



Prepared for:

# DUBAI SOUTH BUILDING ANALYSIS REPORT

Report Dated 03/01/2025

RERA Number: 38725  
[www.realestateconsultancy.ae](http://www.realestateconsultancy.ae)

## Introduction

### Purpose of the Report

The purpose of this report is to provide a **data-driven** analysis of the Dubai South residential market, focusing on **buyer demand, transaction dynamics, and optimal bedroom mixes and unit sizes**. By leveraging our research matrices, Advanced Ai Analytics and real transaction data, we aim to guide the developer in choosing a bedroom distribution and unit sizes that maximize profits while ensuring quick sales.

### Scope & Methodology

- **Research Matrices:**

We compiled data on (a) transaction counts (ready vs. off-plan), (b) average price per sq ft, (c) absorption indicators, and (d) market listings distribution.

- **Comparative Approach:**

We compare the developer's current design plan (the "existing mix") against the "recommended mix" indicated by market data.

### Data Sources

- Ready sales transactions
- Off-plan sales transactions
- Current market listings (both ready and off-plan)
- Property size and price point analysis

The next section provide a guide of how to read the matrices.

# The Guide to Reading the Market Matrixes

## Understanding Market Performance

### Absorption Rate Explained

The absorption rate measures how quickly properties are selling by dividing the number of transactions by the number of listings over a 4-month period. This metric is calculated for ready properties only.

### Cell Background Colors

#### Green Background

High absorption rate (>0.35)

#### Yellow Background

Medium absorption rate (0.25-0.35)

#### Pink/Red Background

Low absorption rate (<0.25)

## How to Read the Chart

### Matrix Structure

#### Horizontal Axis (Top)

Unit sizes in square feet (sqft)

e.g., "300-347 sqft"

#### Vertical Axis (Left)

Price ranges in AED

e.g., "375k-406.428k"

### Red Text: Ready Sales

Example: "2 Ready 872-889 AED/sqft"

Means: 2 completed units were sold at this price range

### Blue Text: Off-plan Sales

Example: "22 Off-plan 1,391-1,480 AED/sqft"

Means: 22 under-construction units were sold at this price range

## Studio Market Analysis

### Ready Property Market

#### 🎯 Transaction Hotspots

Peak absorption rate of 2.00 in 425-445 sqft range with 10 ready sales in 930-984 AED/sqft bracket

#### 📈 Price Performance

Strong transaction activity across multiple size ranges with consistent absorption rates above 1.00

#### Highest Price Point

Peak at 1,283-1,301 AED/sqft in 386-405 sqft range

#### Lowest Price Point

Starting at 625-626 AED/sqft in 700-750 sqft range

### Off-plan Property Market

#### 📈 Transaction Patterns

Significant volume with largest cluster of 167 off-plan transactions in the 595k-700k price bracket

#### 📊 Investment Interest

Strong investor appetite shown by multiple large transaction clusters across different price points

#### Highest Price Point

Peak at 2,319-2,337 AED/sqft in premium segment

#### Lowest Price Point

Starting at 753-754 AED/sqft in 500-600 sqft range

## Studio Apartments

Price Range (AED)	300-347 sqft	347-366 sqft	366-386 sqft	386-405 sqft	405-425 sqft	425-445 sqft	445-464 sqft	464-484 sqft	484-504 sqft	504-600 sqft	600-700 sqft	700-750 sqft
375k-406.428k	-	<b>1.00</b> 3 Ready 1,068-1,124 AED/sqft	-	<b>1.00</b> 2 Ready 976-1,034 AED/sqft	<b>0.67</b> 2 Ready 975-976 AED/sqft	<b>2.00</b> 2 Ready 872-889 AED/sqft	<b>2.00</b> 4 Ready 838-903 AED/sqft	1 Ready 845-846 AED/sqft	-	2 Ready 718-729 AED/sqft	1 Ready 625-626 AED/sqft	-
406.428k-437.857k	-	<b>0.33</b> 2 Ready 1,138-1,165 AED/sqft	-	<b>2.00</b> 4 Ready 1,073-1,098 AED/sqft	<b>0.17</b> 1 Ready 1,036-1,037 AED/sqft	<b>2.00</b> 10 Ready 930-984 AED/sqft	<b>0.14</b> 1 Ready 895-896 AED/sqft	-	-	-	-	-
437.857k-469.285k	-	-	-	<b>0.20</b> 1 Ready 1,111-1,112 AED/sqft	-	<b>0.27</b> 3 Ready 1,006-1,067 AED/sqft	<b>0.14</b> 2 Ready 982-992 AED/sqft	1 Ready 955-956 AED/sqft	-	-	-	-
469.285k-500.714k	22 Off-plan 1,391-1,480 AED/sqft	5 Off-plan 1,363-1,368 AED/sqft	<b>0.33</b> 2 Ready 1,263-1,290 AED/sqft	<b>0.40</b> 2 Ready 1,228-1,245 AED/sqft	-	<b>0.18</b> 2 Ready 1,068-1,113 AED/sqft	<b>0.39</b> 7 Ready 1,026-1,105 AED/sqft	-	-	1 Ready 919-920 AED/sqft	-	-
500.714k-532.142k	15 Off-plan 1,536-1,573 AED/sqft	-	-	<b>1.00</b> 4 Ready 1,283-1,301 AED/sqft	-	<b>0.33</b> 1 Ready 1,173-1,174 AED/sqft	<b>0.10</b> 1 Ready 1,132-1,133 AED/sqft	-	-	-	-	1 Off-plan 753-754 AED/sqft
532.142k-563.571k	52 Off-plan 1,562-1,633 AED/sqft	22 Off-plan 1,476-1,567 AED/sqft	7 Off-plan 1,462-1,478 AED/sqft	-	3 Off-plan 1,311-1,331 AED/sqft	-	-	1 Ready 1,134-1,135 AED/sqft	-	-	1 Ready 860-861 AED/sqft	-
563.571k-595k	44 Off-plan 1,656-1,777 AED/sqft	25 Off-plan 1,590-1,683 AED/sqft	8 Off-plan 1,516-1,610 AED/sqft	-	2 Off-plan 1,453-1,457 AED/sqft	-	-	-	-	1 Off-plan 986-987 AED/sqft	-	-
595k-700k	167 Off-plan 1,724-2,075 AED/sqft	135 Off-plan 1,630-1,947 AED/sqft	131 Off-plan 1,572-1,852 AED/sqft	20 Off-plan 1,535-1,770 AED/sqft	2 Off-plan 1,535-1,552 AED/sqft	1 Off-plan 1,525-1,526 AED/sqft	-	2 Off-plan 1,237-1,245 AED/sqft	-	-	-	-
700k-800k	22 Off-plan 2,084-2,213 AED/sqft	25 Off-plan 2,031-2,302 AED/sqft	2 Off-plan 1,953-1,958 AED/sqft	5 Off-plan 1,879-1,985 AED/sqft	-	-	-	-	-	1 Off-plan 1,353-1,354 AED/sqft	-	-
800k-900k	-	2 Off-plan 2,319-2,337 AED/sqft	-	-	-	-	-	1 Off-plan 1,724-1,725 AED/sqft	-	-	2 Off-plan 1,348-1,350 AED/sqft	1 Off-plan 1,220-1,221 AED/sqft

## Studio Size Analysis: Current vs. Recommended

### Current Design (504-600 sqft)

Purple box zone in matrix represents current studio size range

 Risk Factors

#### Total Cost Concerns

Studios approaching 550k-600k AED face slower absorption as they compete with 1-bedroom prices

#### Market Performance Issues

Limited ready transaction activity in 504-600 sqft range indicating slower resale potential

#### Market Position Challenges

- Competes directly with 1-bedroom segment
- Buyers prefer 1-bed label at similar price points
- Premium pricing for extra space faces resistance

#### Transaction Data

Lower transaction volumes in both ready and off-plan segments suggest reduced market appetite

### Recommended Design (350-450 sqft)

Green box zone in matrix represents recommended studio size range

 Optimization Benefits

#### Strong Market Performance

- Higher absorption rates for ready units
- Consistent transaction activity
- Strong off-plan interest

#### Optimal Price Positioning

Total price range of 500k-532k AED attracts broader buyer pool including investors and end-users

#### Space Efficiency

- Balances functionality with affordability
- Suitable for singles or couples
- Optimized price per square foot

#### Strategic Advantages

- Avoids 1-bedroom price territory
- Clear market positioning
- Proven demand in both ready and off-plan markets

**Studio Apartments (0-Bedroom)**
  **Recommended Bedroom Sizes**
  **Developer's Bedroom Sizes**

Price Range (AED)	300-347 sqft	347-366 sqft	366-386 sqft	386-405 sqft	405-425 sqft	425-445 sqft	445-464 sqft	464-484 sqft	484-504 sqft	504-600 sqft	600-700 sqft	700-750 sqft
375k-406.428k	-	<b>1.00</b> 3 Ready 1,068-1,124 AED/sqft	-	<b>1.00</b> 2 Ready 976-1,034 AED/sqft	<b>0.67</b> 2 Ready 975-976 AED/sqft	<b>2.00</b> 2 Ready 872-889 AED/sqft	<b>2.00</b> 4 Ready 838-903 AED/sqft	1 Ready 845-846 AED/sqft	-	<b>2 Ready</b> 718-729 AED/sqft	1 Ready 625-626 AED/sqft	-
406.428k-437.857k	-	<b>0.33</b> 2 Ready 1,138-1,165 AED/sqft	-	<b>2.00</b> 4 Ready 1,073-1,098 AED/sqft	<b>0.17</b> 1 Ready 1,036-1,037 AED/sqft	<b>2.00</b> 10 Ready 930-984 AED/sqft	<b>0.14</b> 1 Ready 895-896 AED/sqft	-	-	-	-	-
437.857k-469.285k	-	-	-	<b>0.20</b> 1 Ready 1,111-1,112 AED/sqft	-	<b>0.27</b> 3 Ready 1,006-1,067 AED/sqft	<b>0.14</b> 2 Ready 982-992 AED/sqft	1 Ready 955-956 AED/sqft	-	-	-	-
469.285k-500.714k	22 Off-plan 1,391-1,480 AED/sqft	5 Off-plan 1,363-1,368 AED/sqft	<b>0.33</b> 2 Ready 1,263-1,290 AED/sqft	<b>0.40</b> 2 Ready 1,228-1,245 AED/sqft	-	<b>0.18</b> 2 Ready 1,068-1,113 AED/sqft	<b>0.39</b> 7 Ready 1,026-1,105 AED/sqft	-	-	1 Ready 919-920 AED/sqft	-	-
500.714k-532.142k	15 Off-plan 1,536-1,573 AED/sqft	-	-	<b>1.00</b> 4 Ready 1,283-1,301 AED/sqft	-	<b>0.33</b> 1 Ready 1,173-1,174 AED/sqft	<b>0.10</b> 1 Ready 1,132-1,133 AED/sqft	-	-	-	-	1 Off-plan 753-754 AED/sqft
532.142k-563.571k	52 Off-plan 1,562-1,633 AED/sqft	22 Off-plan 1,476-1,567 AED/sqft	7 Off-plan 1,462-1,478 AED/sqft	-	3 Off-plan 1,311-1,331 AED/sqft	-	-	1 Ready 1,134-1,135 AED/sqft	-	-	1 Ready 860-861 AED/sqft	-
563.571k-595k	44 Off-plan 1,656-1,777 AED/sqft	25 Off-plan 1,590-1,683 AED/sqft	8 Off-plan 1,516-1,610 AED/sqft	-	2 Off-plan 1,453-1,457 AED/sqft	-	-	-	-	1 Off-plan 986-987 AED/sqft	-	-
595k-700k	167 Off-plan 1,724-2,075 AED/sqft	135 Off-plan 1,630-1,947 AED/sqft	131 Off-plan 1,572-1,852 AED/sqft	20 Off-plan 1,535-1,770 AED/sqft	2 Off-plan 1,535-1,552 AED/sqft	1 Off-plan 1,525-1,526 AED/sqft	-	2 Off-plan 1,237-1,245 AED/sqft	-	-	-	-
700k-800k	22 Off-plan 2,084-2,213 AED/sqft	25 Off-plan 2,031-2,302 AED/sqft	2 Off-plan 1,953-1,958 AED/sqft	5 Off-plan 1,879-1,985 AED/sqft	-	-	-	-	-	1 Off-plan 1,353-1,354 AED/sqft	-	-
800k-900k	-	2 Off-plan 2,319-2,337 AED/sqft	-	-	-	-	-	1 Off-plan 1,724-1,725 AED/sqft	-	-	2 Off-plan 1,348-1,350 AED/sqft	1 Off-plan 1,220-1,221 AED/sqft

# 1-Bedroom Market Analysis

## Ready Property Market

### 🎯 Transaction Hotspots

Strong performance with 16 ready sales in 525-602 sqft range at 841-996 AED/sqft and 0.52 absorption rate

### 📈 Price Performance

Notable activity in 933-1,098 AED/sqft range with 5 ready sales in compact sizes

#### Highest Price Point

Peak at 1,379-1,451 AED/sqft in 602-678 sqft range

#### Lowest Price Point

Starting at 743-806 AED/sqft in 831-908 sqft range

## Off-plan Property Market

### ➡ Transaction Patterns

High volume off-plan activity with multiple large clusters, including 173 units in mid-size range

### 📊 Investment Interest

Strong investor appetite shown by significant off-plan volumes across multiple size ranges

#### Highest Price Point

Peak at 1,799-1,995 AED/sqft in 602-678 sqft range

#### Lowest Price Point

Starting at 644-645 AED/sqft in 1500-1650 sqft range

**1-Bedroom Apartments**

Price Range (AED)	449-525 sqft	525-602 sqft	602-678 sqft	678-755 sqft	755-831 sqft	831-908 sqft	908-984 sqft	984-1100 sqft	1100-1300 sqft	1300-1500 sqft	1500-1650 sqft
450k-536.734k	<b>0.38</b> 5 Ready 933-1,098 AED/sqft		4 Ready 778-843 AED/sqft								
536.734k-623.469k	<b>0.04</b> 1 Ready 1,255-1,256 AED/sqft		<b>0.52</b> 16 Ready 841-996 AED/sqft	3 Ready 774-875 AED/sqft							
623.469k-710.203k			<b>0.12</b> 6 Ready 953-1,019 AED/sqft	<b>0.10</b> 2 Ready 927-988 AED/sqft	<b>0.63</b> 5 Ready 799-882 AED/sqft	<b>0.20</b> 3 Ready 743-806 AED/sqft					
710.203k-796.938k				<b>0.05</b> 2 Ready 1,035-1,098 AED/sqft	<b>0.20</b> 3 Ready 860-1,003 AED/sqft	<b>0.53</b> 2 Off-plan 855-856 AED/sqft 9 Ready 826-882 AED/sqft	<b>0.50</b> 2 Ready 771-814 AED/sqft	1 Ready 789-790 AED/sqft			
796.938k-883.672k			<b>0.57</b> 20 Off-plan 1,266-1,297 AED/sqft 4 Ready 1,219-1,361 AED/sqft	<b>0.33</b> 43 Off-plan 1,228-1,298 AED/sqft 2 Ready 1,088-1,127 AED/sqft	<b>0.17</b> 1 Ready 1,119-1,120 AED/sqft	<b>0.19</b> 2 Off-plan 885-886 AED/sqft 4 Ready 883-923 AED/sqft	<b>0.40</b> 4 Ready 824-877 AED/sqft	<b>0.50</b> 1 Ready 809-810 AED/sqft			
883.672k-970.407k		11 Off-plan 1,587-1,667 AED/sqft	<b>0.13</b> 47 Off-plan 1,314-1,584 AED/sqft 2 Ready 1,379-1,431 AED/sqft	91 Off-plan 1,266-1,404 AED/sqft	2 Off-plan 1,104-1,111 AED/sqft	<b>0.13</b> 14 Off-plan 995-1,062 AED/sqft 1 Ready 1,079-1,080 AED/sqft					
970.407k-1.1M		19 Off-plan 1,654-1,857 AED/sqft	81 Off-plan 1,456-1,766 AED/sqft	173 Off-plan 1,352-1,606 AED/sqft	33 Off-plan 1,207-1,386 AED/sqft	21 Off-plan 1,171-1,304 AED/sqft		14 Off-plan 963-1,044 AED/sqft			1 Off-plan 644-645 AED/sqft
1.1M-1.2M			49 Off-plan 1,644-1,822 AED/sqft	65 Off-plan 1,498-1,730 AED/sqft	13 Off-plan 1,390-1,520 AED/sqft	26 Off-plan 1,244-1,383 AED/sqft	2 Off-plan 1,129-1,131 AED/sqft	5 Off-plan 1,050-1,153 AED/sqft			
1.2M-1.4M			21 Off-plan 1,799-1,995 AED/sqft	16 Off-plan 1,591-1,886 AED/sqft	1 Off-plan 1,513-1,514 AED/sqft	4 Off-plan 1,346-1,432 AED/sqft			1 Off-plan 1,039-1,040 AED/sqft		

## 1-Bedroom Size Analysis: Current vs. Recommended

### Current Design (831-908 sqft)

Purple box zone in matrix represents current 1-bedroom size range

 Risk Factors

#### Higher Total Ticket Price

Units pushing above 1.0M AED, entering 2-bed territory and deterring price-conscious buyers

#### 2-Bedroom Competition

Size and price overlap with smaller 2-beds, causing buyers to upgrade category if costs are similar

#### Market Resistance

- Slower absorption in higher size bracket
- Limited appeal to core buyer segments
- Extended sales cycles tie up capital

#### Space Efficiency Issues

Extra square footage raises costs without proportional market demand or value addition

### Recommended Design (600-750 sqft)

Green box zone in matrix represents recommended 1-bedroom size range

 Optimization Benefits

#### Market Performance

- Consistently higher sales velocity
- Strong absorption rates
- Robust transaction data support

#### Price Point Advantage

Sub-900k to 1.0M AED price range attracts broad buyer pool while maintaining clear segment distinction

#### User Flexibility

- Ideal for singles and couples
- Attractive to investors
- Strong rental potential

#### Strategic Positioning

- Clear market category placement
- Avoids 2-bed overlap
- Optimal size-to-value ratio

**1-Bedroom Apartments**
  **Recommended Bedroom Sizes**
  **Developer's Bedroom Sizes**

Price Range (AED)	449-525 sqft	525-602 sqft	602-678 sqft	678-755 sqft	755-831 sqft	831-908 sqft	908-984 sqft	984-1100 sqft	1100-1300 sqft	1300-1500 sqft	1500-1650 sqft
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536.734k-623.469k	<b>0.04</b> 1 Ready 1,255-1,256 AED/sqft		<b>0.52</b> 16 Ready 841-996 AED/sqft	3 Ready 774-875 AED/sqft							
623.469k-710.203k			<b>0.12</b> 6 Ready 953-1,019 AED/sqft	<b>0.10</b> 2 Ready 927-988 AED/sqft	<b>0.63</b> 5 Ready 799-882 AED/sqft	<b>0.20</b> 3 Ready 743-806 AED/sqft					
710.203k-796.938k				<b>0.05</b> 2 Ready 1,035-1,098 AED/sqft	<b>0.20</b> 3 Ready 860-1,003 AED/sqft	<b>0.53</b> 2 Off-plan 855-856 AED/sqft 9 Ready 826-882 AED/sqft	<b>0.50</b> 2 Ready 771-814 AED/sqft	1 Ready 789-790 AED/sqft			
796.938k-883.672k			<b>0.57</b> 20 Off-plan 1,266-1,297 AED/sqft 4 Ready 1,219-1,361 AED/sqft	<b>0.33</b> 43 Off-plan 1,228-1,298 AED/sqft 2 Ready 1,088-1,127 AED/sqft	<b>0.17</b> 1 Ready 1,119-1,120 AED/sqft	<b>0.19</b> 2 Off-plan 885-886 AED/sqft 4 Ready 883-923 AED/sqft	<b>0.40</b> 4 Ready 824-877 AED/sqft	<b>0.50</b> 1 Ready 809-810 AED/sqft			
883.672k-970.407k		11 Off-plan 1,587-1,667 AED/sqft	<b>0.13</b> 47 Off-plan 1,314-1,584 AED/sqft 2 Ready 1,379-1,431 AED/sqft	91 Off-plan 1,266-1,404 AED/sqft	2 Off-plan 1,104-1,111 AED/sqft	<b>0.13</b> 14 Off-plan 995-1,062 AED/sqft 1 Ready 1,079-1,080 AED/sqft					
970.407k-1.1M		19 Off-plan 1,654-1,857 AED/sqft	81 Off-plan 1,456-1,766 AED/sqft	173 Off-plan 1,352-1,606 AED/sqft	33 Off-plan 1,207-1,386 AED/sqft	21 Off-plan 1,171-1,304 AED/sqft		14 Off-plan 963-1,044 AED/sqft			1 Off-plan 644-645 AED/sqft
1.1M-1.2M			49 Off-plan 1,644-1,822 AED/sqft	65 Off-plan 1,498-1,730 AED/sqft	13 Off-plan 1,390-1,520 AED/sqft	26 Off-plan 1,244-1,383 AED/sqft	2 Off-plan 1,129-1,131 AED/sqft	5 Off-plan 1,050-1,153 AED/sqft			
1.2M-1.4M			21 Off-plan 1,799-1,995 AED/sqft	16 Off-plan 1,591-1,886 AED/sqft	1 Off-plan 1,513-1,514 AED/sqft	4 Off-plan 1,346-1,432 AED/sqft				1 Off-plan 1,039-1,040 AED/sqft	

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## 2-Bedroom Market Analysis

### Ready Property Market

#### 🎯 Transaction Hotspots

Peak absorption rate of 2.25 in 1396-1527 sqft range with 9 ready sales in 783-841 AED/sqft bracket

#### 📈 Price Performance

Strong transaction activity in 1066-1189 AED/sqft range with 14 ready sales

#### Highest Price Point

Peak at 1,287-1,338 AED/sqft in 874-1004 sqft range

#### Lowest Price Point

Starting at 480-481 AED/sqft in 1657-1788 sqft range

### Off-plan Property Market

#### ↗️ Transaction Patterns

High volume activity with clusters of 43-48 Off-plan transactions in multiple size ranges

#### 📊 Investment Interest

Strong off-plan demand across multiple size ranges, with active price points between 1,100-2,300 AED/sqft

#### Highest Price Point

Peak at 1,705-1,947 AED/sqft in 1004-1135 sqft range

#### Lowest Price Point

Starting at 844-845 AED/sqft in 1657-1788 sqft range

## 2-Bedroom Apartments

Price Range (AED)	874-1004 sqft	1004-1135 sqft	1135-1265 sqft	1265-1396 sqft	1396-1527 sqft	1527-1657 sqft	1657-1788 sqft	1788-1919 sqft
620k-825.714k	<b>1.00</b> 1 Ready 818-819 AED/sqft	-	-	-	-	-	-	-
825.714k-1.0M	<b>0.23</b> 11 Ready 959-1,104 AED/sqft	<b>0.83</b> 5 Ready 842-945 AED/sqft	<b>0.62</b> 5 Ready 771-875 AED/sqft	<b>1.00</b> 4 Ready 714-747 AED/sqft	-	-	1 Ready 480-481 AED/sqft	-
1.0M-1.2M	<b>0.11</b> 1 Off-plan 1,219-1,220 AED/sqft 1 Ready 1,117-1,118 AED/sqft	<b>0.18</b> 7 Off-plan 1,152-1,166 AED/sqft 4 Ready 937-1,045 AED/sqft	<b>0.12</b> 4 Ready 885-1,009 AED/sqft	<b>0.19</b> 5 Ready 824-913 AED/sqft	<b>2.25</b> 9 Ready 783-841 AED/sqft	-	<b>2.00</b> 2 Ready 693-722 AED/sqft	-
1.2M-1.4M	<b>0.25</b> 54 Off-plan 1,253-1,453 AED/sqft 5 Ready 1,287-1,338 AED/sqft	44 Off-plan 1,167-1,332 AED/sqft	<b>0.54</b> 5 Off-plan 1,053-1,097 AED/sqft 14 Ready 1,066-1,189 AED/sqft	<b>0.16</b> 4 Off-plan 1,007-1,009 AED/sqft 7 Ready 971-1,076 AED/sqft	13 Off-plan 879-1,005 AED/sqft	-	-	-
1.4M-1.6M	31 Off-plan 1,475-1,615 AED/sqft	71 Off-plan 1,358-1,637 AED/sqft	<b>0.07</b> 12 Off-plan 1,160-1,229 AED/sqft 1 Ready 1,234-1,235 AED/sqft	<b>0.29</b> 13 Off-plan 1,177-1,260 AED/sqft 2 Ready 1,113-1,229 AED/sqft	1 Off-plan 1,034-1,035 AED/sqft	1 Ready 928-929 AED/sqft	<b>2.33</b> 1 Off-plan 844-845 AED/sqft 7 Ready 885-941 AED/sqft	-
1.6M-1.9M	-	48 Off-plan 1,473-1,801 AED/sqft	1 Off-plan 1,327-1,328 AED/sqft	2 Off-plan 1,259-1,332 AED/sqft	7 Off-plan 1,200-1,245 AED/sqft	1 Off-plan 1,137-1,138 AED/sqft	<b>0.08</b> 1 Ready 981-982 AED/sqft	-
1.9M-2.1M	-	6 Off-plan 1,705-1,947 AED/sqft	1 Off-plan 1,623-1,624 AED/sqft	-	2 Off-plan 1,331-1,396 AED/sqft	-	1 Off-plan 1,112-1,113 AED/sqft	-

## 2-Bedroom Size Analysis: Current vs. Recommended

### Current Design (1135-1396 sqft)

Purple box zone in matrix represents current 2-bedroom size range

 Risk Factors

#### Size Limit Concerns

Upper limit of 1396 sqft exceeds optimal absorption zone, moving away from market sweet spot

#### Price Point Issues

Larger units push total cost above 1.4M AED, competing directly with entry-level 3-bedroom segment

#### Market Resistance

- Slower absorption above 1265 sqft
- Limited transaction volume in higher ranges
- Extended market exposure risk

#### Buyer Pool Limitations

Price point above 1.4M-1.5M significantly reduces potential buyer demographic

### Recommended Design (874-1265 sqft)

Green box zone in matrix represents recommended 2-bedroom size range

 Optimization Benefits

#### Strong Absorption

- Higher transaction volumes in 874-1265 sqft range
- Consistent green cells indicating market strength
- Right-sized units for target market

#### Price Advantage

Total price under 1.3M-1.4M AED attracts broader buyer pool including upgraders and young families

#### Market Positioning

- Clear differentiation from 3-bed segment
- Strong value proposition
- Distinct price advantage

#### Market Activity

- Balanced off-plan and ready sales
- Consistent transaction patterns
- Demonstrated market demand

**2-Bedroom Apartments**

**Recommended Bedroom Sizes**

**Developer's Bedroom Sizes**

Price Range (AED)	874-1004 sqft	1004-1135 sqft	1135-1265 sqft	1265-1396 sqft	1396-1527 sqft	1527-1657 sqft	1657-1788 sqft	1788-1919 sqft
620k-825.714k	<b>1.00</b> 1 Ready 818-819 AED/sqft	-	-	-	-	-	-	-
825.714k-1.0M	<b>0.23</b> 11 Ready 959-1,104 AED/sqft	<b>0.83</b> 5 Ready 842-945 AED/sqft	<b>0.62</b> 5 Ready 771-875 AED/sqft	<b>1.00</b> 4 Ready 714-747 AED/sqft	-	-	1 Ready 480-481 AED/sqft	-
1.0M-1.2M	<b>0.11</b> 1 Off-plan 1,219-1,220 AED/sqft 1 Ready 1,117-1,118 AED/sqft	<b>0.18</b> 7 Off-plan 1,152-1,166 AED/sqft 4 Ready 937-1,045 AED/sqft	<b>0.12</b> 4 Ready 885-1,009 AED/sqft	<b>0.19</b> 5 Ready 824-913 AED/sqft	<b>2.25</b> 9 Ready 783-841 AED/sqft	-	<b>2.00</b> 2 Ready 693-722 AED/sqft	-
1.2M-1.4M	<b>0.25</b> 54 Off-plan 1,253-1,453 AED/sqft 5 Ready 1,287-1,338 AED/sqft	44 Off-plan 1,167-1,332 AED/sqft	<b>0.54</b> 5 Off-plan 1,053-1,097 AED/sqft 14 Ready 1,066-1,189 AED/sqft	<b>0.16</b> 4 Off-plan 1,007-1,009 AED/sqft 7 Ready 971-1,076 AED/sqft	13 Off-plan 879-1,005 AED/sqft	-	-	-
1.4M-1.6M	31 Off-plan 1,475-1,615 AED/sqft	71 Off-plan 1,358-1,637 AED/sqft	<b>0.07</b> 12 Off-plan 1,160-1,229 AED/sqft 1 Ready 1,234-1,235 AED/sqft	<b>0.29</b> 13 Off-plan 1,177-1,260 AED/sqft 2 Ready 1,113-1,229 AED/sqft	1 Off-plan 1,034-1,035 AED/sqft	1 Ready 928-929 AED/sqft	<b>2.33</b> 1 Off-plan 844-845 AED/sqft 7 Ready 885-941 AED/sqft	-
1.6M-1.9M	-	48 Off-plan 1,473-1,801 AED/sqft	1 Off-plan 1,327-1,328 AED/sqft	2 Off-plan 1,259-1,332 AED/sqft	7 Off-plan 1,200-1,245 AED/sqft	1 Off-plan 1,137-1,138 AED/sqft	<b>0.08</b> 1 Ready 981-982 AED/sqft	-
1.9M-2.1M	-	6 Off-plan 1,705-1,947 AED/sqft	1 Off-plan 1,623-1,624 AED/sqft	-	2 Off-plan 1,331-1,396 AED/sqft	-	1 Off-plan 1,112-1,113 AED/sqft	-

## 3-Bedroom Market Analysis

### Ready Property Market

#### 📍 Transaction Hotspots

Strongest performance in 2542-2906 sqft range with high absorption rate (2.00) in the 639-737 AED/sqft bracket

#### 📉 Price Performance

Notable ready sales activity in smaller sizes (1449-1813 sqft) at 859-915 AED/sqft with 5 transactions

#### Highest Price Point

Peak at 1,637-1,638 AED/sqft in 1449-1813 sqft category

#### Lowest Price Point

Starting at 637-638 AED/sqft in 2906-3270 sqft range

### Off-plan Property Market

#### 📈 Transaction Patterns

Significant off-plan activity in 1449-1813 sqft range with largest cluster (23 Off-plan) in 1,497-1,578 AED/sqft price point

#### 📊 Investment Interest

Diverse price point entry with multiple off-plan transactions ranging from 800-1,500 AED/sqft, showing broad market appeal

#### Highest Price Point

Peak at 1,497-1,578 AED/sqft with 23-unit cluster

#### Lowest Price Point

Starting at 880-900 AED/sqft in 1813-2177 sqft range

**3-Bedroom Apartments**

Price Range (AED)	1449-1813 sqft	1813-2177 sqft	2177-2542 sqft	2542-2906 sqft	2906-3270 sqft
1.2M-1.5M	<b>0.38</b> 5 Ready 859-915 AED/sqft	-	-	-	-
1.5M-1.7M	<b>0.07</b> 1 Ready 1,029-1,030 AED/sqft	2 Off-plan 880-900 AED/sqft	-	-	-
1.7M-1.9M	<b>0.10</b> 3 Off-plan 1,123-1,141 AED/sqft 1 Ready 1,232-1,233 AED/sqft	2 Off-plan 994-1,015 AED/sqft	<b>0.20</b> 1 Ready 796-797 AED/sqft	<b>2.00</b> 2 Ready 639-737 AED/sqft	1 Ready 637-638 AED/sqft
1.9M-2.1M	21 Off-plan 1,147-1,260 AED/sqft 1 Ready 1,236-1,237 AED/sqft	<b>0.33</b> 1 Ready 928-929 AED/sqft	<b>0.12</b> 1 Ready 853-854 AED/sqft	<b>1.33</b> 4 Ready 750-772 AED/sqft	-
2.1M-2.3M	<b>0.33</b> 5 Off-plan 1,212-1,256 AED/sqft 1 Ready 1,470-1,471 AED/sqft	-	1 Off-plan 951-952 AED/sqft	-	-
2.3M-2.6M	8 Off-plan 1,420-1,492 AED/sqft	-	-	-	-
2.3M-2.6M	8 Off-plan 1,420-1,492 AED/sqft	-	-	-	-
2.6M-2.8M	<b>1.00</b> 23 Off-plan 1,497-1,578 AED/sqft 1 Ready 1,637-1,638 AED/sqft	3 Off-plan 1,330-1,333 AED/sqft	-	-	-

## 3-Bedroom Size Analysis: Recommended

### Recommended Design (1,449–1,813 sqft)

Green box zone in matrix represents recommended 3-bedroom size range

✓ Market-Optimized Configuration

#### Balanced Space Design

1,449–1,813 sqft range provides optimal family living space without entering luxury segment

#### Price Positioning

Target range of 1.9M–2.6M AED maintains clear differentiation from 4-bedroom segment

#### Market Validation

Strong transaction evidence in matrix supports demand in this size/price band

#### Strategic Positioning

Avoids overlap with 4-bed market by staying below ~2,200–2,500 sqft threshold

#### Cost Efficiency

1,400–1,800 sqft range optimizes construction costs while meeting market preferences

#### Target Market

Ideal for upgrading families and growing households with 2.0M–2.5M AED budget range

**3-Bedroom Apartments**

**Recommended Bedroom Sizes**

Price Range (AED)	1449-1813 sqft	1813-2177 sqft	2177-2542 sqft	2542-2906 sqft	2906-3270 sqft
1.2M-1.5M	<b>0.38</b> 5 Ready 859-915 AED/sqft	-	-	-	-
1.5M-1.7M	<b>0.07</b> 1 Ready 1,029-1,030 AED/sqft	2 Off-plan 880-900 AED/sqft	-	-	-
1.7M-1.9M	<b>0.10</b> 3 Off-plan 1,123-1,141 AED/sqft 1 Ready 1,232-1,233 AED/sqft	2 Off-plan 994-1,015 AED/sqft	<b>0.20</b> 1 Ready 796-797 AED/sqft	<b>2.00</b> 2 Ready 639-737 AED/sqft	1 Ready 637-638 AED/sqft
1.9M-2.1M	<b>0.33</b> 21 Off-plan 1,147-1,260 AED/sqft 1 Ready 1,236-1,237 AED/sqft	<b>0.33</b> 1 Ready 928-929 AED/sqft	<b>0.12</b> 1 Ready 853-854 AED/sqft	<b>1.33</b> 4 Ready 750-772 AED/sqft	-
2.1M-2.3M	<b>0.33</b> 5 Off-plan 1,212-1,256 AED/sqft 1 Ready 1,470-1,471 AED/sqft	-	1 Off-plan 951-952 AED/sqft	-	-
2.3M-2.6M	8 Off-plan 1,420-1,492 AED/sqft	-	-	-	-
2.3M-2.6M	8 Off-plan 1,420-1,492 AED/sqft	-	-	-	-
2.6M-2.8M	<b>1.00</b> 23 Off-plan 1,497-1,578 AED/sqft 1 Ready 1,637-1,638 AED/sqft	3 Off-plan 1,330-1,333 AED/sqft	-	-	-

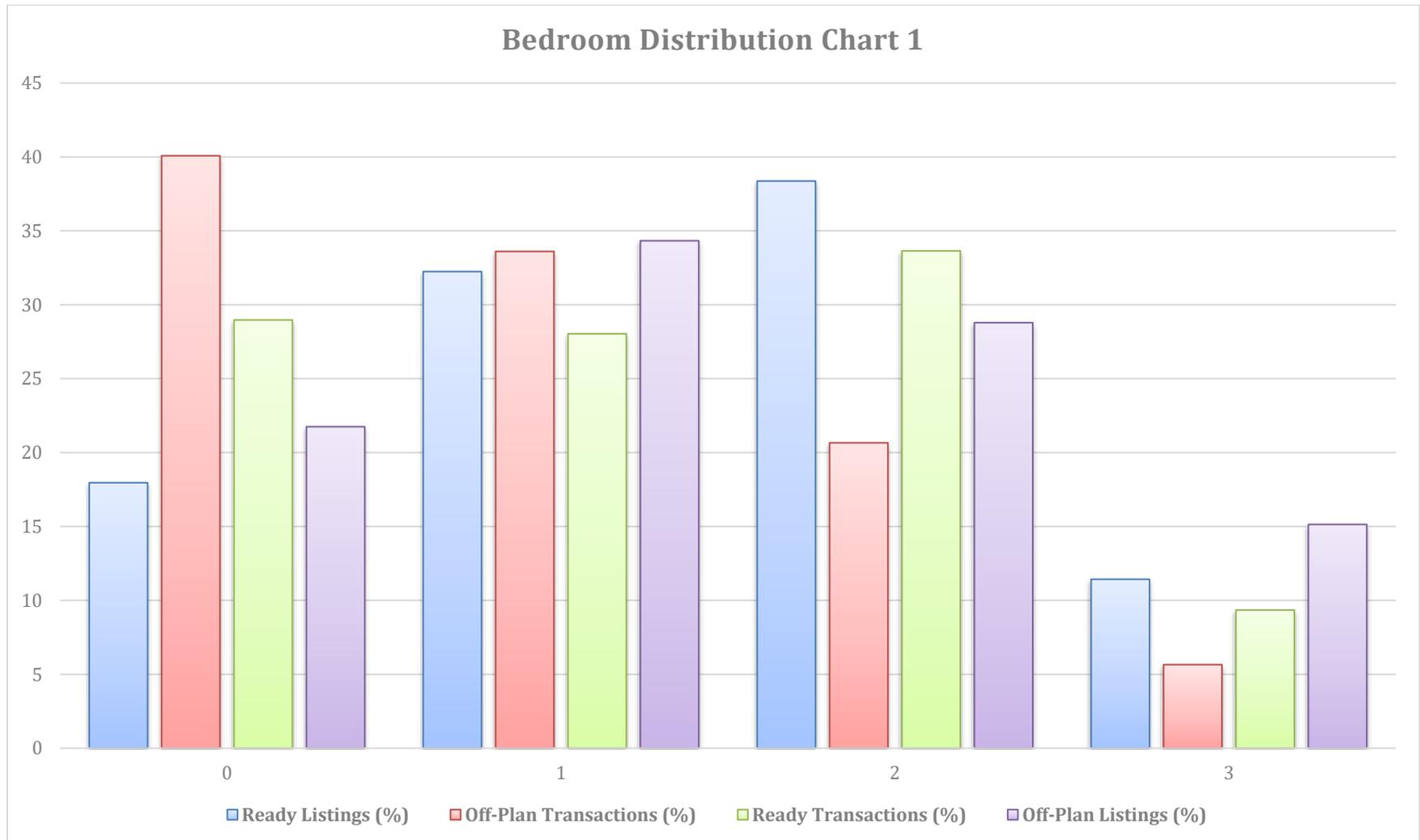

**Future Development Opportunity**
**Current Status**

While the current development plans focus on studios to 2-bedroom units, market analysis indicates potential opportunities in the 3-bedroom segment.

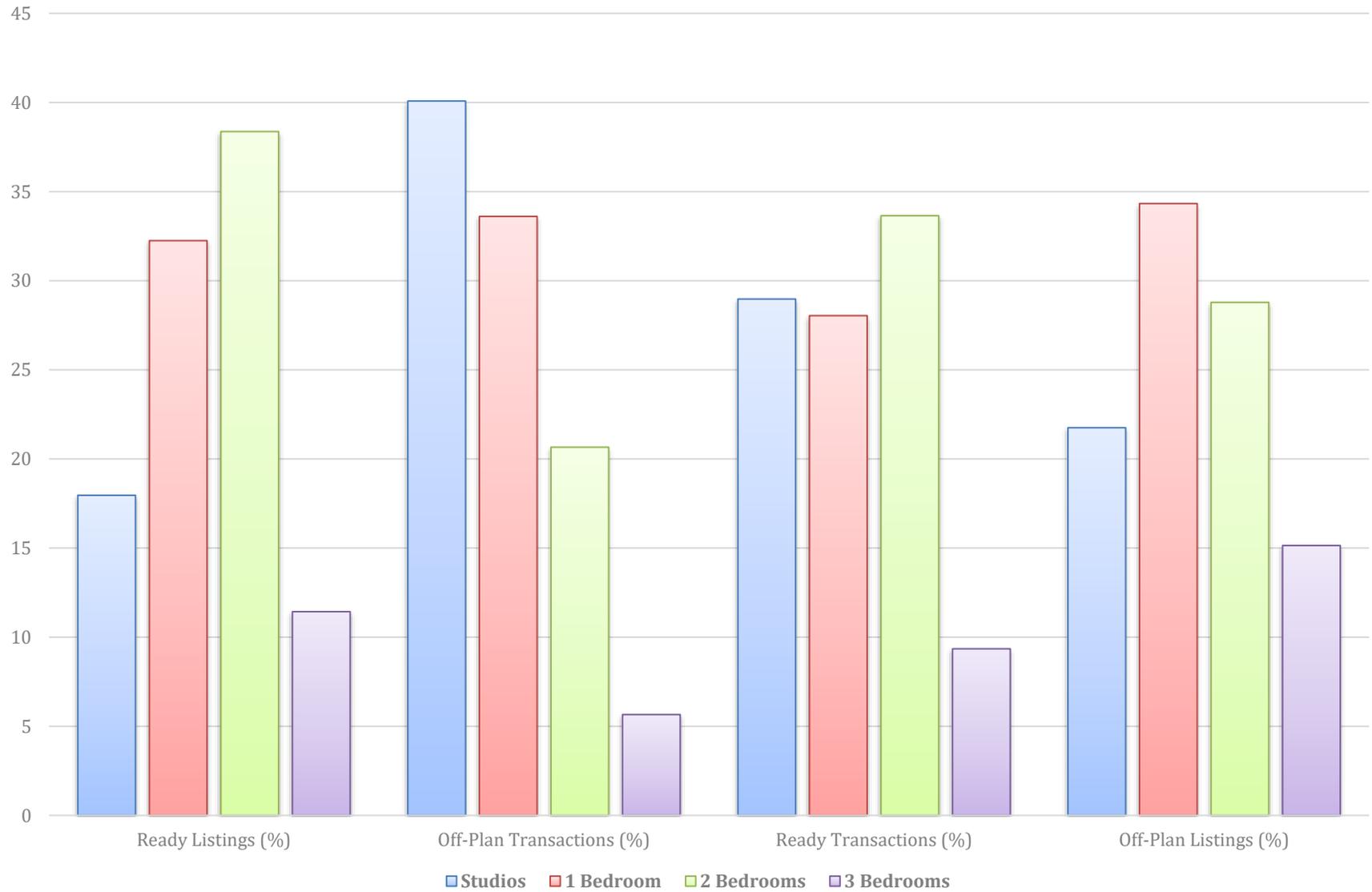
**Growth Potential**

Our research suggests a viable market for well-sized, competitively priced 3-bedroom units in future development phases.

## Bedroom Distribution Market Analysis Dubai South



**Bedroom Distribution Chart 2**



**Recommendation for Bedroom Distribution:**

**Current Building Design**

FLOORS	STUDIO	1BHK	2BHK	TOTAL
1ST FLOOR	STUDIO=5	1BHK=1	2BHK=6	12
2ND FLOOR	STUDIO=5	1BHK=1	2BHK=6	12
3RD FLOOR	STUDIO=5	1BHK=1	2BHK=6	12
4TH FLOOR	STUDIO=5	1BHK=1	2BHK=6	12
<b>TOTAL. NO OF UNITS</b>				<b>48</b>

The chart on the left hand side shows the current building distribution by bedroom type.

**Why This May Not Be Ideal**

**Too Few 1BHK Units**

- Only 8% of the total units are 1BHK, yet market data often shows that one-bedroom apartments are in high demand (both off-plan and as ready units). Under-supplying a unit type that is frequently sought after could mean missing out on a large segment of buyers or renters.

**Heavy Bias Toward 2BHK**

- Half of all units are 2BHK. Although 2BHK demand can be strong, oversaturating a single unit type can limit your buyer pool and may slow sales or rentals if that demand softens.

### **Studios Versus 1BHK Balance**

- Studios make up about 42% of the mix, which might seem logical if there's a strong investment market (since studios can be attractive off-plan). However, buyers who want a small but more functional layout (separate bedroom) are forced to choose from very few 1BHKs. You risk alienating price-sensitive buyers who prefer a “real” bedroom.

### **Ignoring Future Flexibility**

- A broader mix (studios, 1BHK, 2BHK, and possibly some 3BHK) typically gives you more resilience against market shifts. If demand changes, you have different types of units to sell or rent. Having such a narrow range of options (mostly studios and 2BHK) can put you at a disadvantage if the market leans more heavily toward 1BHK or bigger family units down the road.

## **We recommend a more balanced approach**

### **Studios (0 BR): 25–30%**

- Strong appeal to investors and first-time buyers, especially off-plan. Furthermore they are easier to sell due to their low ticket prices.

### **1 BR: 30–35%**

- Also very popular off-plan and maintains good liquidity as ready units.

### **2 BR: 30–35%**

- Consistently high demand for ready sales; suitable for both small families and investors seeking larger rental units.

### **3 BR: 5%-10%**

- Niche market but can serve end-users who need more space or want a “premium” tier.

## Appendix

### Sample Raw Data For The Analysis:

Price	Type	Bedrooms	Bathrooms	Area	Description	Address
1,550,000	Apartment	2	2	1,302 sqft	Vacant Unit	Urbana, Ema
500,000	Apartment	Studio		1 446 sqft	Studio   Fully	Celestia A, Ce
830,000	Apartment	1	1	968 sqft	Open Pool Vi	Celestia A, Ce
490,000	Apartment	Studio		1 440 sqft	Pool View Ba	Celestia A, Ce
650,000	Apartment	1	2	640 sqft	Cozy and Spa	The Pulse Re
855,000	Apartment	1	2	1,055 sqft	Spacious Uni	Celestia B, Ce
650,000	Apartment	1	2	643 sqft	Month-End V	The Pulse Re
1,250,000	Apartment	2	3	1,367 sqft	Fully Luxury U	Celestia B, Ce
480,000	Apartment	Studio		1 375 sqft	Ready to mov	Majestique Re
774,795	Apartment	1	1	686 sqft	Ready To Mo	Majestique Re
955,117	Apartment	2	2	882 sqft	No Commissio	Majestique Re
600,000	Apartment	Studio		1 447 sqft	Furnished Stu	Celestia A, Ce
700,000	Apartment	1	1	628 sqft	Large Balcon	MAG 515, MA
505,000	Apartment	Studio		1 375 sqft	Vacant-Rente	Majestique Re

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