



**THE CREW**  
PROPERTY MANAGEMENT SERVICES

# **DUBAI REAL ESTATE**

## **2025 REVIEW & 2026 MARKET OUTLOOK**

THE CREW PROPERTY MANAGEMENT SERVICES  
Dubai, UAE

[contact@thecrew.ae](mailto:contact@thecrew.ae)  
[www.thecrew.ae](http://www.thecrew.ae)

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# 1. EXECUTIVE SUMMARY

Dubai’s real estate market delivered a strong and broad-based performance in 2025, marked by sustained transaction growth, rising price benchmarks, and continued depth across residential, commercial, and land segments. Total real estate activity – encompassing sales, mortgages, and gift transfers – reached a combined value of AED 884.35 billion, representing a 16.5% year-on-year increase, while total transaction volumes (procedures) rose 13.9% to 256,906 deals. Average prices advanced to AED 1,757 per sq. ft., reflecting 14.2% annual growth, supported by demand in both prime and mid-market locations.

Market momentum remained balanced across asset types. Within the total sales volume of AED 656 billion, Ready property sales accounted for 57.6% (AED 378 billion), while Off-plan sales contributed 42.4% (AED 278 billion). However, when viewing the broader market activity split, which includes mortgages and gift transfers – Ready assets represented AED 601 billion of the total value, highlighting the significant role of secondary market financing and wealth transfers. Resi-



dential units and land transactions together represented over 77% of total market value, highlighting continued appetite for both income-generating assets and long-term development opportunities.

Notably, the market demonstrated a structural shift in entry-level pricing. The median transaction value established a new baseline at AED 1.52 million, signaling a transition toward higher-quality, end-user-centric assets. High-value transactions remained a primary engine of growth, with AED 383.5 billion transacted in properties priced above AED 10 million, accounting for 43.3% of the total market value and reinforcing Dubai’s appeal to global high-net-worth investors. Activity remained concentrated in established and high-liquidity submarkets. Business Bay, Palm Jumeirah, Jumeirah Village Circle, Burj Khalifa, and Dubai

Marina collectively accounted for a significant share of transaction value, reflecting continued demand for centrally located, well-connected, and lifestyle-driven communities.

Looking ahead to 2026, market fundamentals remain supportive. While transaction growth is expected to normalize following consecutive years of expansion, pricing resilience, selective capital appreciation, and sustained demand in prime and emerging submarkets are anticipated to underpin market performance. Opportunities are expected to remain strongest in well-located residential assets, high-quality commercial space, and master-planned developments aligned with end-user demand.

## 2. MARKET OVERVIEW

### 2.1 Economic & Regulatory Context

#### *Interest Rates & Financing Conditions (2024 – 2025)*

The financing environment in 2025 was shaped by a clear pivot in global monetary policy. Following a peak in early 2024, interest rates began easing in the second half of 2025 in line with U.S. Federal Reserve guidance, improving affordability and transaction sentiment across Dubai's real estate market.

The UAE Central Bank's base rate declined from a high of 5.40% in mid-2024 to approximately 3.65% by December 2025. Correspondingly, residential mortgage rates moderated, with most fixed-rate products ranging between 3.99% and 4.25%, compared to 5.0%-5.5% in 2024.

This reduction in borrowing costs supported a noticeable late-year acceleration in secondary market activity, particularly among end-users. As mortgage payments became more competitive relative to rental costs, the buy-versus-rent equation increasingly favoured ownership, driving demand in established residential communities.

#### *Government Policies & Regulatory Developments*

Dubai's regulatory framework in 2025 continued to prioritise long-term market stability, transparency, and institutional participation.

- **Visa Reforms:**

The AED 2 million threshold for the 10-year Golden Visa remained unchanged. Key refinements in 2025 included simplified eligibility for jointly owned spousal properties and streamlined processing for the Real Estate Investor Visa for portfolios exceeding AED 750,000, supporting mid-to-high net worth investor inflows.

- **Freehold Expansion:**

New freehold designations were introduced in strategically located districts such as Al Wasl, Meydan, and Dubai South, reinforcing the city's decentralisation strategy and broadening ownership opportunities beyond traditional coastal and CBD zones.

- **Developer Accountability:**  
Updated RERA regulations now require third-party engineering audits before escrow fund withdrawals, ensuring closer alignment between construction progress and capital deployment – an important safeguard for off-plan investors.
- **Sustainability Mandates:**  
Project approvals in 2025 were increasingly tied to Green Building Standards, including energy efficiency, water recycling, and renewable integration, supporting the UAE's Net Zero 2050 agenda and enhancing long-term asset resilience.

## 2.2 Investment Climate & Macro Indicators

### *Foreign Investment Flows*

Dubai retained its position as the world's leading destination for Greenfield Foreign Direct Investment in the first half of 2025. Real estate remained a primary beneficiary, attracting approximately AED 40.4 billion (USD 11.0 billion) in inbound FDI during H1 2025 alone – representing a 62% year-on-year increase.

Investor demand was led by buyers from the United Kingdom, India, and Saudi Arabia, alongside rising participation from Chinese and Turkish investors, reflecting Dubai's continued appeal as a global safe-haven market.

High-net-worth interest also strengthened. According to Knight Frank, 52% of global UHNWIs (net worth exceeding USD 20 million) expressed interest in acquiring UAE property in 2025, up from 49% in 2024.

### *Global Macroeconomic Backdrop*

- **Oil Prices:** Brent crude traded largely within the USD 75-85 per barrel range throughout 2025. This pricing environment supported fiscal surpluses while enabling continued investment in infrastructure under Dubai's D33 Economic Agenda, without the need for additional property-related taxation.
- **Currency Stability:** The USD-AED peg at 3.67 remained a cornerstone of Dubai's investment appeal. While periods of USD strength increased entry costs for some international buyers, the peg reinforced Dubai's positioning as a capital preservation market during global volatility.
- **Economic Growth:** The UAE Central Bank projected GDP growth of 4.4% in 2025, driven primarily by a 4.5% expansion in the non-oil sector, with real estate, tourism, logistics, and financial services acting as key contributors.

## 2.3 Preview: Outlook for 2026

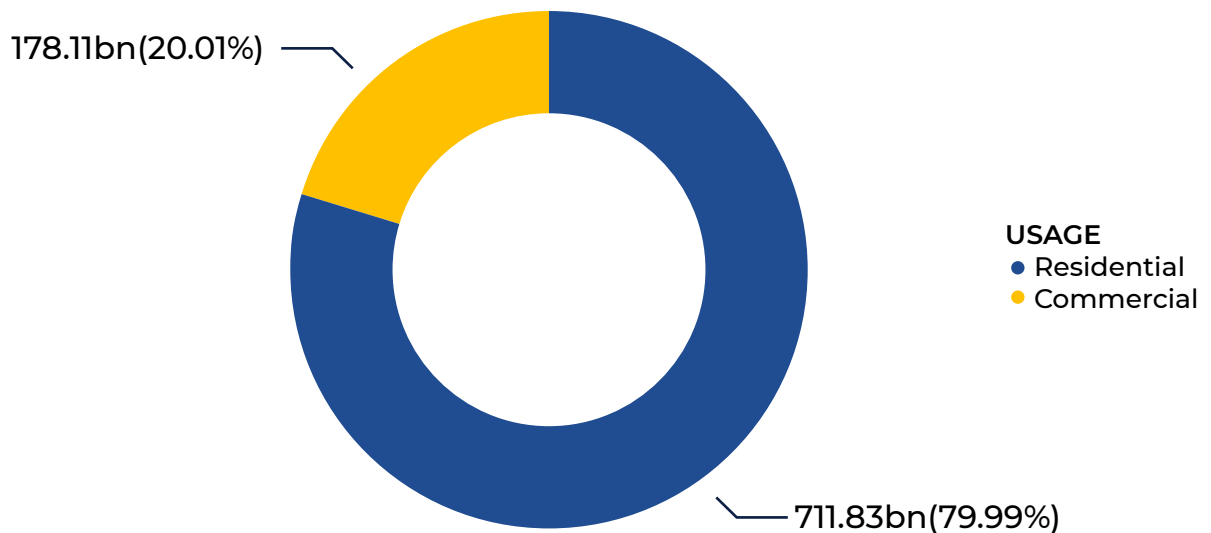
The outlook for 2026 is characterised by balanced and sustainable growth, following several years of accelerated expansion.

- **Supply Pipeline:** Over 90,000 residential units are scheduled for delivery in 2026. However, based on historical completion patterns, effective handovers are expected to be closer to 65,000 units, mitigating immediate oversupply concerns.
- **Shift Toward Yield-Driven Strategies:** As capital appreciation moderates to 3%-5% annually, investor focus is expected to pivot toward income generation. Rental yields remain attractive, particularly in mid-market

communities such as JVC and Arjan, where yields of 6%-9% continue to be achievable.

- The “Dubai South” Effect: The ongoing expansion of Al Maktoum International Airport is expected to accelerate development activity in the southern corridor of the city. In 2026, Dubai South is likely to emerge as a key growth engine, supported by infrastructure investment, logistics demand, and long-term population inflows.

### 3. SECTOR ANALYSIS



#### 3.1 Residential Sector

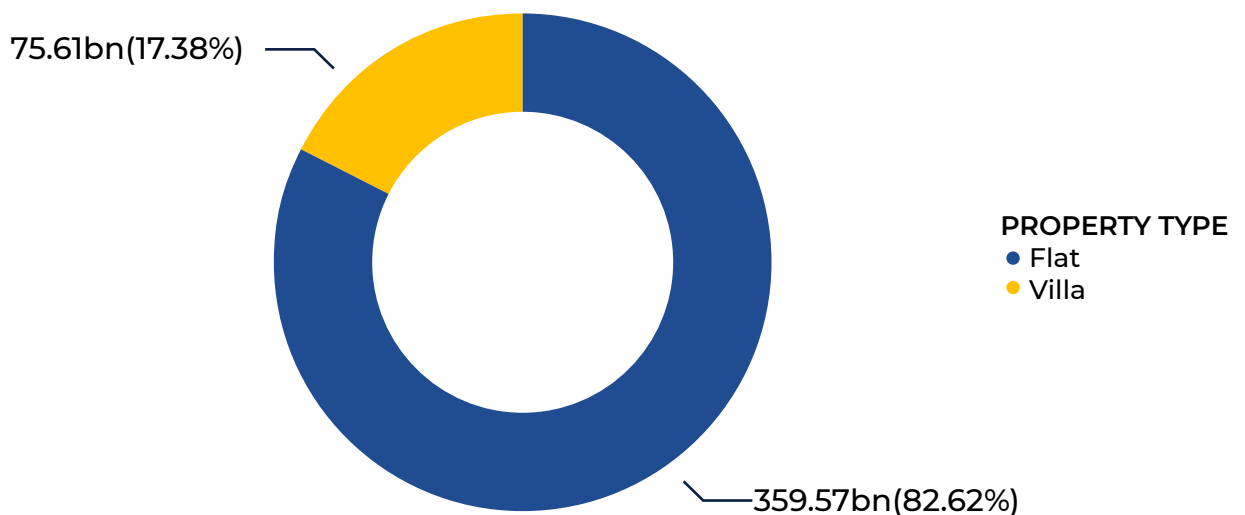
##### 3.1.1 Residential Market Overview

The residential sector remained the primary growth engine of Dubai's real estate market in 2025, accounting for the overwhelming majority of market activity by both value and volume.

- Total Residential Transaction Value: AED 711.83 billion
- Total Residential Transactions: 250,290 deals

This dominance underscores Dubai's continued positioning as a global residential investment destination, driven by population growth, sustained investor inflows, and end-user demand.

##### 3.1.2 Property Type Performance



## **Apartments**

Apartments remained the most liquid and actively traded residential asset class.

- Transaction Value: AED 359.56 billion
- Transaction Volume: 195,573 deals
- Average Price per Sq.Ft: AED 1,775.16

Apartments accounted for the bulk of residential transactions, supported by strong mid-market demand, off-plan launches, and investor-driven activity in high-density communities.

## **Villas**

Villa transactions reflected Dubai's growing appeal among long-term residents and high-net-worth buyers seeking larger living formats.

- Transaction Value: AED 75.61 billion
- Transaction Volume: 20,193 deals
- Average Price per Sq.Ft: AED 1,422.33

While villa volumes remained significantly lower than apartments, higher ticket sizes and lifestyle-driven demand sustained value growth.

### **3.1.3 Ready vs Off-Plan Residential Market**

The 2025 residential market was characterized by a healthy balance of capital movement, with ready-to-move-in assets dominating the total value landscape due to high secondary market liquidity and mortgage registrations.

#### **Ready Properties**

- Total Activity Value: AED 426.72 billion
- Transaction Volume: 129,438 deals
- Average Price per Sq.Ft: AED 1,368.47

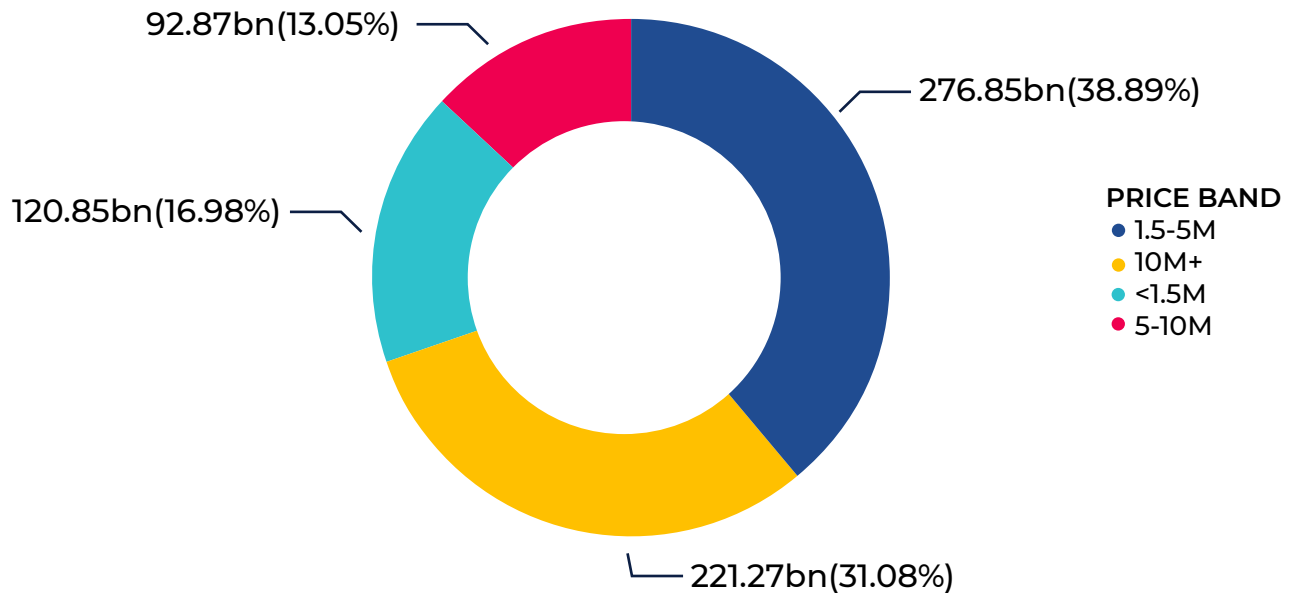
Ready properties continued to attract end-users and yield-focused investors, particularly in established communities with immediate occupancy and rental income.

#### **Off-Plan Properties**

- Total Activity Value: AED 285.10 billion
- Transaction Volume: 130,610 deals
- Average Price per Sq.Ft: AED 2,029.37

While Off-plan sales demonstrated a higher growth rate in direct investor entry, Ready Property activity retained a larger share of the total value. This is a critical indicator of market maturity, as it highlights a robust financing ecosystem where end-users are heavily utilizing mortgages and secondary market transfers to secure immediate housing.

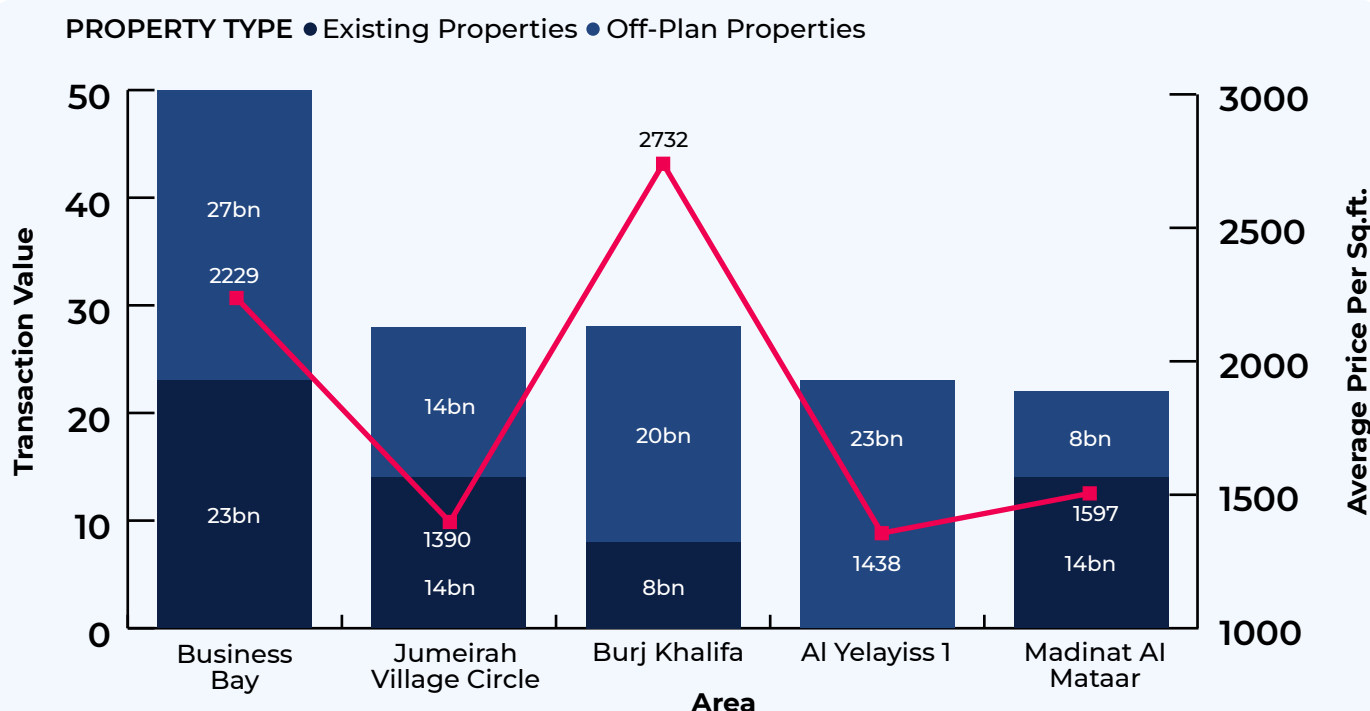
### 3.1.4 Residential Price Band Analysis



Residential demand in 2025 was spread across all price segments, highlighting both affordability-driven and luxury-led activity.

- Sub-AED 1.5M units drove volume, reflecting strong end-user participation.
- AED 1.5M-5M emerged as the core market segment by value.
- The AED 10M+ segment alone contributed over AED 221 billion, underlining Dubai's strength in the luxury and ultra-luxury space.

### 3.1.5 Top Residential Submarkets Top Performing Areas (2025)



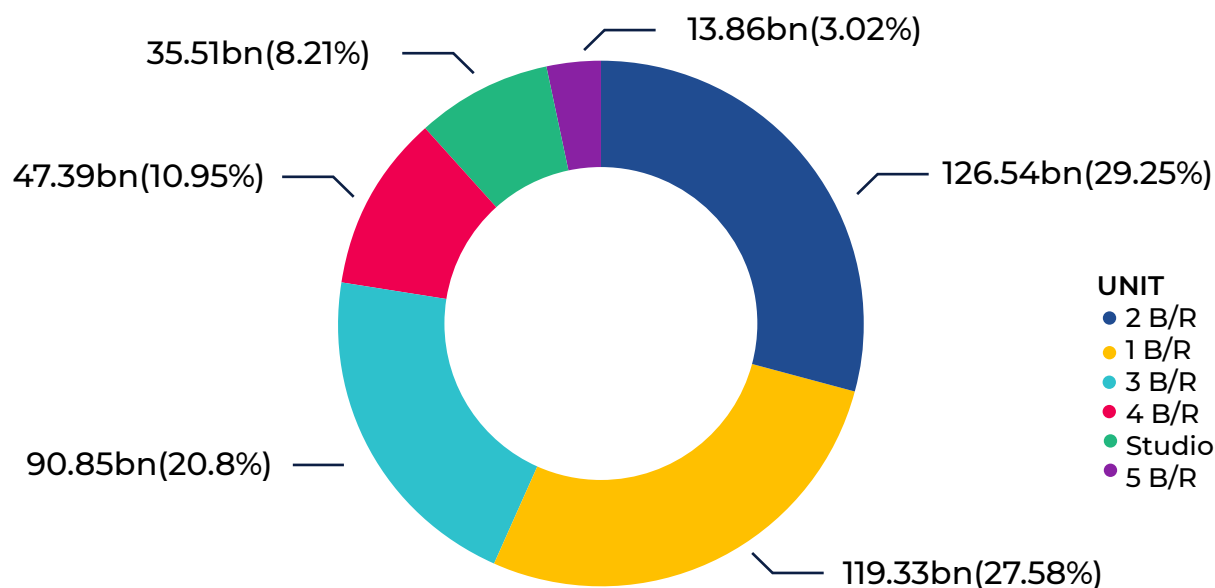
High-performing submarkets continued to concentrate transactional activity, combining liquidity, price growth, and diverse buyer profiles.

Submarket	Transaction Value (AED)	Transactions	Avg Price per Sq.Ft (AED)	Avg Deal Size (AED)
Business Bay	49.74B	17,376	2,229	2.86M
Jumeirah Village Circle (JVC)	28.45B	22,578	1,390	1.26M
Burj Khalifa	28.03B	5,963	2,732	4.70M

#### Key Insights:

- Business Bay maintained its position as Dubai's most active residential submarket, supported by its central location, mixed-use developments, and strong off-plan supply. The market here is primarily volume-driven with moderate pricing.
- Jumeirah Village Circle (JVC) emerged as the most liquid mid-market hub, driven by affordability, rental yield attractiveness, and strong off-plan absorption. High transaction volumes indicate broad investor and end-user participation.
- Burj Khalifa continued to represent ultra-luxury residential demand, characterized by high ticket sizes and limited supply. Price appreciation is the primary driver of market value in this submarket, rather than transaction volume.

### 3.1.6 Unit Configuration Demand



Unit Type	Transaction Value (AED)	Deals	Avg Price per Sq.Ft (AED)
1 Bedroom	119.33B	88,061	1,706.27
2 Bedroom	126.54B	52,390	1,794.50
Studio	35.51B	46,816	1,806.89
3 Bedroom	90.00B	22,755	1,830.15
4 Bedroom	47.39B	8,737	1,613.60
5 Bedroom	13.86B	1,058	2,021.29

Demand in 2025 skewed toward compact, functional layouts, reinforcing the strength of the apartment-led market.

- 1BR and 2BR units dominated transactional activity.
- Studios remained popular among yield-focused investors.
- Larger units, while limited in volume, commanded higher absolute deal values.

## 3.2 COMMERCIAL SECTOR

### 3.2.1 Commercial Market Overview

The commercial sector accounted for a smaller but strategically important share of market activity in 2025.

- Total Commercial Transaction Value: AED 178.11 billion
- Total Transactions: 6,616 deals
- Average Price per Sq.Ft: AED 1,691.64

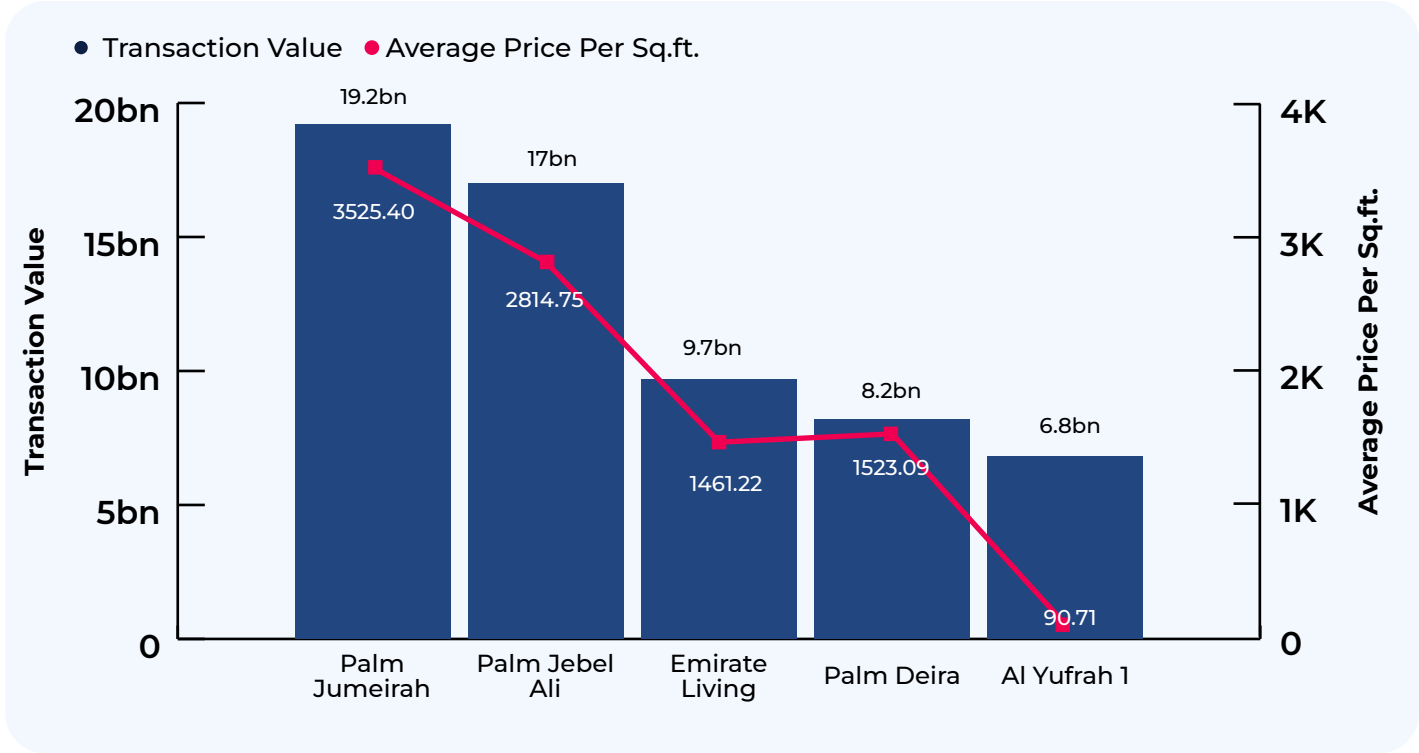
Commercial activity reflected selective institutional and high-value acquisitions rather than broad-based volume growth.

### 3.2.2 Top Commercial Hubs

Commercial demand remained concentrated in established and emerging high-value zones.

Submarket	Transaction Value (AED)	Deals	Avg Price per Sq.Ft (AED)	Avg Deal Size (AED)
Palm Jumeirah	19.18B	408	3,525.40	47.01M
Palm Jebel Ali	17.01B	688	2,814.74	24.72M
Emirate Living	9.70B	479	1,461.21	20.26M
Palm Deira	8.19B	232	1,523.68	35.30M
Al Yufrah 1	6.80B	2	90.70	3.40B

High average deal sizes indicate portfolio-level and land-led commercial transactions, particularly in waterfront and master-planned developments.



## 4. GEOGRAPHICAL ANALYSIS

### 4.1 Market Concentration Overview

Dubai’s real estate activity in 2025 remained highly concentrated within a limited number of core submarkets, with the top five areas accounting for a significant share of total transaction value, reflecting both liquidity depth and pricing power. Compared to 2024, the ranking and composition of these leading areas reveal a clear divergence between volume-driven districts and capital-intensive prime locations.

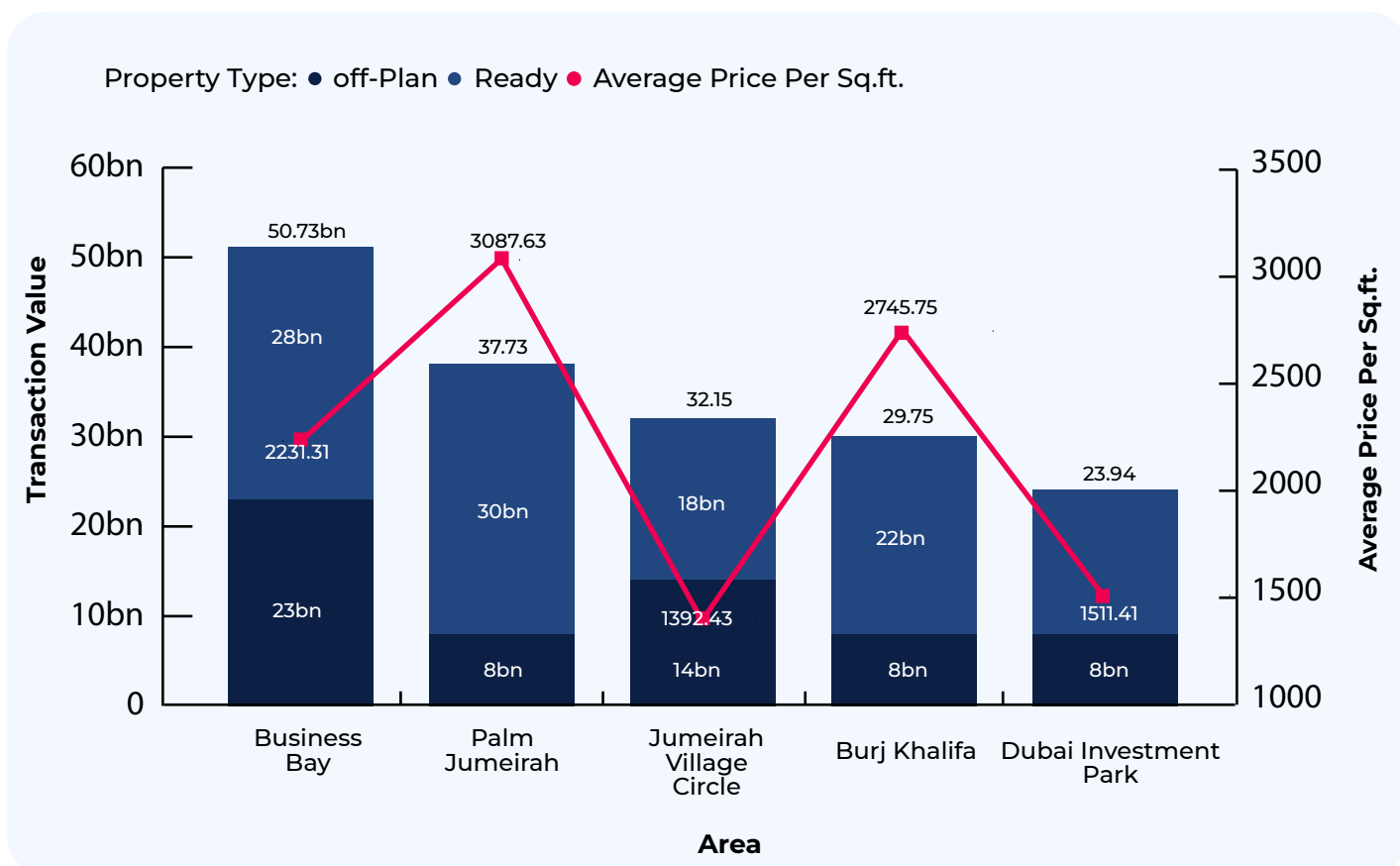
## 4.2 Leading Submarkets by Transaction Value (2025)

Business Bay emerged as Dubai's most active real estate hub in 2025, recording AED 50.73 billion in transaction value across 17,380 deals, supported by a balanced mix of residential and commercial activity. Average pricing remained relatively stable at AED 2,231 per sq.ft, indicating that growth was primarily volume-led rather than price-driven. This reinforces Business Bay's position as the city's primary liquidity center.

Palm Jumeirah retained its status as Dubai's premier luxury destination, with AED 37.73 billion in transaction value from 2,881 transactions. Despite lower deal volumes compared to mass-market areas, average prices climbed to AED 3,079 per sq.ft, underlining strong pricing power driven by limited supply and sustained demand from high-net-worth investors.

Jumeirah Village Circle (JVC) recorded AED 32.14 billion in transaction value supported by 22,669 transactions, the highest deal volume among the top-performing areas. With an average price of AED 1,392 per sq.ft, JVC continued to function as a key mid-market and yield-driven location, contributing materially to overall market liquidity.

Burj Khalifa transactions totaled AED 29.75 billion across 5,968 deals, with average prices reaching AED 2,746 per sq.ft. While transaction volumes moderated compared to 2024, price appreciation remained robust, reflecting the area's ultra-prime positioning and investor preference for trophy assets



### 4.3 Year-on-Year Shifts in Key Locations (2024 – 2025)

A comparison with 2024 highlights several notable structural shifts:

- Business Bay strengthened its leadership position, driven by a sharp increase in transaction volumes.
- JVC entered the top-tier ranking in 2025, replacing previously dominant coastal locations and underscoring growing demand for affordable, investor-friendly communities.
- Dubai Marina, while maintaining strong pricing growth, experienced a relative decline in transaction value, reflecting reduced turnover.
- Palm Jumeirah and Burj Khalifa demonstrated resilience, with price appreciation offsetting softer volumes, reinforcing their role as capital preservation markets.

### 4.4 Pricing vs Liquidity Dynamics

Geographical pricing patterns in 2025 clearly separated Dubai's submarkets into three distinct profiles:

- High liquidity, moderate pricing: Business Bay, JVC
- High pricing, lower turnover: Palm Jumeirah, Burj Khalifa
- Mature lifestyle markets: Dubai Marina

This dispersion highlights a structurally healthy market, where price appreciation is concentrated in supply-constrained prime zones, while transaction volumes are driven by accessible mid-market communities.

### 4.5 Key Takeaways

- Dubai's real estate market in 2025 exhibited strong geographical segmentation, with distinct roles played by different submarkets.
- Liquidity hubs such as Business Bay and JVC were critical in sustaining overall transaction volumes.
- Prime and ultra-luxury districts continued to attract high-value capital, supported by pricing power rather than deal count.
- The shifting prominence of mid-market areas reflects evolving buyer preferences toward affordability, yield stability, and long-term end-user demand.

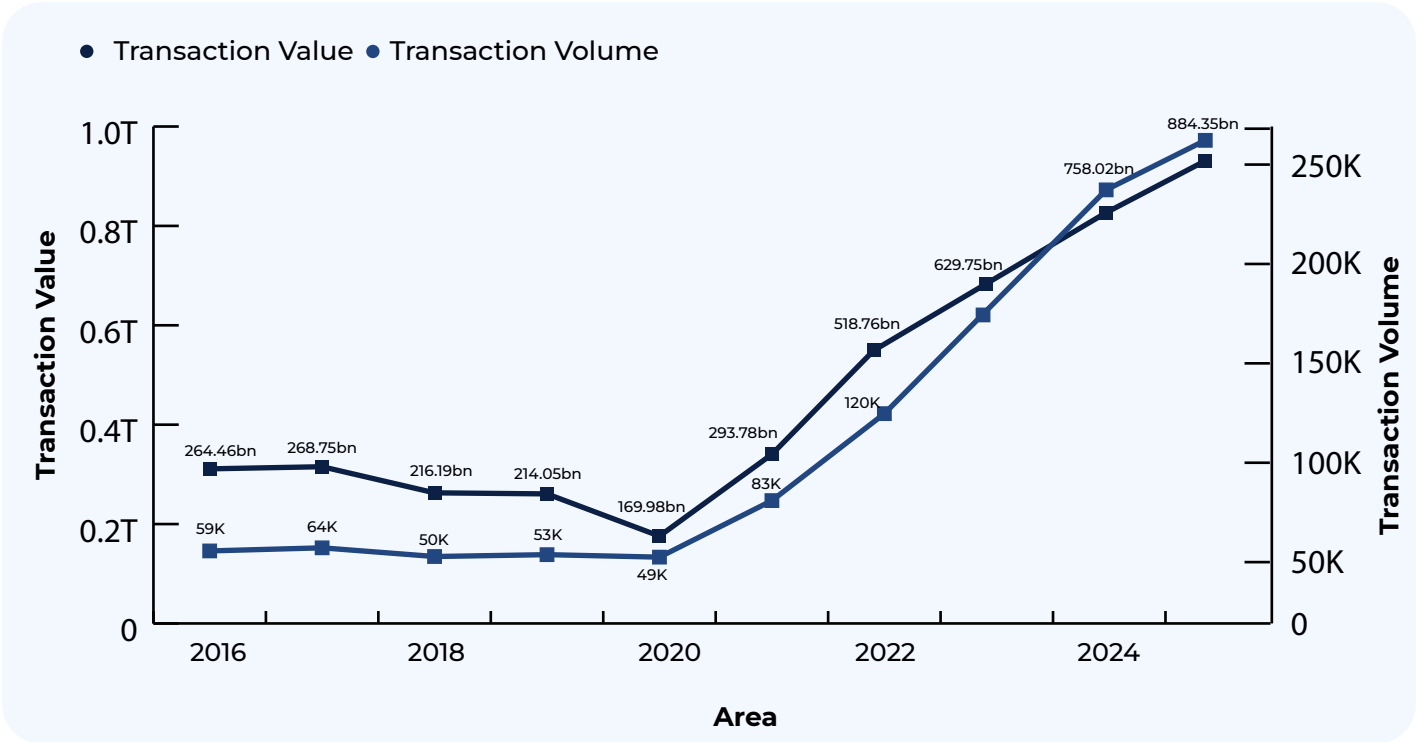
## 5. HISTORICAL TRENDS (2016–2025)

### 5.1 Market Size Evolution

Dubai's real estate market experienced significant growth over the last decade, reflecting both transaction volume and value expansion. In 2016, the market recorded 59,024 deals worth AED 264.46 billion, while by 2025, total transactions reached 256,906 deals totaling AED 884.35 billion, representing a 4.35x increase in volume and a 3.34x increase in value.

The market exhibited moderate growth between 2016 and 2019, followed by a COVID-19-induced contraction in 2020, when transaction volume dropped to 49,141

deals and total value to AED 169.98 billion. The post-pandemic period (2021 – 2025) witnessed a strong recovery, with annual growth accelerating, particularly in 2022 – 2025, culminating in the highest-ever market activity in 2025.



### 5.2 Price Dynamics

The average price per square foot has steadily increased from AED 1,083 in 2016 to AED 1,757 in 2025, a 62% rise over the decade. Similarly, the median deal value rose from AED 1.29 million to AED 1.52 million, reflecting an appreciation in mid-market property prices alongside the overall market expansion.

Insights:

- Pre-COVID years (2016 – 2019) saw stable prices with minor fluctuations.
- Post-2020 recovery and policy reforms led to accelerated price growth, particularly in premium submarkets.
- The gap between average and median prices indicates that high-value transactions are increasingly driving market averages, while mid-market activity remains strong.

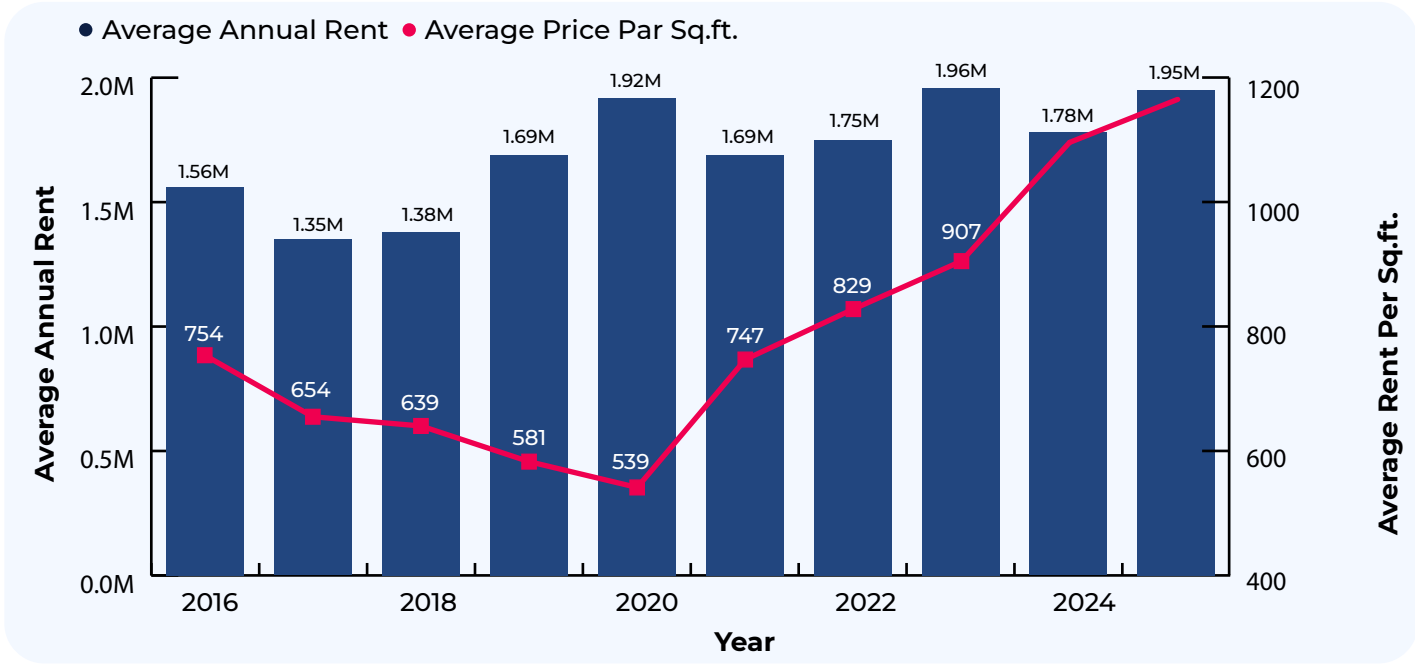


### 5.3 Rental Trends

Rental rates have also trended upwards, albeit at a more moderate pace. The average rent per square foot increased from AED 754 in 2016 to AED 1,069 in 2025, reflecting sustained demand in both mid-market and premium segments.

Insights:

- Rent growth lagged property price growth, indicating slightly compressed yields in luxury submarkets.
- Mid-market areas continue to offer attractive rental yields, supporting investor interest.



### 5.4 Key Market Phases

- 2016 – 2019: Moderate growth; average price per square foot remained in the AED 1,100 – 1,180 range.

- 2020: COVID-19 impact led to a temporary contraction in both volume and value.
- 2021 – 2023: Recovery phase; transaction volume doubled, supported by policy incentives and foreign investment.
- 2024 – 2025: Post-pandemic boom; 2025 recorded the highest market activity with AED 884B in value and 256,906 deals.

## 5.5 Year-on-Year Growth

Dubai's real estate market demonstrated robust growth in 2025, building on the post-pandemic recovery momentum from 2021 – 2024. Both transaction volume and value reached record highs, reflecting sustained investor confidence and strong end-user demand.

### Overall Market Growth (YoY):

Metric	2024	2025	YoY Change
Total Transaction Value (AED)	759B	884.35B	+16.5%
Total Transaction Volume (Deals)	225,460	256,906	+13.9%
Average Price per Sq.Ft. (AED)	1,538	1,757	+14.2%

The data shows that while total transaction volumes expanded, property price growth remained steady, indicating a balanced recovery across both mid-market and premium segments.

### Segment-Wise Transaction Value (YoY):

Segment	2024 Value (AED)	2025 Value (AED)	YoY Change
Units	317.21B	396.28B	+25%
Land	360.10B	423.43B	+18%
Buildings	81.39B	70.23B	-14%

### Average Property Prices by Type (AED):

Property Type	2024 Avg Price (AED)	2025 Avg Price (AED)	YoY Change
Apartment	1.70M	1.83M	+7.6%
Villa	3.16M	3.74M	+18.4%
Office/ Commercial	2.15M	2.73M	+27%

## Insights:

- Commercial/Office segment shows the highest price appreciation (+27%), highlighting strong demand for premium commercial spaces.
- Apartment prices show steady growth, reflecting stable mid-market demand.
- Villa prices showed growth (+18.4%), reflecting a significant supply-demand imbalance in the luxury and family-living segments.

## 5.6 Summary Insights

Dubai's real estate market has transitioned from steady pre-COVID growth to robust post-pandemic expansion, supported by both end-user demand and investor inflows.

Mid-market segments have led volume-driven growth, while premium submarkets have driven price-led expansion.

The historical trends lay a solid foundation for the 2026 market outlook, indicating continued demand across both mid-market and luxury segments, albeit with more emphasis on yield optimization and strategic investment in emerging areas.

# 6. MAJOR PROJECTS & LAUNCHES 2025

## 6.1 Top Transactional Projects in 2025

Project Name	Submarket	Transaction Value (AED)	Deals	Avg Deal Size (AED)	Avg Price per Sq. Ft. (AED)
The Oasis – Palace Villas – Ostra	Me'Aisem Second	9.14B	504	18.14M	~1,700
The Oasis – Address Villas – Tierra	Me'Aisem Second	8.16B	472	17.29M	~1,603
Emirates Hills	Al Thanayah Fourth	6.36B	122	52.17M	~2,197
Binghatti Skyrise	Business Bay	5.30B	2,662	1.99M	~2,715
Jumeirah Residences Emirates Towers	Trade Center Second	4.64B	708	6.56M	~4,941

## Insights:

- The Oasis Effect: Me'Aisem Second has evolved into a high-value villa destination, with Emaar's Ostra and Tierra sub-segments accounting for over AED 17 billion alone.
- Liquidity Leader: Binghatti Skyrise in Business Bay is the most liquid project of 2025 by volume, recording 2,662 transactions.
- Capital of Branded Living: Jumeirah Residences (Emirates Towers District) achieved record price-per-square-foot benchmarks for non-waterfront assets.

## 6.2 Major 2025 Launches & Project Highlights

- STAX (JVC): Luxury twin-tower project by Pasha One launched in Q4 2025; starting prices ~AED 663,000 with a 40/60 payment plan.
- Rosehill (Dubai Hills Estate): Premier golf-facing launch by Emaar; strong investor interest due to boutique low-rise design, starting AED 1.6 million.
- WAADA (Dubai South): Formerly "Bahria Town Dubai," 20M sq.ft. master community by BT Properties; includes a replica Eiffel Tower and Masjid-e-Riaz.
- Binghatti Flare & Aquarise: Part of Binghatti's "hyper-tower" strategy; dominated Q3/Q4 sales in Business Bay and Al Furjan.

*Note: Launch pricing and payment structures are indicative and subject to change by developers.*

## 6.3 Market Context Behind the Numbers

- Secondary Market Surge: Ready properties maintained a 68% share of total transaction value late in the year due to Central Bank rate cut to 3.65%.
- Developer Discipline: While 90,000 units were announced, only ~52,000 were handed over, avoiding anticipated oversupply.

## 6.4 Strategic Insights for 2026

- Supply vs. Demand: With 120,000+ units in the 2026 pipeline, investors should focus on projects with unique USPs (e.g., golf-views, branded services) to preserve rental premiums.
- Infrastructure Play: Dubai South corridor (Waada and Emaar South) expected to see highest capital appreciation due to Al Maktoum Airport expansion.
- Yield Outlook: Net yields in JVC and Business Bay remain strong at 6.5% – 8.2%, outperforming global hubs like London or New York.

## 7. 2026 MARKET OUTLOOK

### 7.1 Transaction Volume & Value Forecasts

Based on historical growth trends (2016–2025) and 2025 performance:

Metric	2025 Actual	2026 Forecast	YoY Change
Total Transaction Value (AED)	884.35B	~1,020B	+15.3%
Total Transaction Volume (Deals)	256,906	~300,000	+12.5%
Residential Value (AED)	711.83B	~820B	+15.2%
Residential Volume (Deals)	250,290	~290,000	+13.7%
Commercial Value (AED)	178.11B	~200B	+12.3%
Commercial Volume (Deals)	6,616	~7,500	+13.4%

The residential segment will continue to dominate total market activity, while commercial/office demand is expected to rebound slightly due to post-pandemic corporate expansion and speculative investments in prime locations.

### 7.2 Price Forecasts (AED per Sq.Ft.)

Property Type	2025 Avg Price (AED)	2026 Forecast (AED)	YoY Change
Apartment	1,775	~1,870	+5.3%
Villa	1,422	~1,490	+4.8%
Office/ Commercial	1,692	~1,800	+6.4%

Price appreciation is expected to moderate across residential and commercial segments, reflecting a maturing market with strong end-user and investor participation. Luxury villas and branded apartments may outperform mid-market units due to scarcity and demand.

## 7.3 Property Type & Price Band Trends

### Residential Price Bands (Forecasted Share):

Price Range (AED)	Forecasted Deals	YoY Growth
<1.5M	~120k deals	+13%
1.5M–5M	~105k deals	+5%
5M–10M	~14k deals	+2%
>10M	~8k deals	+6%

Mid-tier units will remain the backbone of the market. Ultra-luxury (>10M) transactions will continue to attract high-net-worth investors, particularly in iconic waterfront locations.

### 7.4 Top Zones & Emerging Submarkets

- Expected High-Growth Areas: Business Bay, Jumeirah Village Circle, Dubai South, Dubai Marina
- Emerging Zones: Newly launched freehold districts in Al Wasl, Meydan, and Dubai South
- Price Dynamics: JVC and Dubai South may offer the highest rental yields (6.5 – 8.2%), while luxury waterfront zones maintain high capital value.

Capital is likely to flow to submarkets with both infrastructural expansion and end-user affordability, while iconic zones will maintain price premiums.

### 7.5 Market Drivers

- Infrastructure Expansion: Completion of Al Maktoum International Airport phases, metro extensions, and Expo 2020 legacy projects.
- Policy Support: Streamlined investor visa and freehold expansions.
- Global Investment Flows: UAE remains a “safe-haven” hub; HNWIs from Europe, India, and Saudi Arabia expected to continue inflows.

### 7.6 Investment & Yield Outlook

Submarket	Avg Rental Yield (%)	Key Opportunity
Jumeirah Village Circle (JVC)	6.5% – 7.5%	Strong end-user demand combined with yield-focused investor appeal
Business Bay	7.0% – 8.0%	High liquidity in ready properties and short-term capital appreciation potential
Dubai South	6.8% – 8.2%	Emerging master-planned community supported by airport-led infrastructure growth
Palm Jumeirah	4.5% – 5.5%	Luxury capital preservation, limited supply, long-term value resilience

## 7.7 Risks & Opportunities

- Risks: Potential oversupply in mid-market off-plan projects; global interest rate fluctuations may impact investor financing.
- Opportunities: Unique projects with branded services, golf-course views, and proximity to metro lines likely to outperform; secondary market ready units will continue attracting end-users.

## 8. STRATEGIC INSIGHTS & RECOMMENDATIONS

### 8.1 Key Market Insights from 2025

Dubai's real estate market in 2025 demonstrated a clear shift toward maturity, with growth increasingly driven by fundamentals rather than speculative momentum. Residential assets dominated overall market activity, accounting for 97.5% of transaction volume and approximately 80% of total transaction value.

Market liquidity remained broad-based. Mid-market communities such as Jumeirah Village Circle and Business Bay were the primary contributors to transaction volumes, reflecting strong end-user and yield-focused investor demand. At the same time, prime districts including Palm Jumeirah and Burj Khalifa continued to attract high-value, price-led transactions supported by limited supply and sustained international interest.

Off-plan demand remained resilient, underpinned by flexible payment plans and a strong developer pipeline. However, data indicates increasing buyer selectivity, with capital gravitating toward established developers and well-located projects. Ready properties retained dominance in transaction value, reflecting improved mortgage affordability and a growing preference for immediate occupancy.

### 8.2 Investor Strategy Recommendations

#### Capital Appreciation-Focused Investors

- Investors targeting capital growth should prioritize emerging, infrastructure-driven corridors such as Dubai South, Emaar South, and Me'Aisem Second. These areas benefit from large-scale master planning, improving connectivity, and upcoming infrastructure catalysts, positioning them for above-average appreciation over the medium term.
- Projects offering clear differentiation – such as branded residences, golf-facing developments, and low-density villa communities are expected to outperform as overall price growth moderates.

#### Yield-Oriented Investors

- Mid-market apartment communities, particularly Jumeirah Village Circle and Business Bay, continue to offer attractive rental yields supported by high transaction liquidity and sustained leasing demand.
- One-bedroom and two-bedroom units remain the most liquid asset class, accounting for the majority of residential transaction volumes and demonstrating stable price-per-square-foot performance.

## **Luxury & Ultra-High-Net-Worth Buyers**

- Prime and ultra-prime assets in locations such as Palm Jumeirah and Downtown Dubai continue to function as long-term capital preservation instruments. Limited supply, strong global demand, and currency stability underpin value resilience in this segment.

## **8.3 Recommendations for End-Users**

The expanding residential supply pipeline expected in 2026 is likely to improve buyer choice and negotiation leverage. End-users are advised to focus on ready or near-completion properties to reduce delivery risk and benefit from current financing conditions.

Communities with established infrastructure, transport connectivity, and integrated lifestyle amenities are expected to outperform in long-term livability and resale value.

## **8.4 Developer & Market Stakeholder Implications**

Developers are increasingly shifting from volume-led launches to absorption-focused strategies. Pricing discipline, efficient unit layouts, and realistic handover timelines are becoming the primary differentiators in buyer decision-making.

- **Sweet Spot for Demand:** Projects targeting the AED 1.5 million to AED 5 million price segment are expected to achieve the fastest absorption rates, reflecting the depth of mid-to-high-tier end-user demand.
- **Payment Plan Evolution:** To maintain liquidity, developers are pivoting toward sustainable milestone-linked plans (e.g., 60/40 or 50/50), moving away from the aggressive post-handover structures common in previous cycles.
- **Trust & Compliance:** Regulatory compliance, escrow discipline, and sustainability (ESG) alignment are now central to maintaining buyer confidence. Energy-efficient projects are beginning to command a premium in both rental yields and resale value.

## **8.5 Submarkets to Watch in 2026**

As the market matures, capital appreciation is becoming highly localized. The following areas are positioned for outsized performance:

- **Dubai South:** Expected to be the primary beneficiary of the AED 128 billion Al Maktoum International Airport (DWC) expansion, driving long-term aviation-led residential demand.
- **Business Bay:** Positioned to retain its status as Dubai's most liquid mixed-use district, serving as a hub for both high-end corporate leasing and branded residences.
- **Jumeirah Village Circle (JVC):** Remains the city's leading yield-driven residential hub, though 2026 will see a shift toward "premium-midmarket" offerings as the community matures.
- **Me'Aisem Second:** Emerging as a critical villa-led capital appreciation market, benefiting from proximity to major transport corridors and newer master plans.
- **Palm Jumeirah:** Continues to serve as the benchmark for luxury capital

preservation, shielded from broader market volatility by its finite supply and global billionaire demand.

## 8.6 Risk Factors to Monitor

- **Localized Absorption Lag:** Potential oversupply in specific off-plan micro-markets may lead to temporary price plateaus as record-high 2024/2025 launches hit the secondary market simultaneously.
- **Macroeconomic Volatility:** Fluctuations in global interest rates and geopolitical shifts may affect foreign capital flows, though Dubai's increasingly cash-dominant market (approx. 70 – 75% of transactions) provides a significant buffer.
- **Delivery Timelines:** Any widespread delays in the 120,000 units projected for 2026 delivery could impact investor cash flow expectations and rental market dynamics.

# 9. DATA SOURCES & METHODOLOGY

## 9.1 Data Sources

The primary foundation of this report is an original longitudinal analysis of the Dubai Land Department (DLD) Transaction Dataset (2016 – 2025). This granular micro-data was synthesized with qualitative intelligence from the following public and official sources:

- **Government of Dubai & DLD:** Official regulatory announcements, RERA policy updates, and the Dubai Economic Agenda.
- **Macro Indicators:** Interest rate data from the UAE Central Bank and infrastructure development timelines.
- **Public Records:** Land use designations and newly announced freehold zone registrations.

## 9.2 Methodology

This report utilizes a multi-stage analytical framework to ensure data integrity and institutional-grade accuracy:

- **Data Engineering:** The raw DLD dataset was enriched with custom calculated columns to derive standardized metrics and segmented trend lines.
- **Cleaning & Normalization:** To identify the "True Market" baseline, the dataset was cleansed of outliers. Non-market transactions were isolated to maintain the integrity of averages and medians.
- **Contextual Validation:** Quantitative trends were cross-referenced against official government announcements to align transaction velocity with infrastructure-led growth projections.

## 9.3 Disclaimer

This report is provided for informational purposes only and is based on a proprietary interpretation of official government data. The analysis reflects the findings and opinions of the authors at the time of publication. Real estate investments involve inherent risks, and the authors and associated entities accept no liability for financial or investment decisions made based on this analysis.



**THE CREW**  
PROPERTY MANAGEMENT SERVICES



+971 52 826 3168



contact@thecrew.ae



www.thecrew.ae