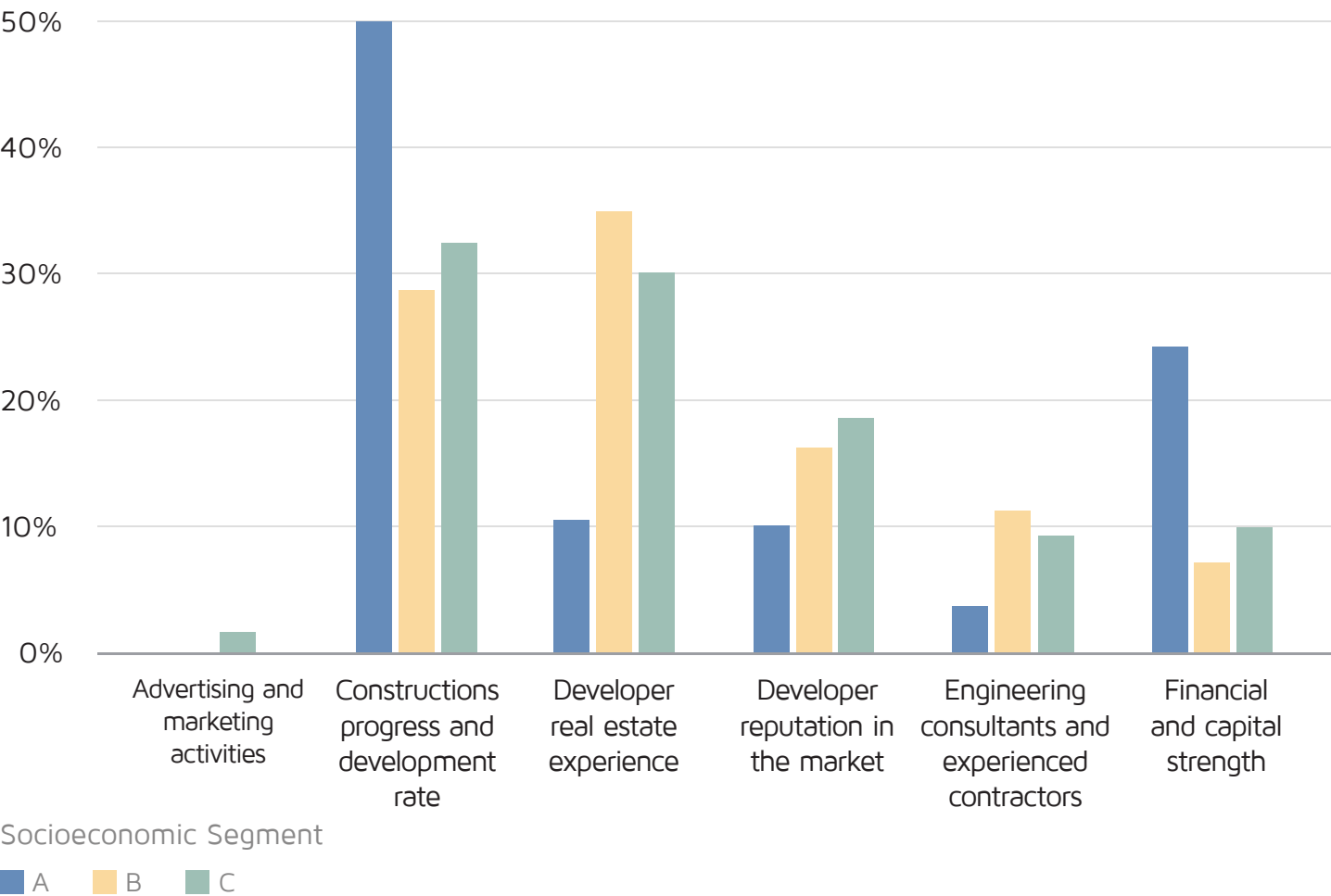


Participants Responses

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

Developer Factors

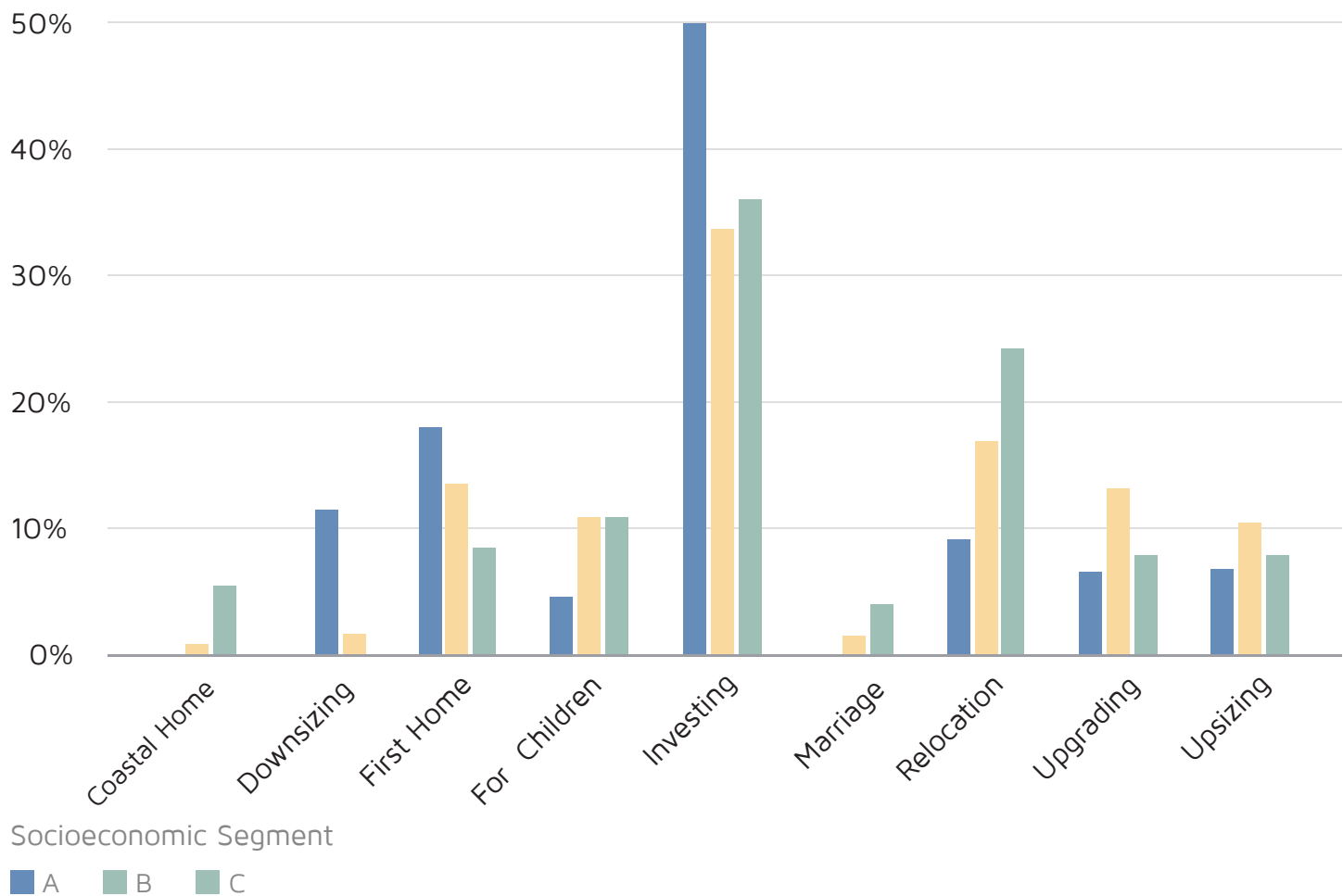
What is the most important factor in the developer you select? (By socioeconomic)





Purchasing Objective

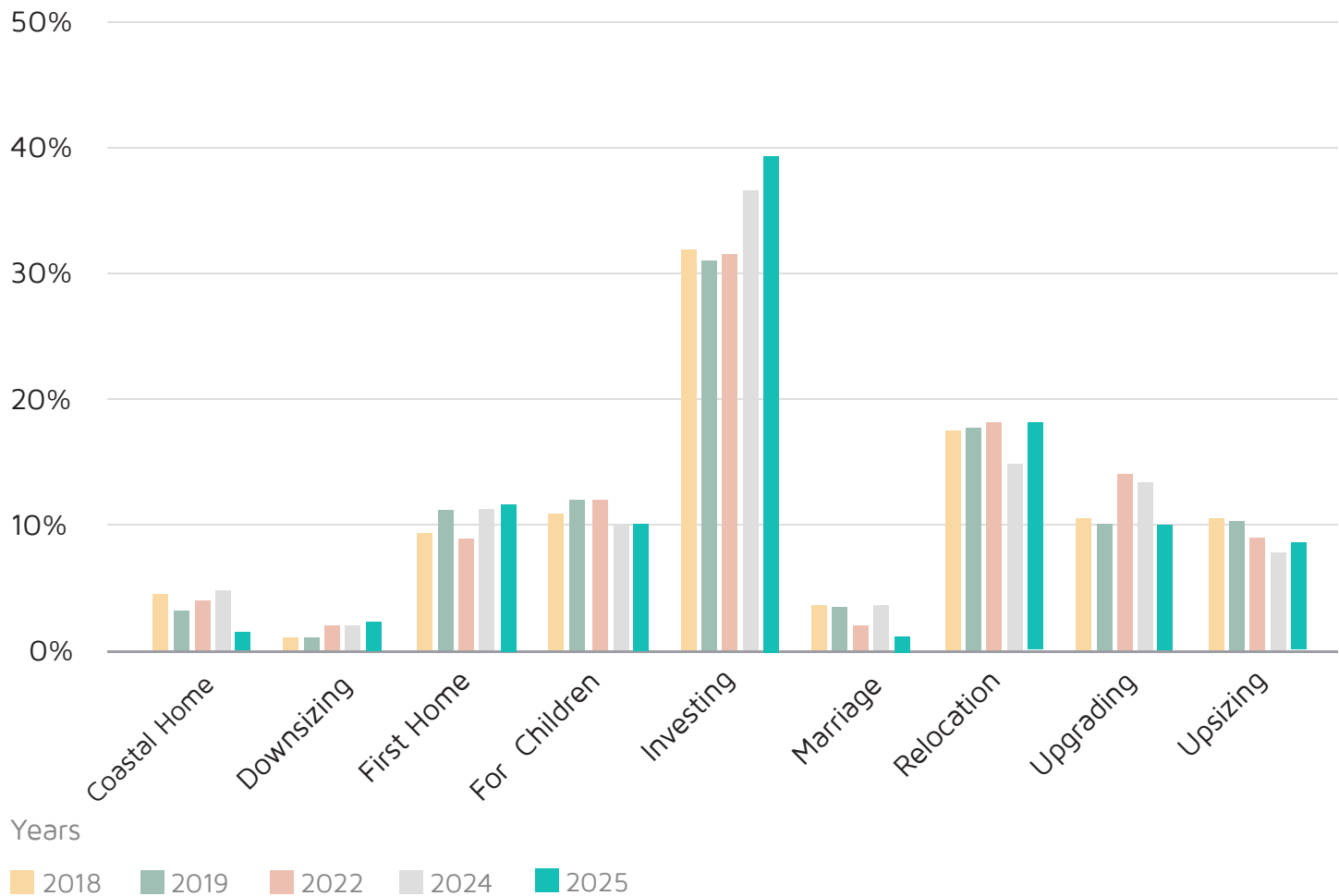
Why are you buying a unit? (By socioeconomic)





Purchasing Objective

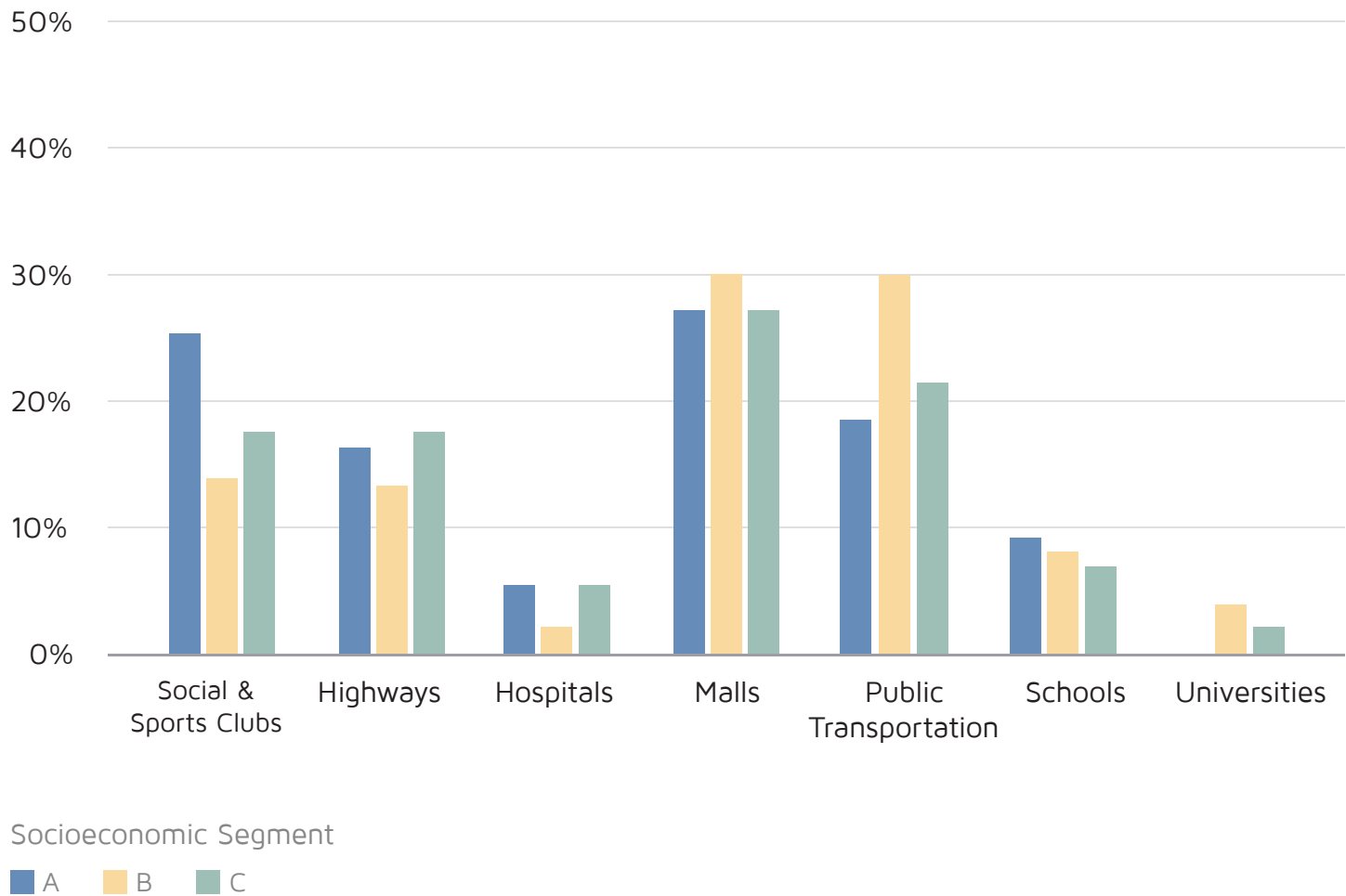
Why are you buying a unit? (Survey results over years)





Services

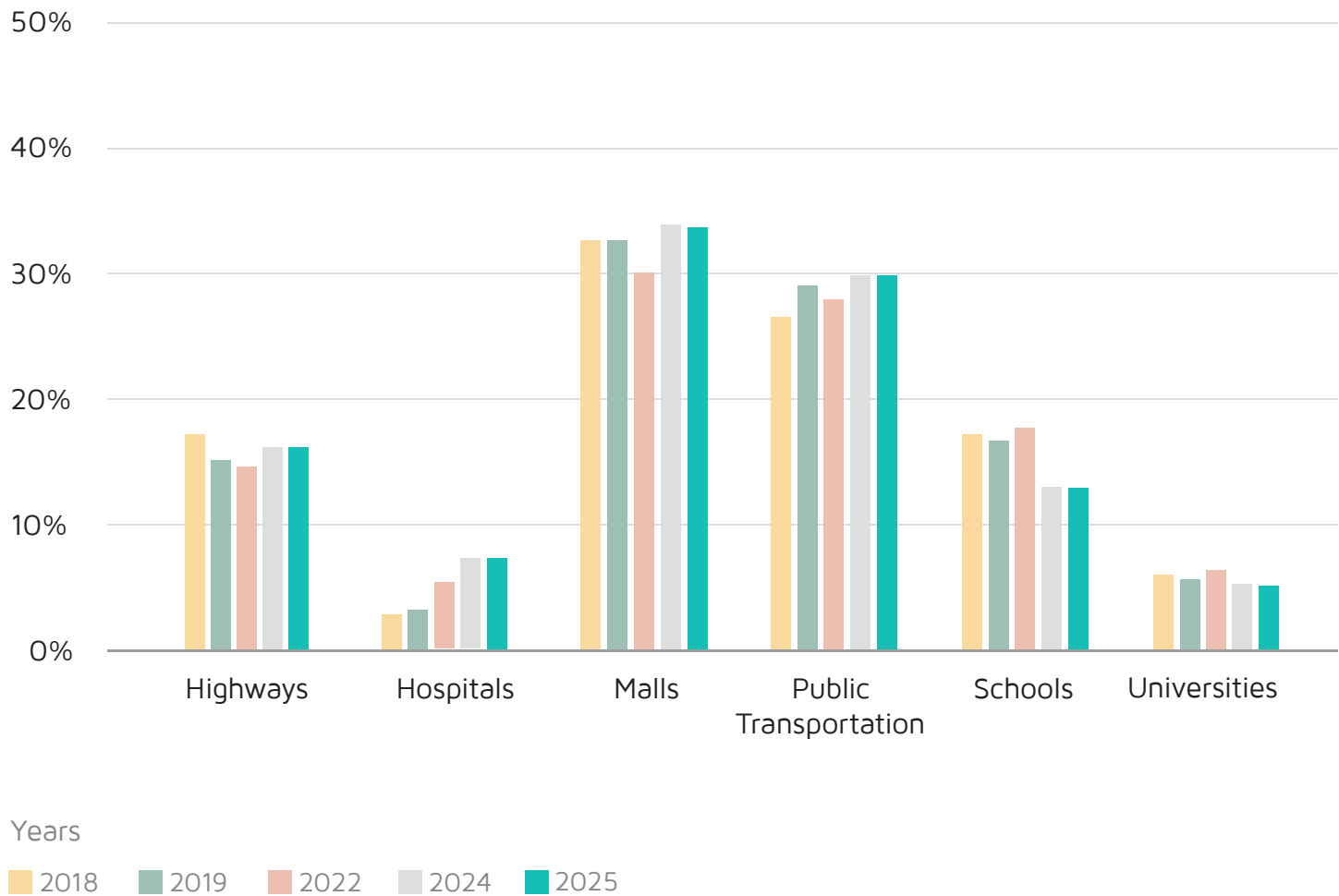
Which service must be in the area? (By socioeconomic)





Services (Yearly Evolution)

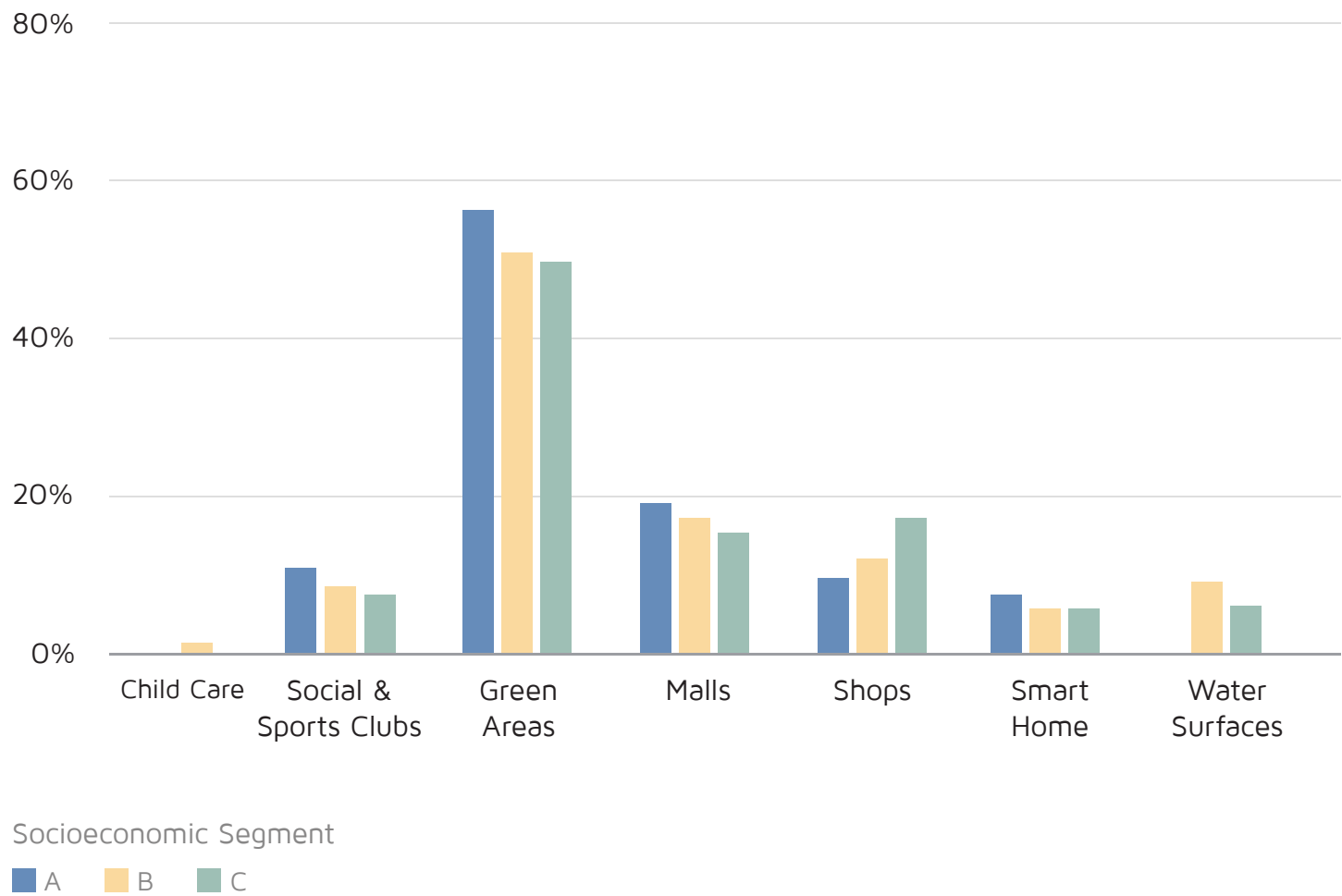
Which service must be in the area? (Survey results over the years)





Amenities

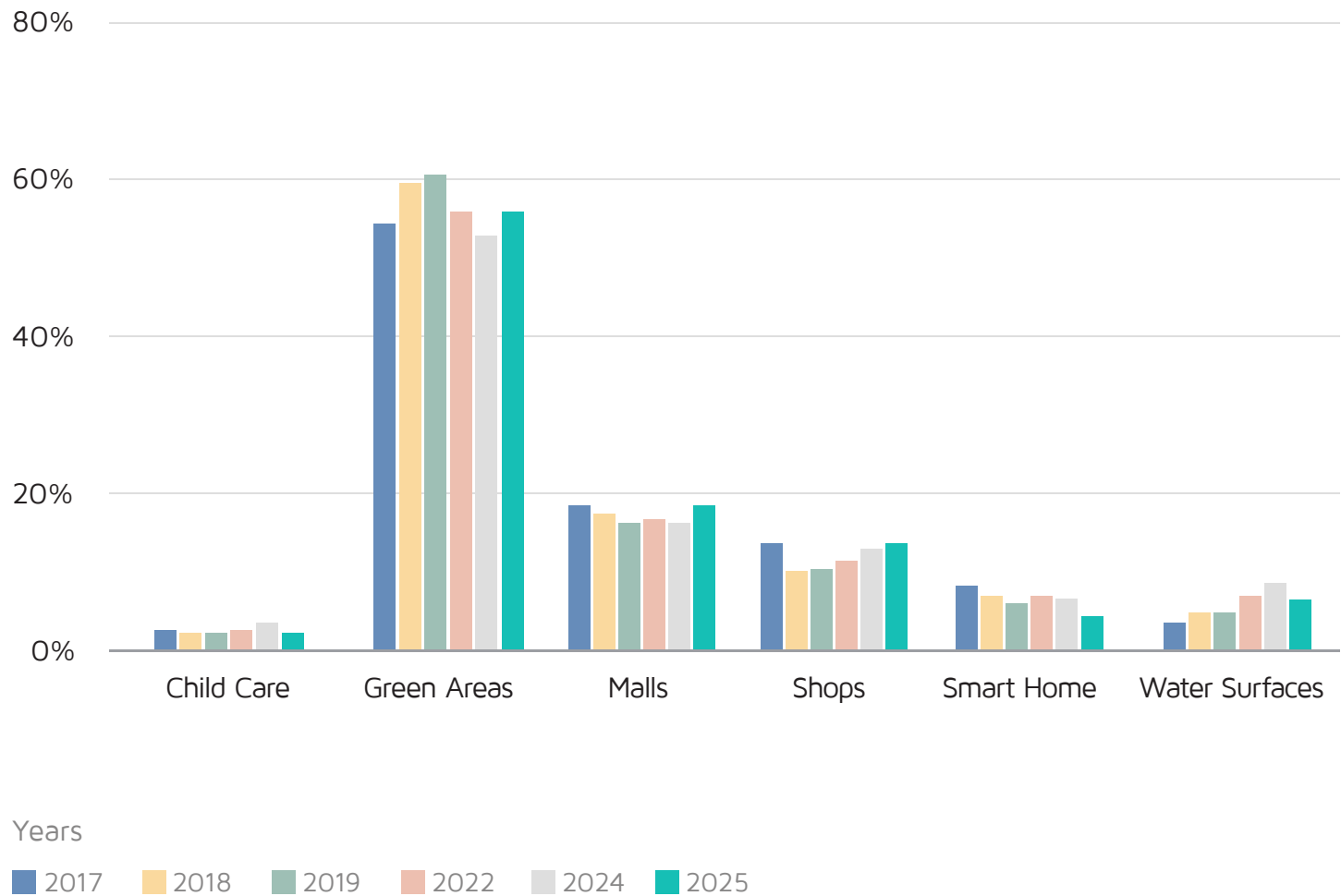
What is the top amenity you need? (By socioeconomic)





Amenities (Yearly Evolution)

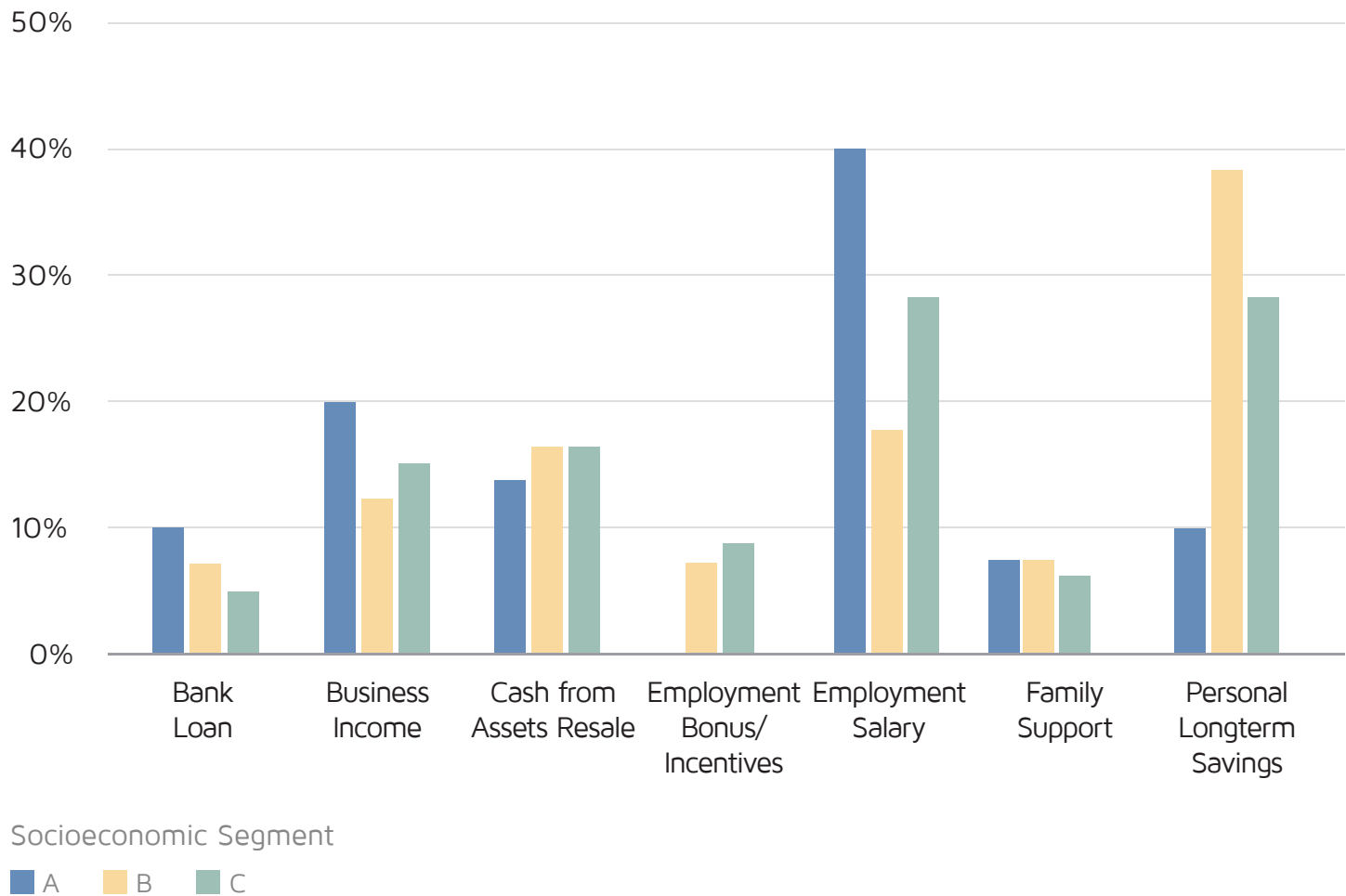
What is the top amenity you need? (Survey results over the years)





Financing

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





Financing (Yearly Evolution)

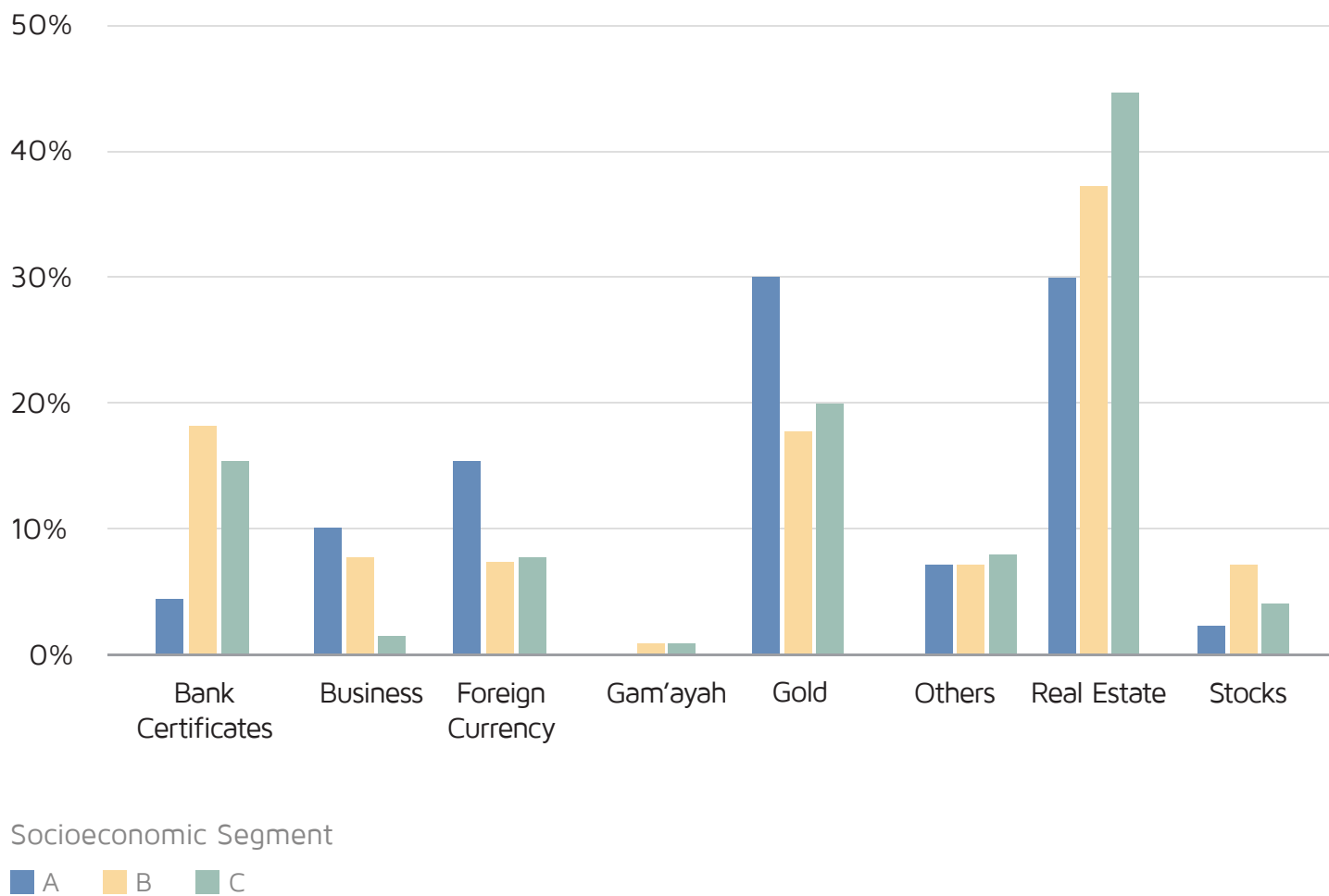
How do you finance your property purchase? (Survey results over the years)





Investing

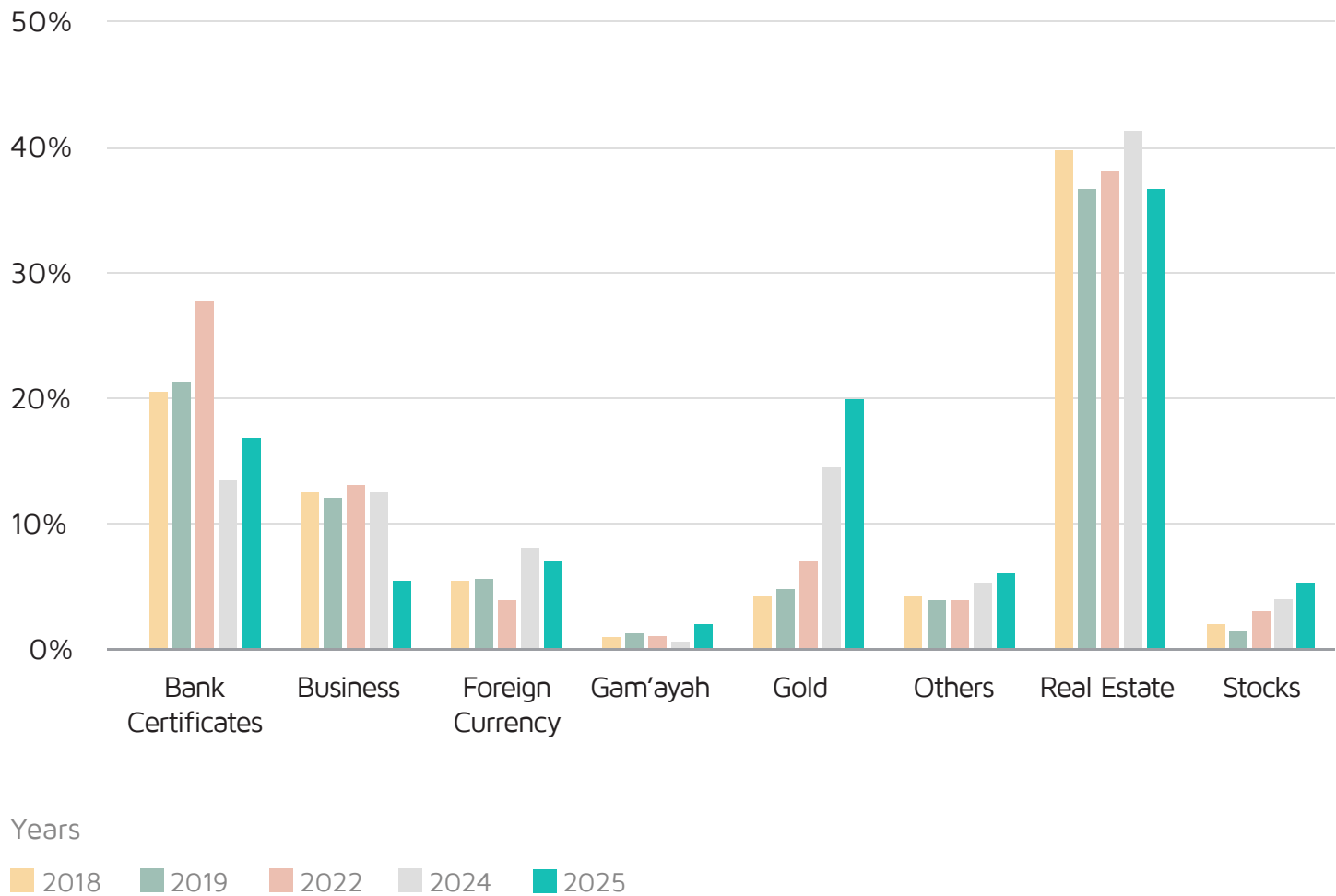
How do you prefer to invest your savings? (By socioeconomic)





Investing (Yearly Evolution)

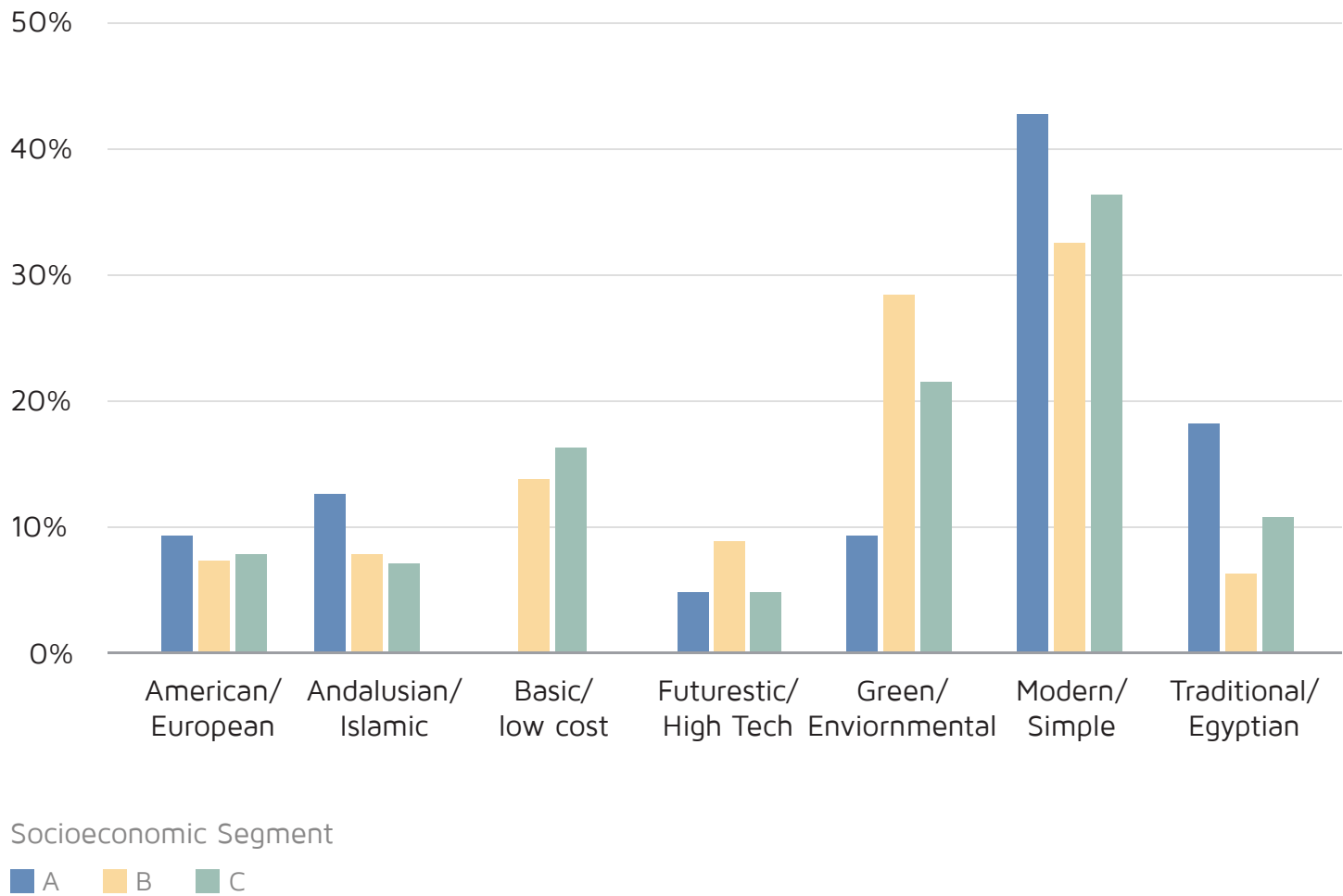
How do you prefer to invest your savings? (Survey results over the years)





Architecture

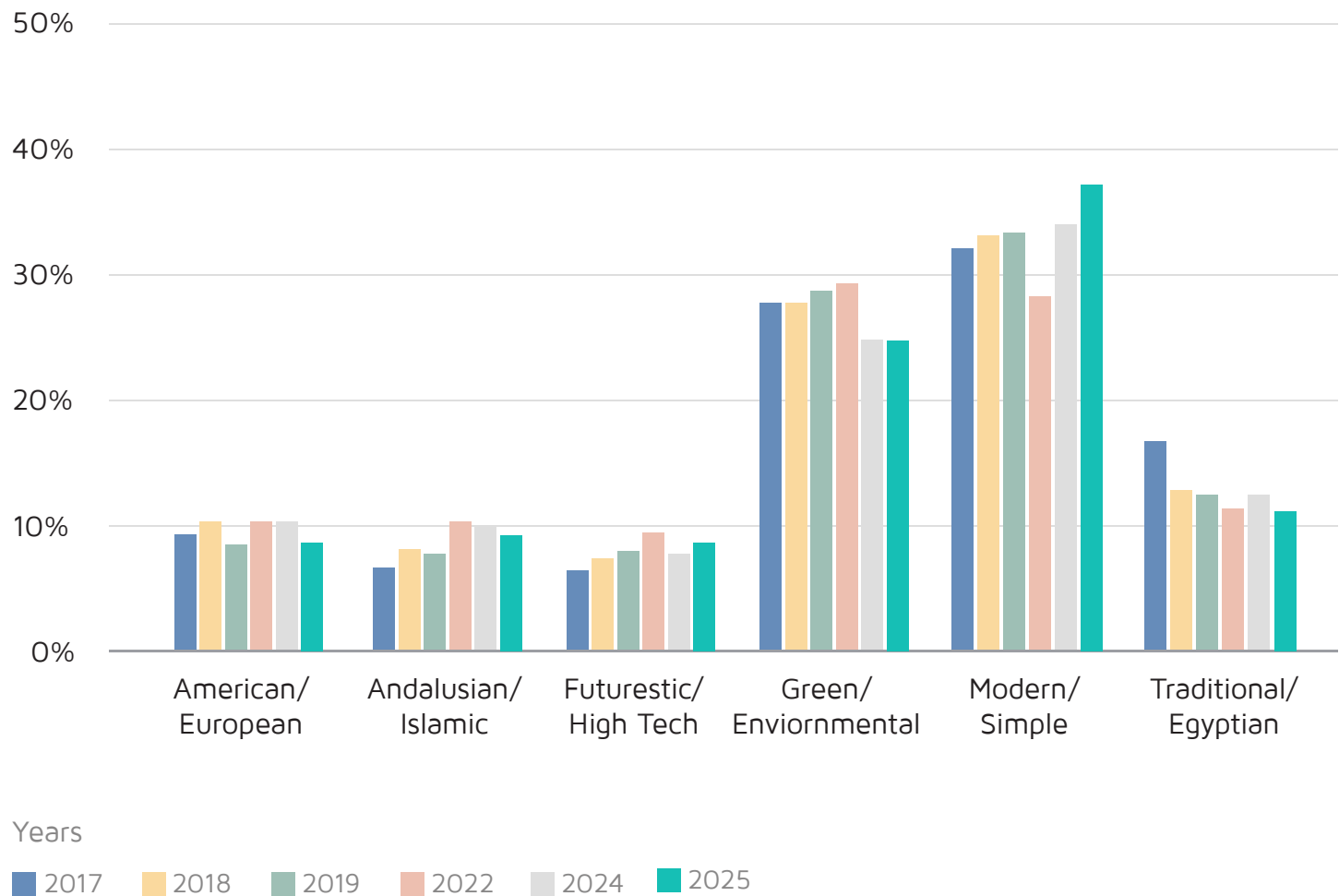
What type of architecture do you prefer? (By socioeconomic)





Architecture (Yearly Evolution)

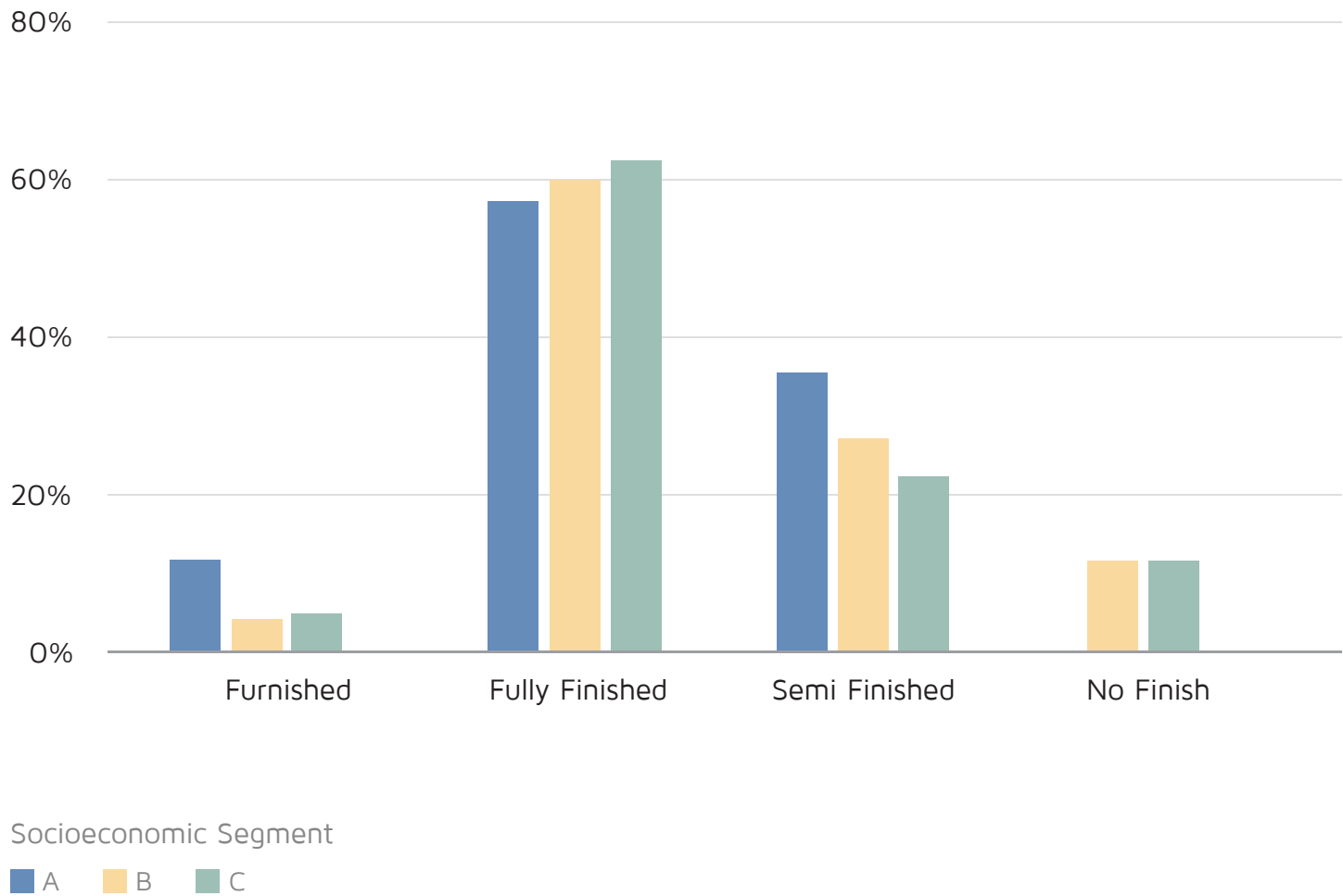
What type of architecture do you prefer? (Survey results over the years)





Finishing

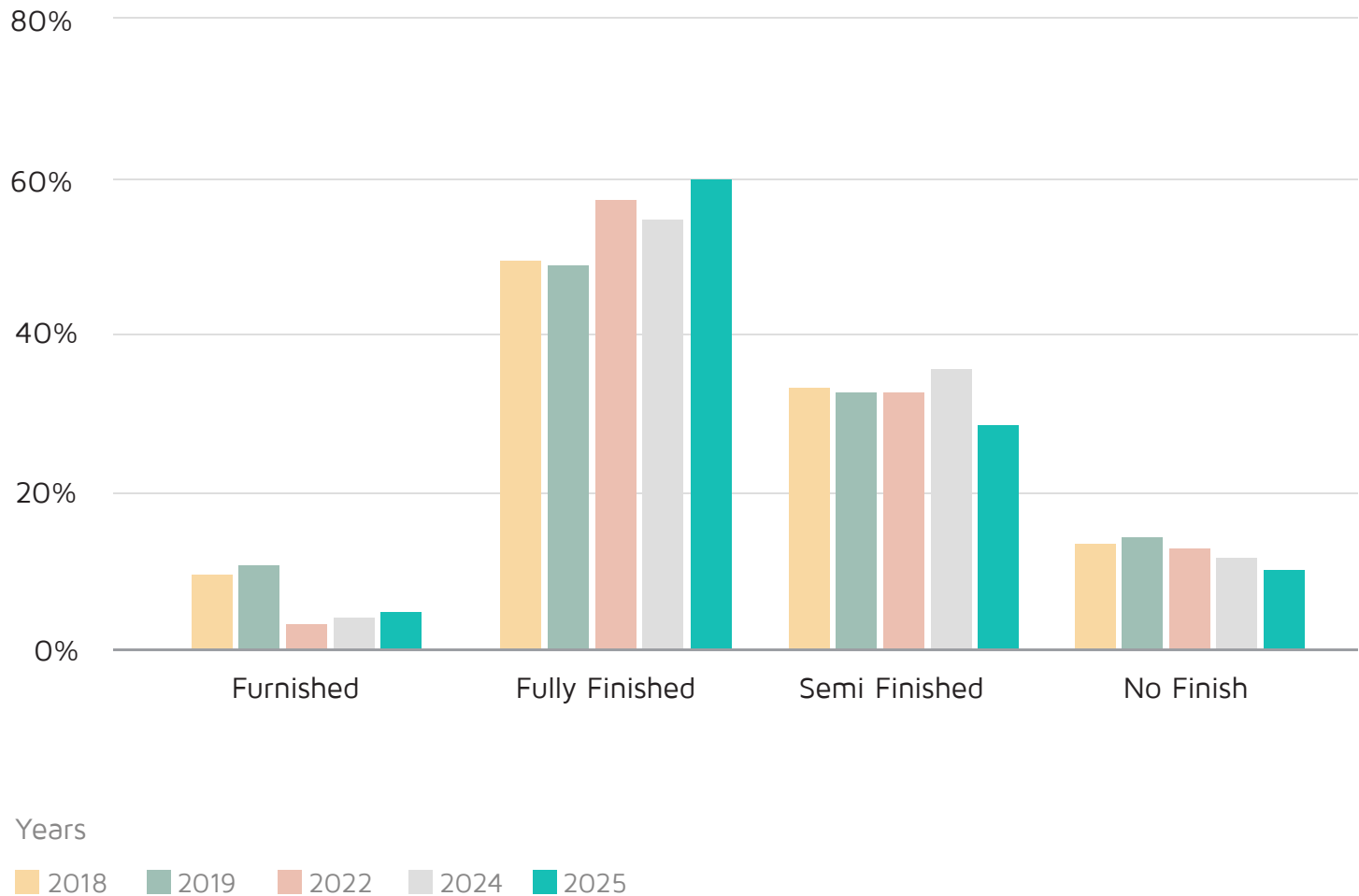
What's your finishing preference? (By socioeconomic)





Finishing (Yearly Evolution)

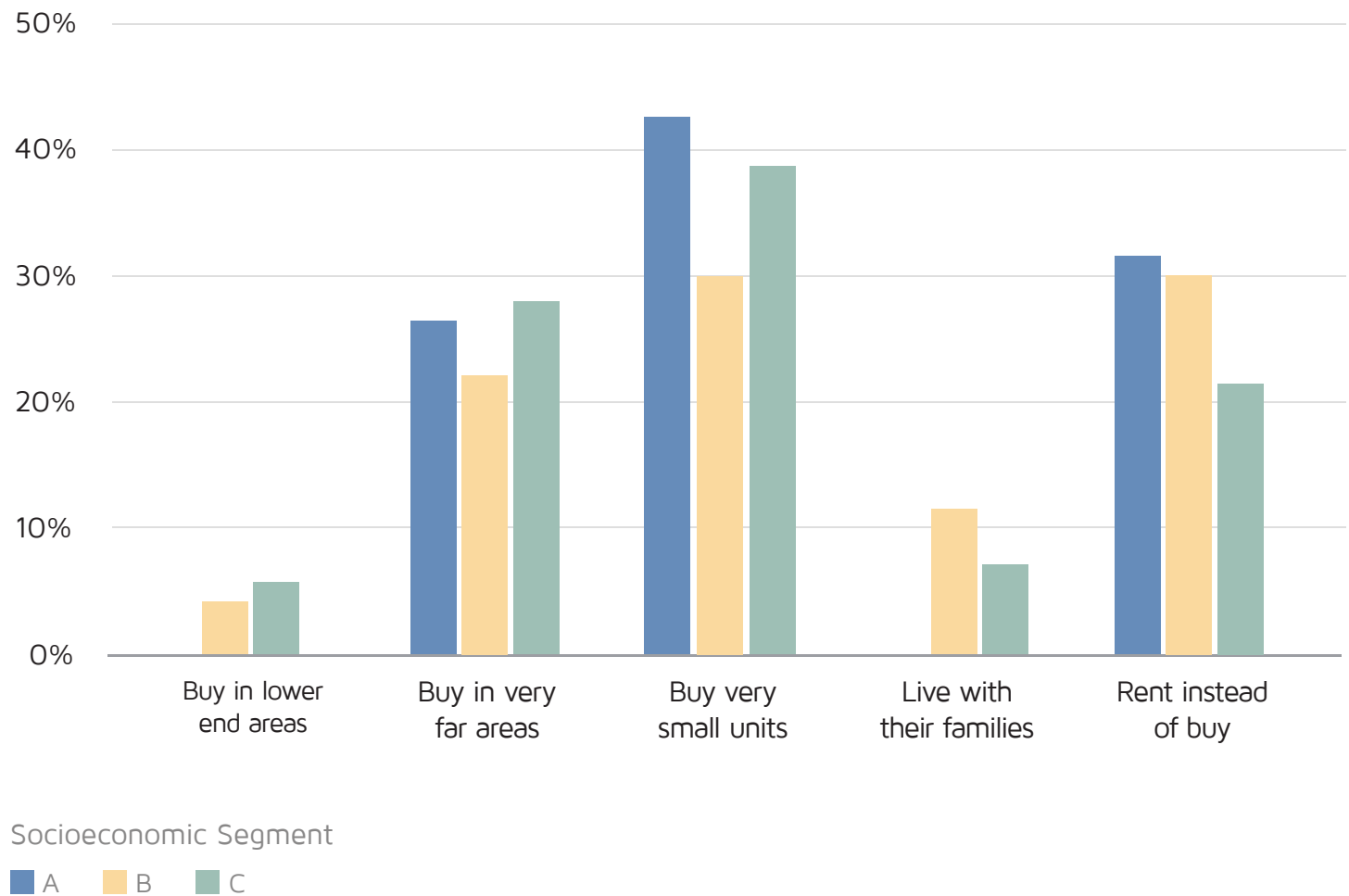
What's your finishing preference? (Survey results over the years)





Reaction to High Prices

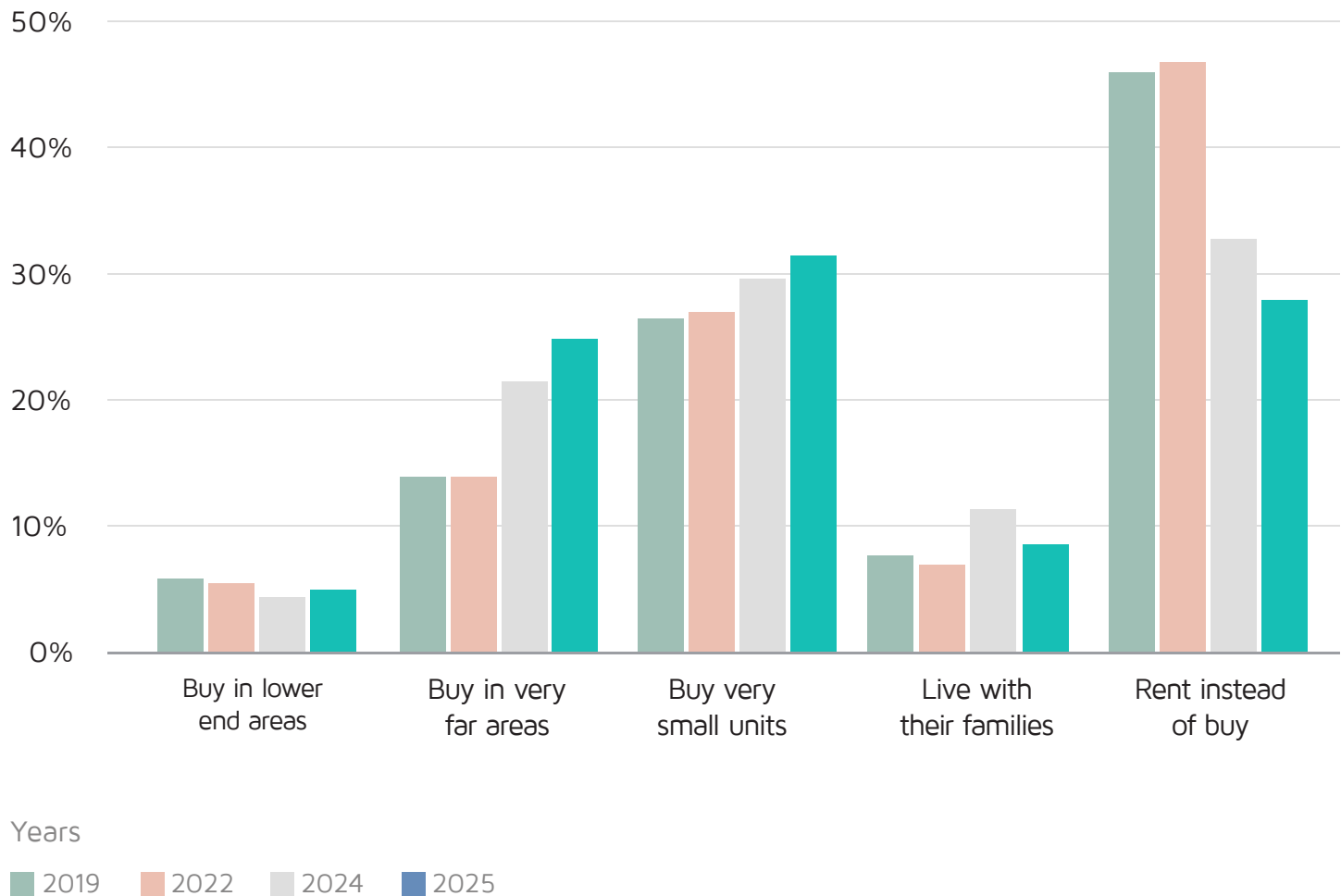
What should you do when you can't buy your ideal property?





Reaction to High Prices (Yearly Evolution)

What should you do when you can't buy your ideal property?

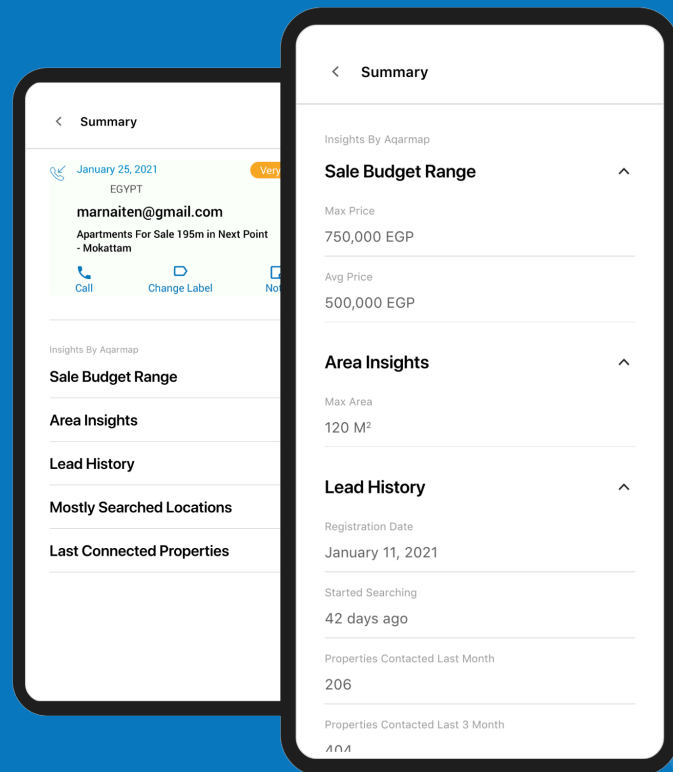




Leads Insights

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

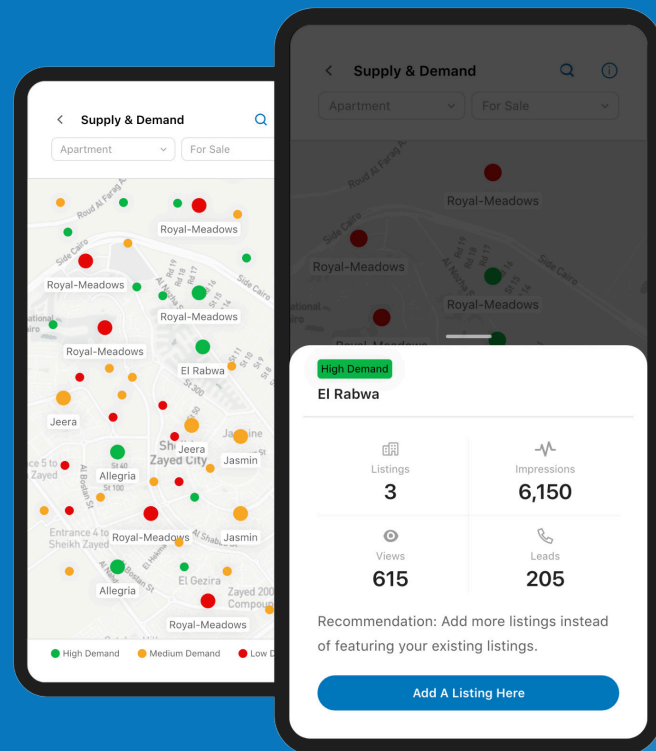
Start your campaign now and get rich leads insights: sales@aqarmap.com





Supply & Demand

Get access to our insightful 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



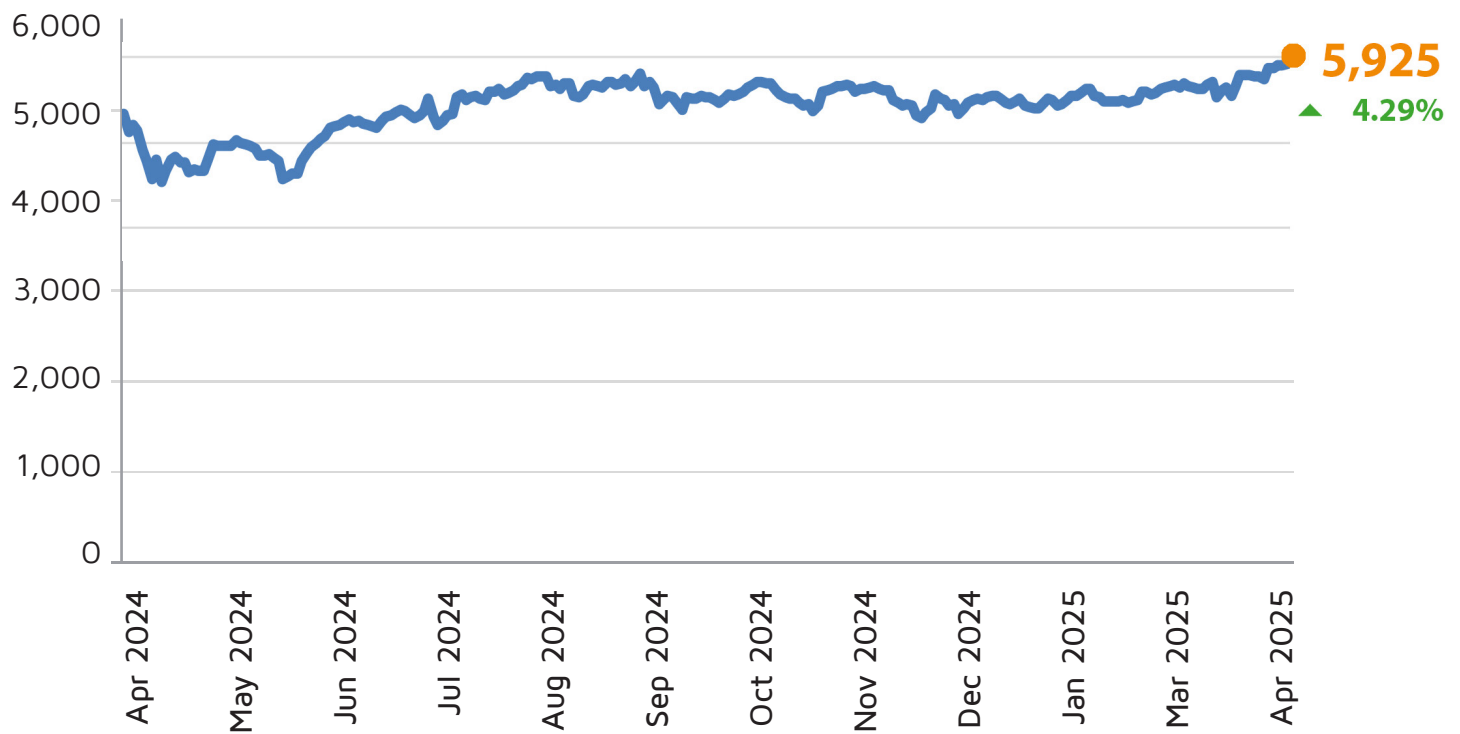
Aqarmap Consumer Demand Index

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, followed closely 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: 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 economic 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, macroeconomic 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 2,500,000 buyers monthly and the ability to evaluate the dynamics of more than 450,000 properties listed by developers, brokers, and private individuals gives Aqarmap an exclusive market visibility. Since March 2024, the Aqarmap Index has reflected a decline in real estate demand in Egypt. This drop was largely attributed to the official flotation of the Egyptian pound, which impacted purchasing power and investor sentiment. Over the following year, demand remained relatively stable with minor fluctuations, mainly driven by new project launches and attractive long-term payment plans offered by developers aiming to re-engage the market.

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



Demand Evolution in Past 12 Months

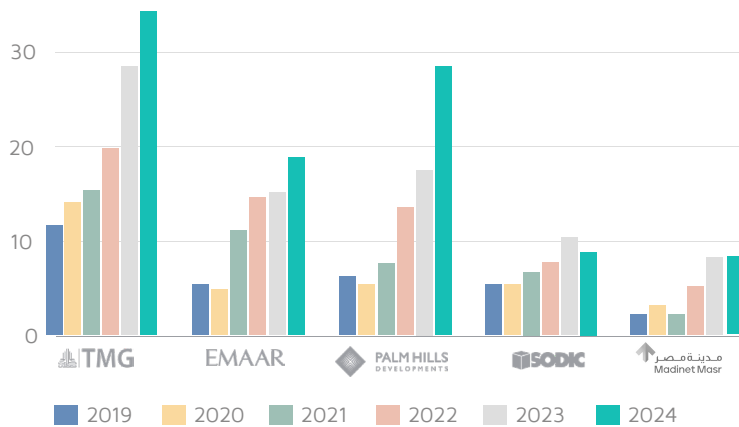




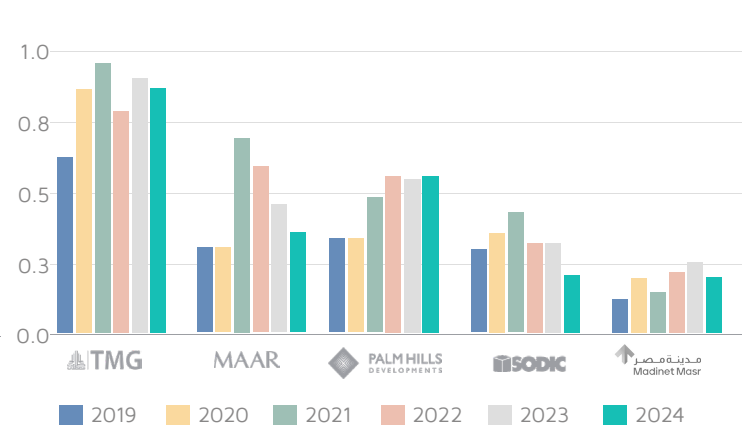
Publicly Listed Developers

Revenue & Profitability

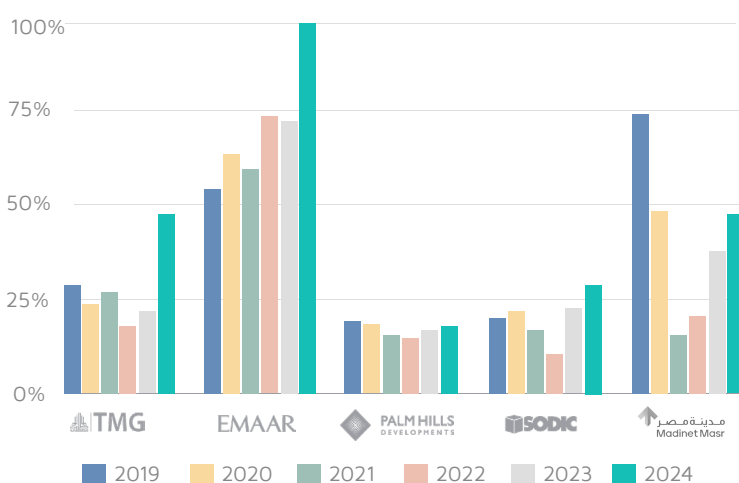
Revenue (Billions EGP)



Revenue (Billions USD)



Profitability

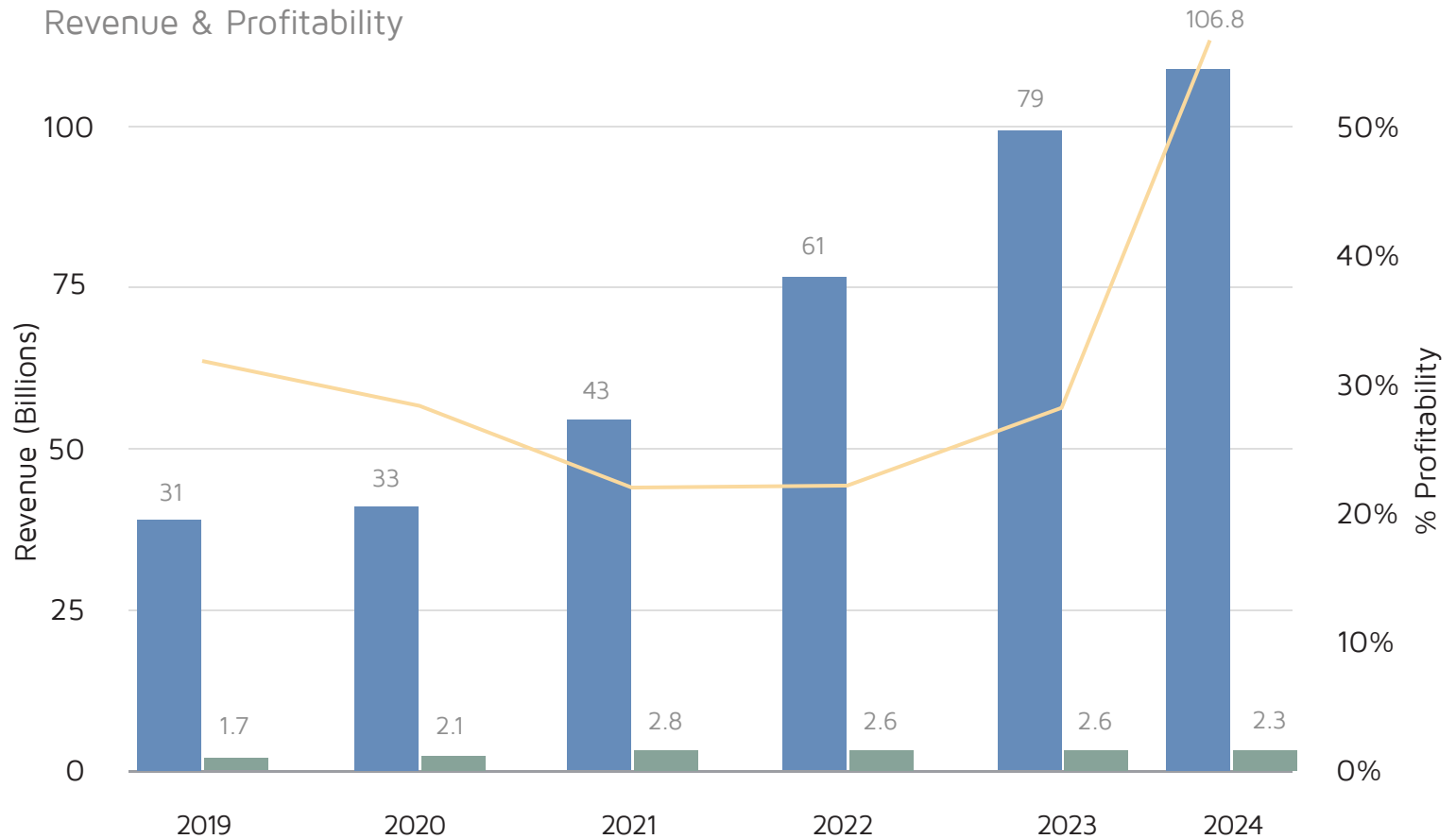


- 💡 Revenue of TMG & Palm Hills grew significantly in 2024
- 💡 Revenue of most developers dropped in 2024 in USD except for Palm Hills & TMG who sustained same performance
- 💡 Emmar is top listed developer based on profitability



Publicly Listed Developers

Revenue & Profitability

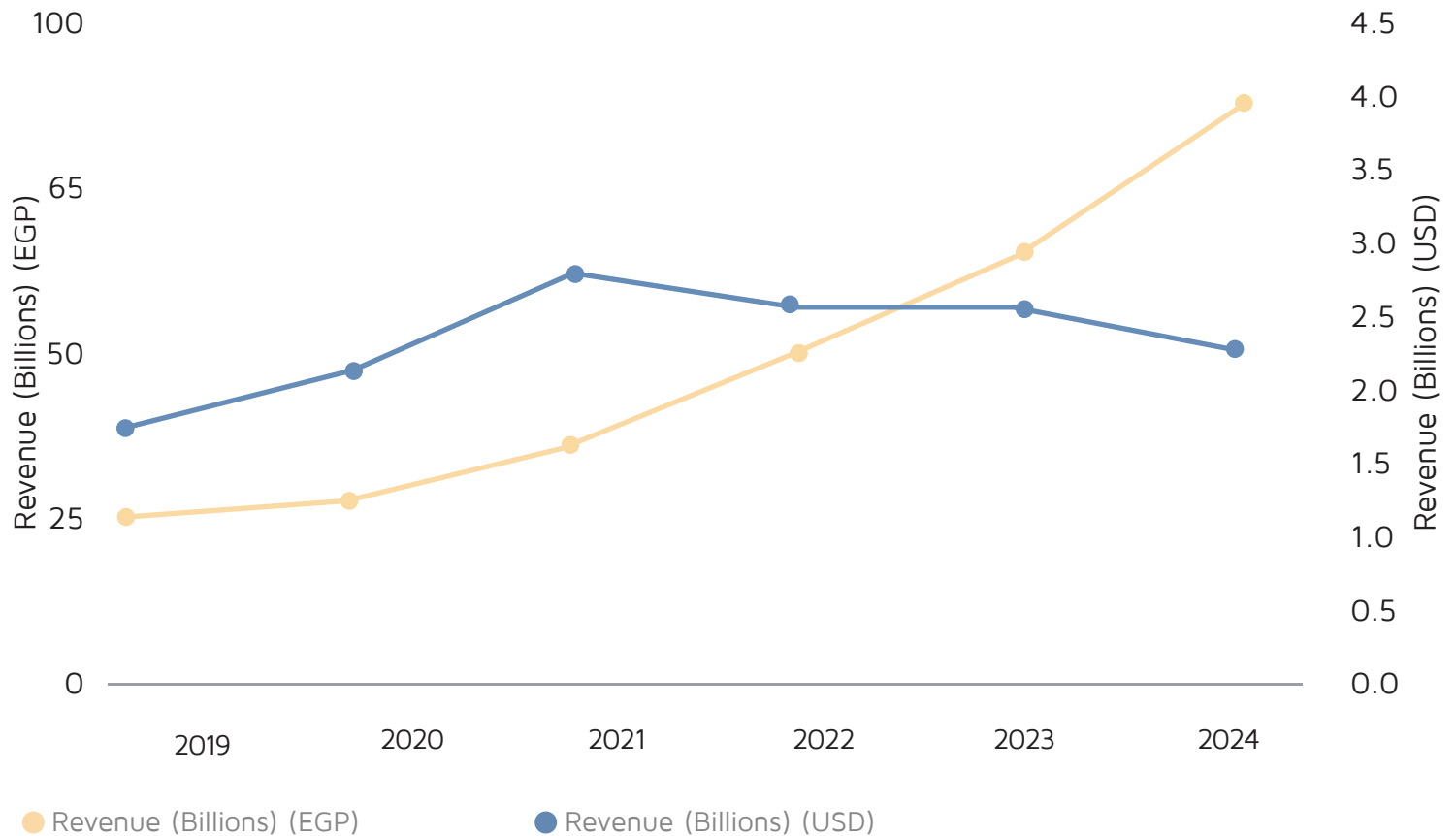


■ Revenue (Billions EGP) ■ Revenue (Billions USD) — Profitability

💡 Total revenue in 2024 increased in EGP by 34%, revenue in USD decreased with 11%, while average profitability increased by 70% compared with 2023



Developer Sales History in EGP vs USD



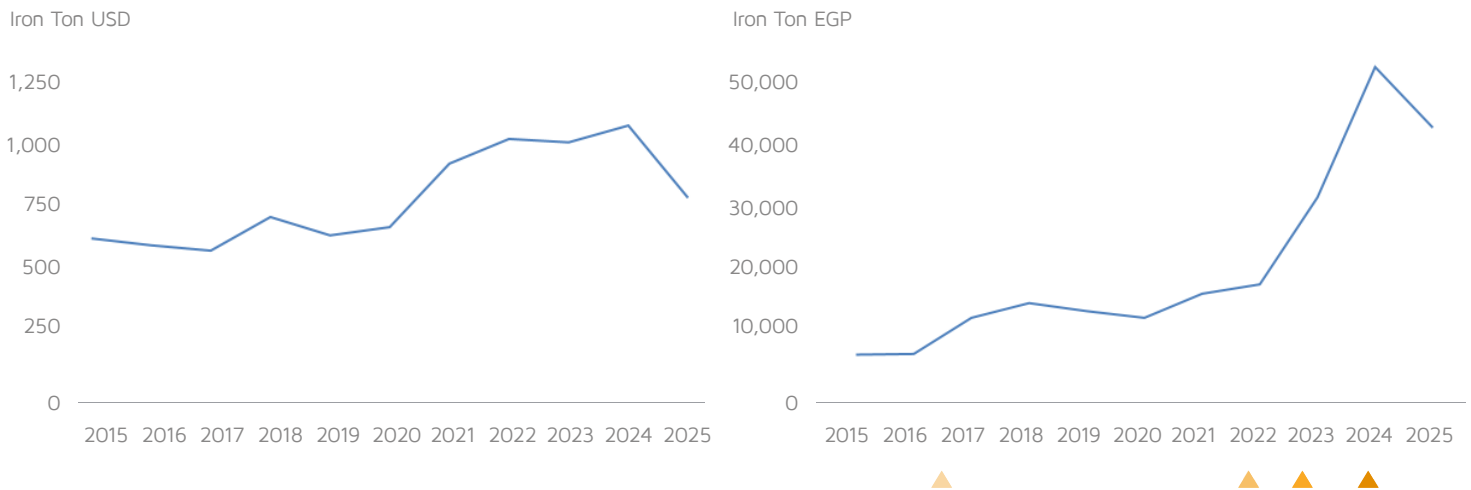
* Based on a list of publicly listed developers (Talaat Mostafa - Emaar - Palm Hills - Sodic - MNHD)

* Official floatation by Egyptian Central Bank

▲ Q4 2016 (+105%) ▲ Q1 2022 (+56%) ▲ Q1 2023 (+24%) ▲ Q1 2024 (+60%)



Construction Cost Increase (Iron)



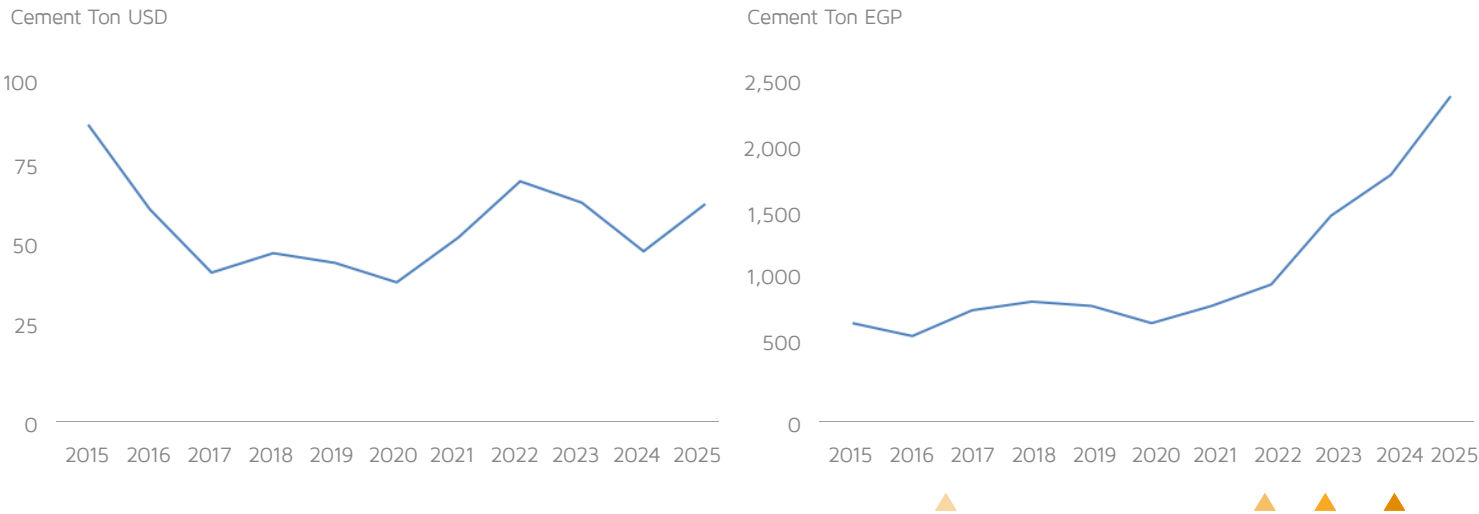
* Official floatation by Egyptian Central Bank

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Notes: Iron Ton Decreased in 2025 compared to 2024 in both currencies (USD & EGP) affected by change in demand level, exchange rate stabilization & global price adjustments



Construction Cost Increase (Cement)



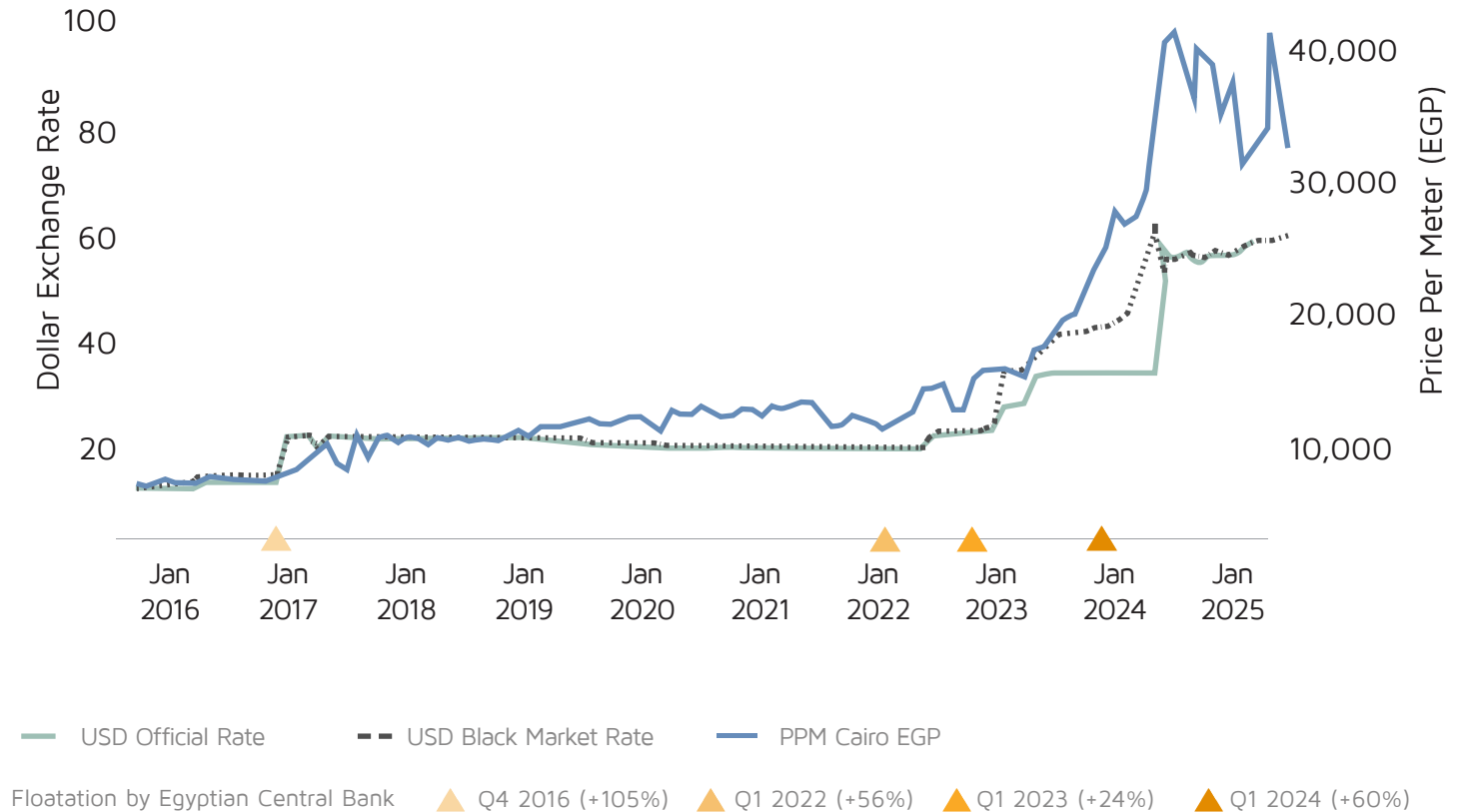
* Official floatation by Egyptian Central Bank

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Notes: Unlike Iron cost per ton, Cement price increased in 2025 compared to 2024 due to reduction on overall supply in the market and increased energy cost



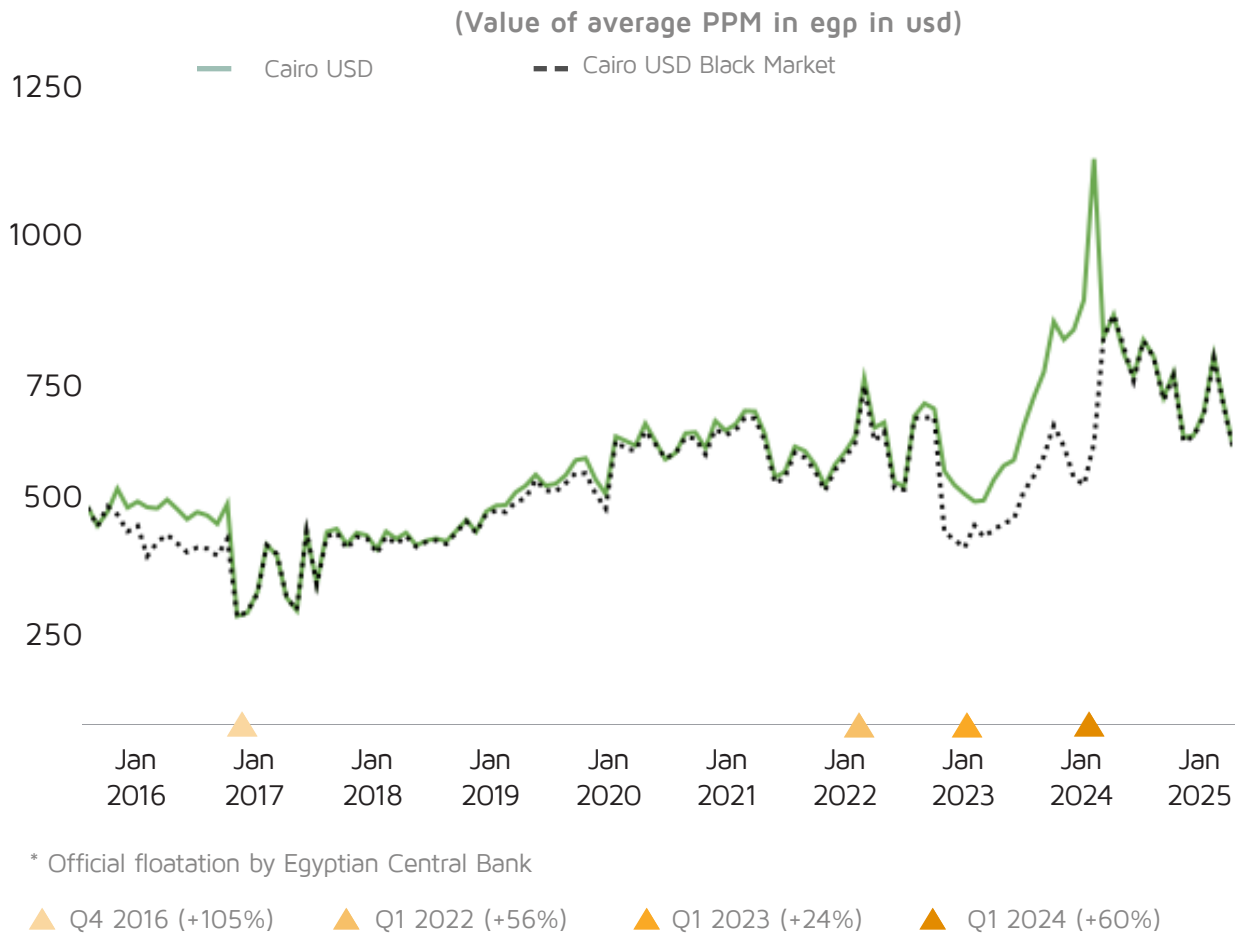
Dollar, Black Market & Real Estate



By late 2024 and early 2025, the price per meter seemed to level off or even dip slightly. Market reports confirm a slowdown in sales in Q4 2024, after the pound's exchange rate stabilized and speculative buying eased. Many developers began offering long installment plans to stimulate demand, citing "relative price stability" in the market following the sharp surge in 2023.



Dollar Impact on Prices



The chart highlights the volatility of Cairo real estate prices when adjusted for USD, revealing a widening gap between official and black market exchange rates post-2022. The sharp spike in early 2023 reflects a period of intense currency devaluation and investor uncertainty, as demand for USD surged amid mounting macroeconomic pressures. This divergence underscores the growing impact of parallel exchange rates on real estate valuations and investment behavior.

The landscape shifted in March 2024, when a major currency devaluation aligned the official and black market rates.



1M EGP Comparative Investment Scenarios

How much would 1M EGP be worth in March 2025 If invested in different vehicles at different years?

		▼ Flotation							▼ Flotation		
		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
USD official	Today Value	6,327,013	6,328,225	3,104,637	2,818,351	1,752,860	3,180,359	3,162,093	2,669,720	1,617,167	1,038,345
	Total ROI	533%	533%	210%	182%	75%	218%	216%	167%	62%	4%
	Annual ROI	53%	59%	26%	26%	13%	44%	54%	56%	31%	4%
Gold global in USD/oz	Today Value	11,885,520	11,295,756	5,502,566	4,713,954	2,598,038	4,797,095	4,134,341	3,136,435	1,909,813	1,370,818
	Total ROI	1089%	1030%	450%	371%	160%	380%	313%	214%	91%	37%
	Annual ROI	109%	114%	56%	53%	27%	76%	78%	71%	45%	37%
Stocks EGX-30	Today Value	3,016,969	3,662,377	2,120,798	1,579,319	1,114,036	2,872,579	2,607,720	2,452,231	1,678,552	1,105,031
	Total ROI	202%	266%	112%	58%	11%	187%	161%	145%	68%	11%
	Annual ROI	20%	30%	14%	8%	2%	37%	40%	48%	34%	11%

* Official floatation by Egyptian Central Bank

▲ Q4 2016 (+105%) ▲ Q1 2022 (+56%) ▲ Q1 2023 (+24%) ▲ Q1 2024 (+60%)

- 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 2025, 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 2025 If invested in different vehicles at different years?

		Flotation							Flotation	Flotation	Flotation
		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Sale apt mohandeseen	Today Value	3,759,055	3,803,364	3,113,842	2,104,890	1,199,151	2,218,945	2,181,019	2,000,319	1,853,463	985,052
	Total ROI	276%	280%	211%	110%	20%	122%	118%	100%	85%	-1%
	Annual ROI	28%	31%	26%	16%	3%	24%	30%	33%	43%	-1%
Rent apt mohandeseen	Today Value	5,149,871	5,151,816	4,157,728	2,753,274	1,586,849	2,756,041	2,638,117	2,368,344	2,140,550	1,169,849
	Total ROI	415%	415%	316%	175%	59%	176%	164%	137%	114%	17%
	Annual ROI	41%	46%	39%	25%	10%	35%	41%	46%	57%	17%
madinaty apt	Today Value	8,846,194	7,833,983	5,347,652	4,838,719	2,419,118	4,022,214	3,673,032	3,339,618	1,821,744	1,163,685
	Total ROI	785%	683%	435%	384%	142%	302%	267%	234%	82%	16%
	Annual ROI	78%	76%	54%	55%	24%	60%	67%	78%	41%	16%

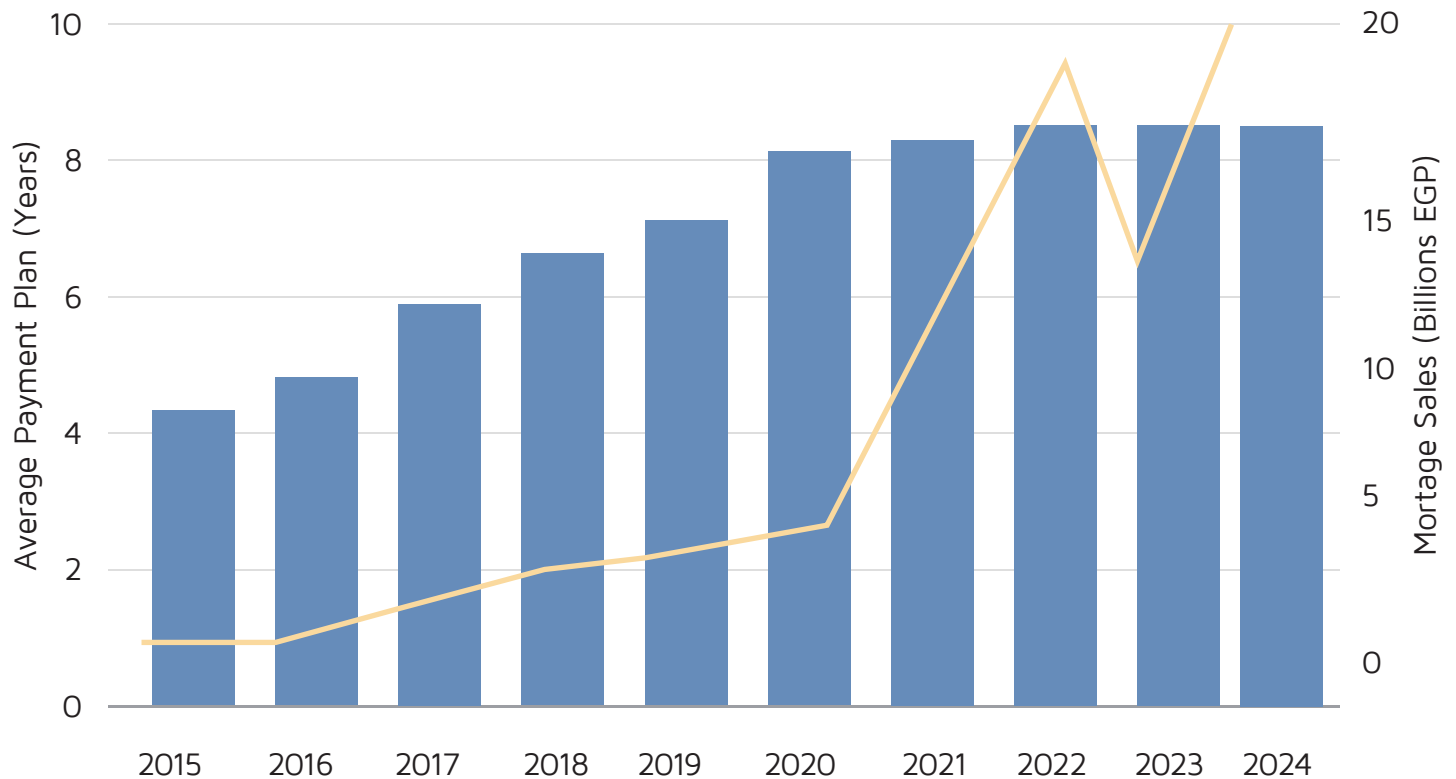
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Mortgage Update



Developers have steadily extended their payment plans — from 4.3 years in 2015 to over 8.5 years by 2024 — to maintain affordability and drive sales. Meanwhile, mortgage activity surged post-2021, peaking in 2022, as buyers sought structured financing options; however, the 2024 mortgage figure reflects only 3 quarters of data and may yet surpass previous highs. Together, these trends highlight a dual reliance on both developer-led and institutional financing to navigate Egypt’s economic situation.

Sources:

- Average Primary Payment Plan (Years): Aqarmap proprietary market database.
- Mortgage industry sales: Egyptian financial regulatory authority.

■ Average Payment Plan
■ Mortgage Sales in Billions



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



Rental Market & Emerging Area Developments

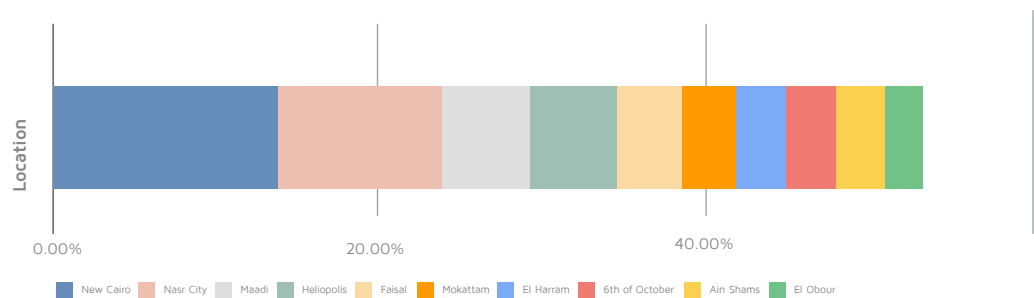
This section outlines changes in the supply and demand dynamics within the rental market, examines price trends observed over recent years, and identifies emerging real estate developments Within Greater Cairo



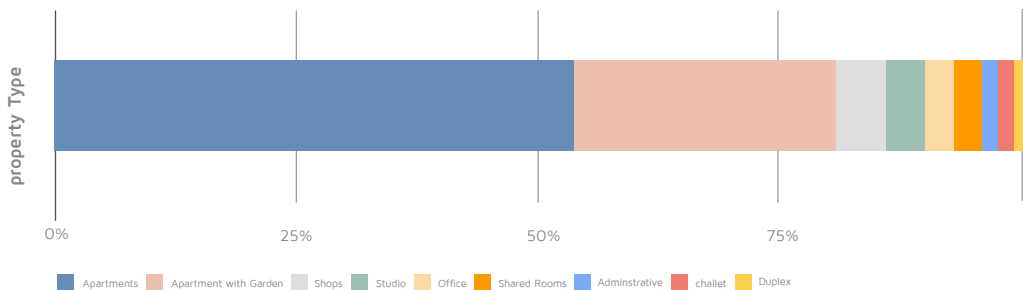
Rentals Updates in Egypt

Rental prices are driven by a property’s location, size, condition, the area’s economy, and market trends. This section analyzes the rental market in 2024. We will identify the most sought-after property types, and examine the supply and demand dynamics. Additionally, we will review the rental supply and demand trends in Egypt over the past five years.

Top 10 locations for rent (Demand)



Top 10 searched properties for rent

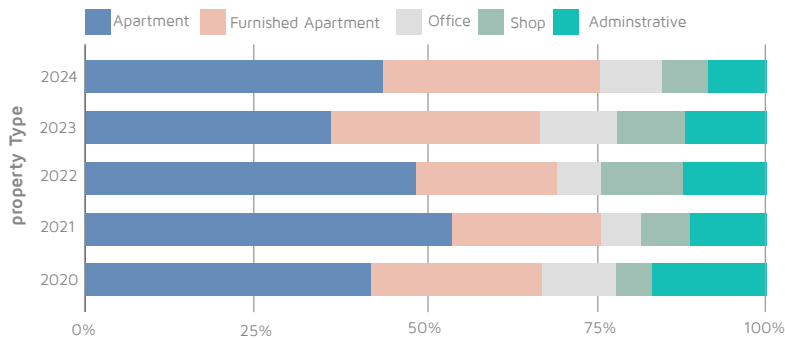


In terms of demand, residential rentals drive the market accounting for 81% of total demand, with 27.2% of customers looking for an apartment with a garden; a figure that can be linked to New Cairo’s dominant position with 25.9% of total demand for rent seeing the area’s diversified offerings of compounds.

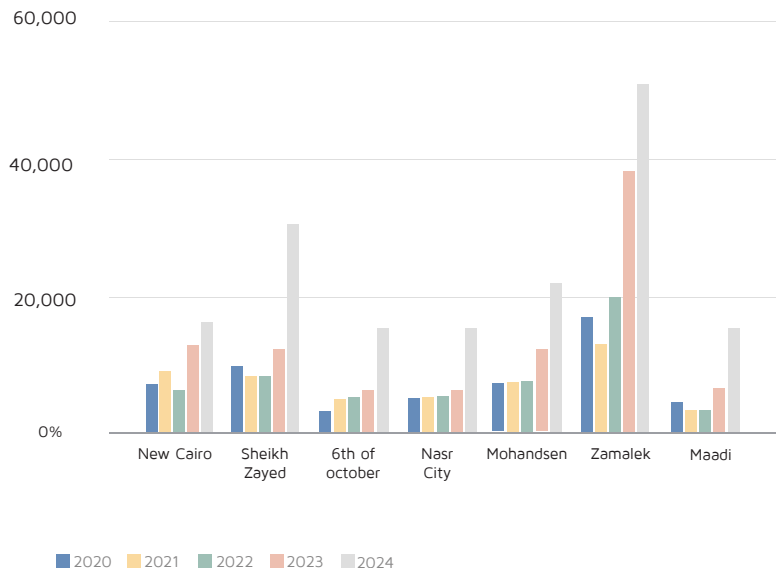


Rentals Updates in Egypt

Top 10 properties for Rent (Supply)



Monthly Rental - 100m - 150m (Unfurnished Apt.)



In terms of Supply, Apartments remain the backbone of the market, peaking at about 55 % of top-10 listings in 2021, dipping to roughly 45 % in 2023, and rebounding to 50 % in 2024

The brief doubling of shop supply in 2022 signals developers' attempt to capture a retail-reopening wave post-pandemic. Its subsequent normalization shows the importance of timing and location: retail can boost mixed-use projects, but only where foot traffic and demographics justify it.

Offices stayed in the single-digit range, reflecting either limited new deliveries or slow demand (perhaps from hybrid-work trends). Developers might consider flexible coworking or "office-lite" units rather than traditional, large-floor plate offices.

Overall, there's a clear upward trend in rental rates, with the sharpest increases seen in Zamalek and Sheikh Zayed. Zamalek witnessed a dramatic surge, more than doubling from around EGP 20K in 2020 to nearly EGP 50K in 2024, reflecting its premium location and high-end demand.

Sheikh Zayed followed with a steep rise to ~EGP 27K, likely driven by growing interest in gated compounds and suburban lifestyle.

Moderate but consistent increases were also observed in New Cairo and Mohandessin, while 6th of October and Nasr City saw smaller, steadier gains, indicating relatively more stable or affordable rental markets. Overall, the data reflects inflationary pressures, currency fluctuations, and shifting demand toward more modern, spacious living environments.

New Areas Developments in Egypt

This section is an overview of the development of the new areas in Greater Cairo highlighting the price trends over the past five years and commentary on its future prospects.

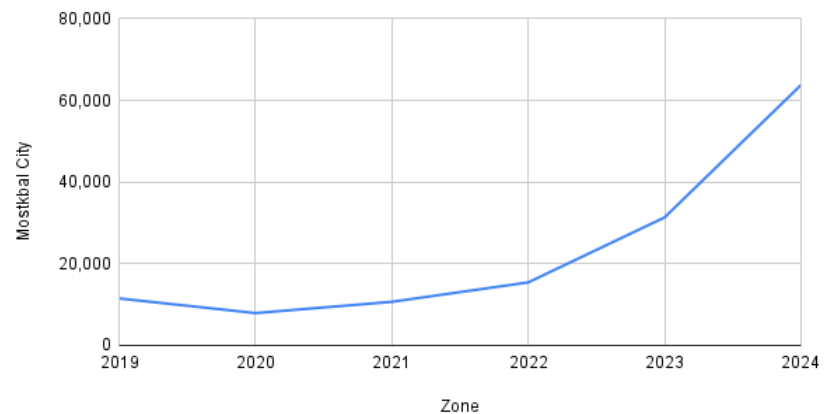


Mostakbal City



Launched in 2016, Mostakbal City - transliterated "Future City" - is a modern development in East Cairo between New Cairo and the New Administrative Capital. Spanning 11,000 feddans, it features residential, commercial, and green spaces, including a 12-kilometer "Mazar" promenade. The city is strategically connected via major roads and designed for a sustainable, integrated community.

Mostakbal City Price per Meter



💡 The significant jump in the price-per-meter in 2023 and 2024 was driven by the increase in material prices caused by the currency devaluation in Jan 2023 by 40% to \$0.03 and again in Mar 2024 dropping to \$0.02. It's also worth noting how the names of big developers attract increasing demand and adds to the value of the area.

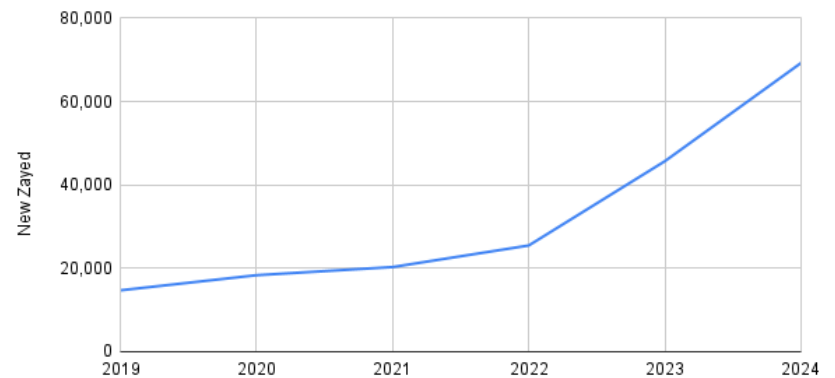


New Zayed City



Strategically located with well-planned roads and bridges; New Zayed City is a modern urban expansion located northwest of Sheikh Zayed City, covering 21,000 feddans. It aims to accommodate a population of 300K to 1M with residential, commercial, and infrastructure developments.

New Zayed Price per Meter



💡 The 241% growth in the price-per-meter in the last 2 years reflects the effect of the devaluation and the weight of the leading developers working in the area.

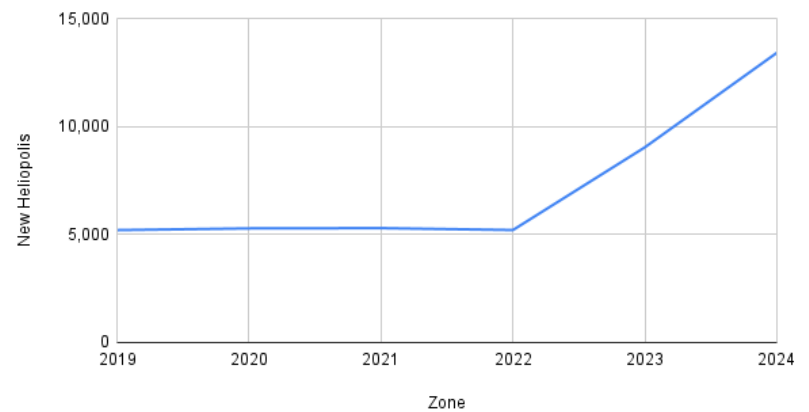


New Heliopolis



Located between the Cairo-Ismailia and Cairo-Suez Roads, New Heliopolis is a planned urban extension in East Cairo, covering 5,885 feddans. It aims to attract middle and upper-middle-class residents. With its well-connected to Greater Cairo through key road networks and its modern residential and commercial areas, it is expected to see increasing property values and demand in the future.

New Heliopolis Price per Meter



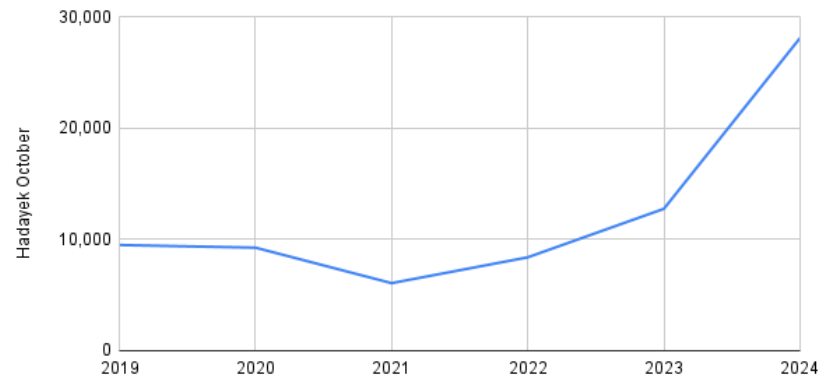
💡 The hike in the price-per-meter here cannot be compared to other areas in Cairo East due to the nature of the projects.



Hadayek October



Hadayek October Price per Meter

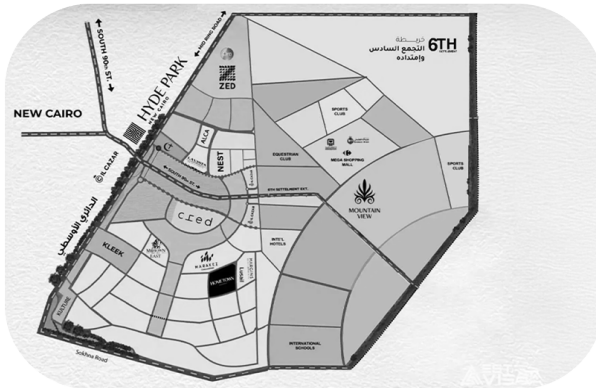


Hadayek October - transliterated "October Gardens" - is a modern residential area in Cairo West's 6th of October City. It offers a mix of housing, commercial, and recreational spaces. It targets middle and upper-middle-class residents and investors, with excellent connectivity to the center of the capital and other areas of October, it is expected to see notable growth in demand and property value in the upcoming years.

💡 Despite an increase in price-per-meter close to the 240% in the last 2 years driven by the devaluation, the area remains a good investment for the target audience of the middle and upper-middle classes.



6th Settlement



Price Per Meter

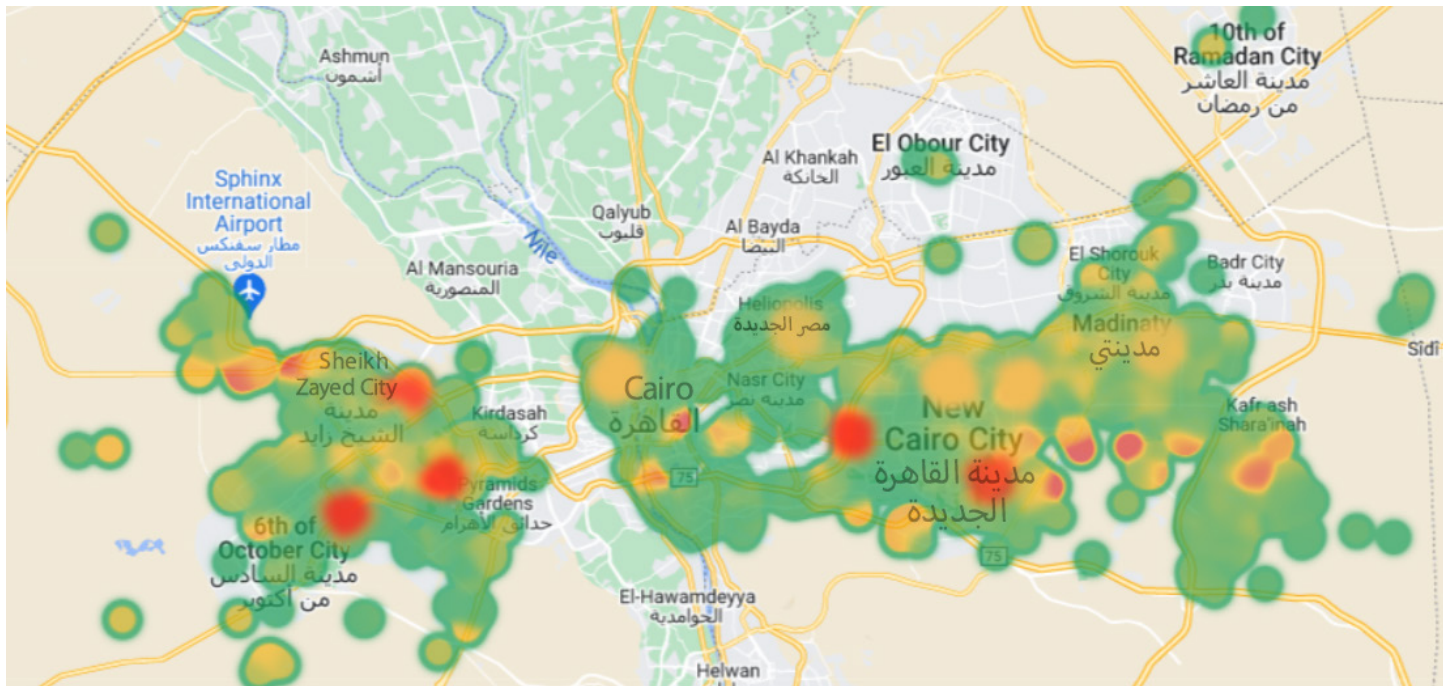
61,538 EG

Designed for high-income residents and investors, located near key roads and close to the New Administrative Capital, the 6th Settlement is a newly developed urban area in New Cairo, covering 16,000 feddans, with 4,800 feddans allocated for urban development. The area is expected to see significant growth in demand and property values.

💡 The area is new yet the price-per-meter started directly at a rate close to other high-end areas like New Zayed City or Mostakbal City.



Apartments Prices Heatmap



Maps © 2025 aqarmap price heatmaps engine

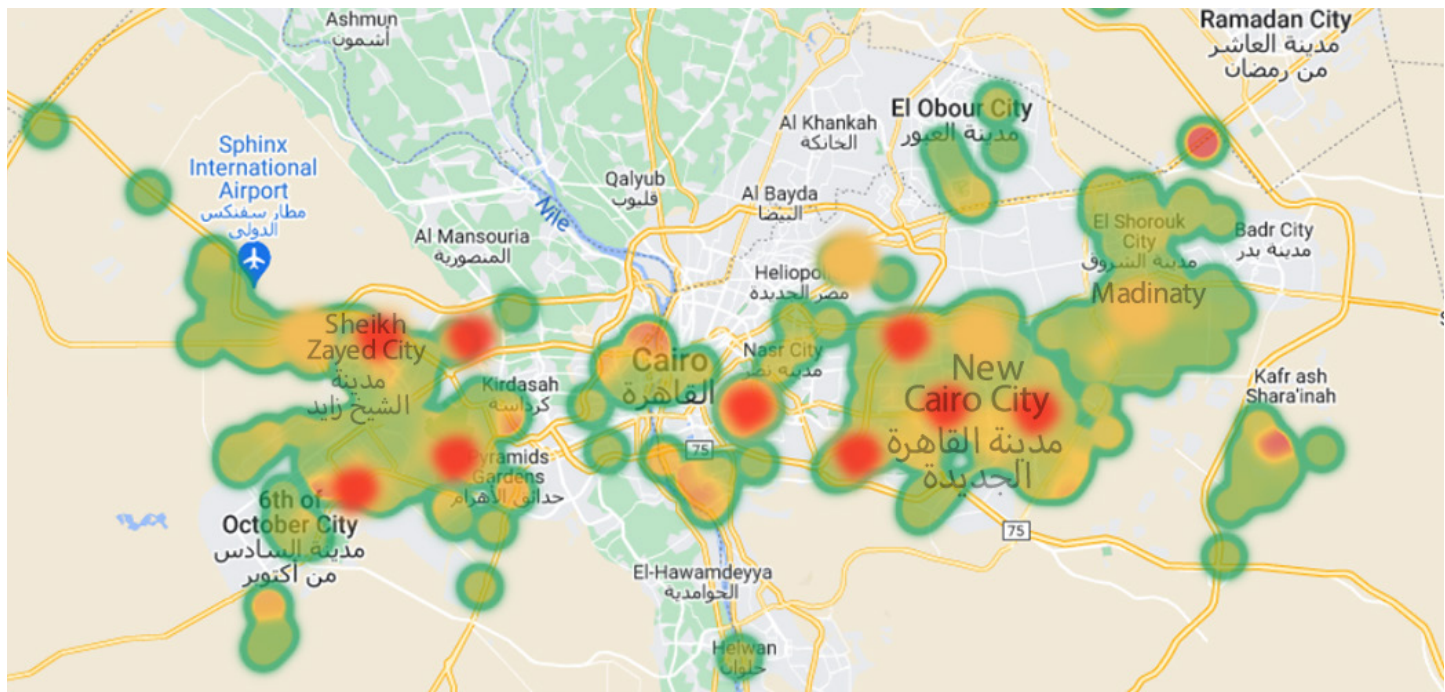
■ Most affordable areas ■ Moderate areas ■ Most expensive areas

All prices were calculated in April 2025. To get the latest prices visit:

aqarmap.com/prices



Villas Prices Heatmap



Maps © 2025 aqarmap price heatmaps engine

■ Most affordable areas ■ Moderate areas ■ Most expensive areas

All prices were calculated in April 2025. To get the latest prices visit:

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