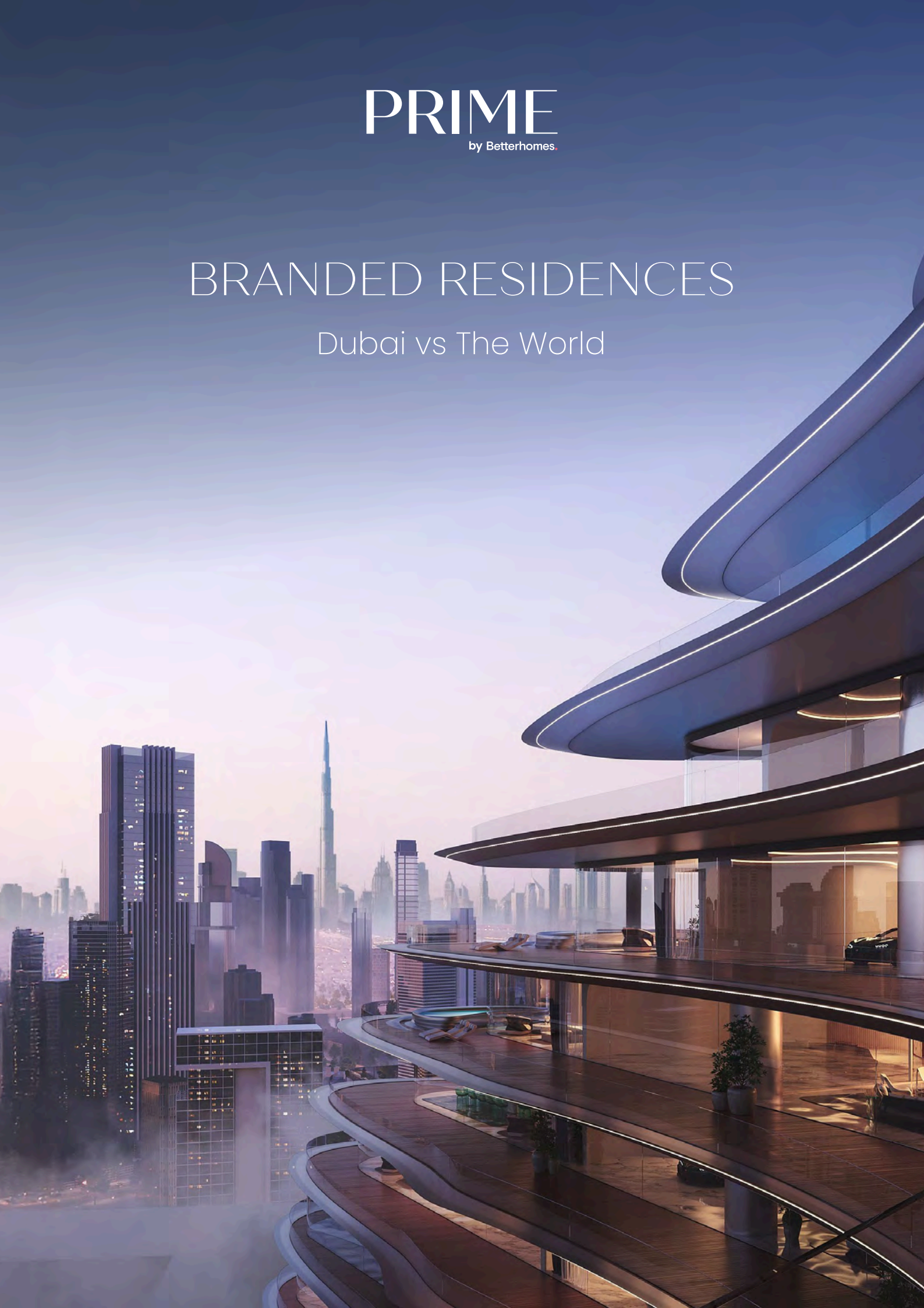


PRIME
by Betterhomes.

BRANDED RESIDENCES

Dubai vs The World



EXECUTIVE SUMMARY

Branded residences are redefining luxury living, pairing five-star services with globally recognized brands. Dubai leads the world in scale and momentum, anchored by the deepest pipeline of projects. Globally, the sector has expanded 160% over the past decade, evidence of surging demand. This study maps Dubai's rise and price premiums, benchmarks it against key peers, and spotlights the trends shaping what's next.



KEY TAKEAWAYS

Dubai dominates the category with

140+

branded-residence launches targeted by 2031.

Branded residences command a

40%

premium, as buyers are attracted by luxury appeal and strong investor benefits.

Branded residences in the MENA region are set to reach

25%

market share by 2030, with Dubai leading the charge.

THE TREND GOES BEYOND HOTELS,

with automotive brands like Bugatti, fashion names like Armani, and entertainment labels shaping the future of luxury living.

DUBAI OUTPERFORMS GLOBAL RIVALS,

it is more affordable than Miami, more tax friendly than London, and offers a higher growth potential than Phuket.



THE NEW IDENTITY OF LUXURY LIVING

Branded residences were once dominated by hotel brands such as Ritz-Carlton, Four Seasons and many others. Today, automotive, fashion and lifestyle brands have entered the space, shifting the focus from hotel-led projects to lifestyle-led living and redefining luxury home ownership.

HOSPITALITY



THE RITZ-CARLTON



FOUR SEASONS



SIX SENSES



ST REGIS

AUTOMOTIVE



BENTLEY

FASHION/ LIFESTYLE



GIORGIO ARMANI



MISSONI



CIPRIANI



LOUIS VUITTON



WHY DUBAI LEADS

Dubai has emerged as the global hub for branded residences, driven by progressive government policies, visionary developers, and prime locations. A business-friendly regulatory environment and the UAE’s appeal to migrating millionaires continue to drive demand.

With strong yields, solid capital appreciation, luxury and world-class branded amenities offered by globally renowned brands often at more accessible prices than other major hubs, Dubai’s branded residences sell faster and resell more easily, outpacing global peers.

STRATEGIC EDGE



100% FOREIGN OWNERSHIP



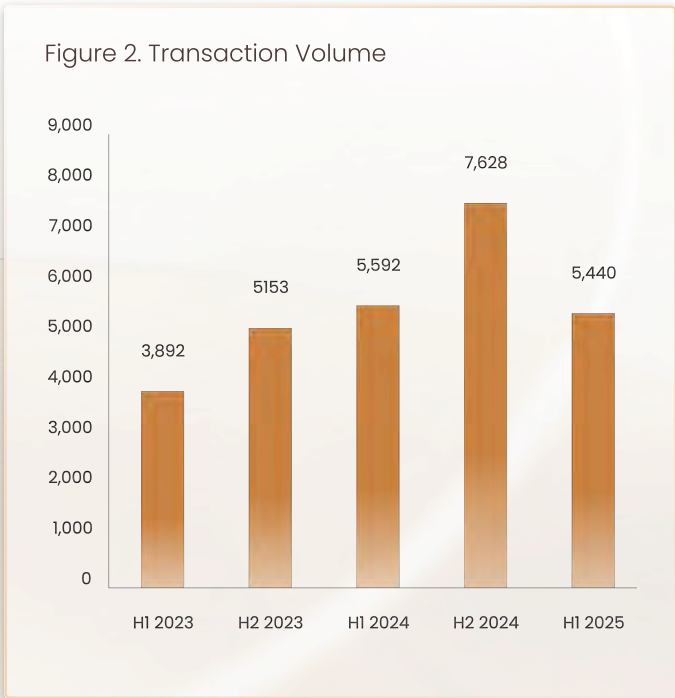
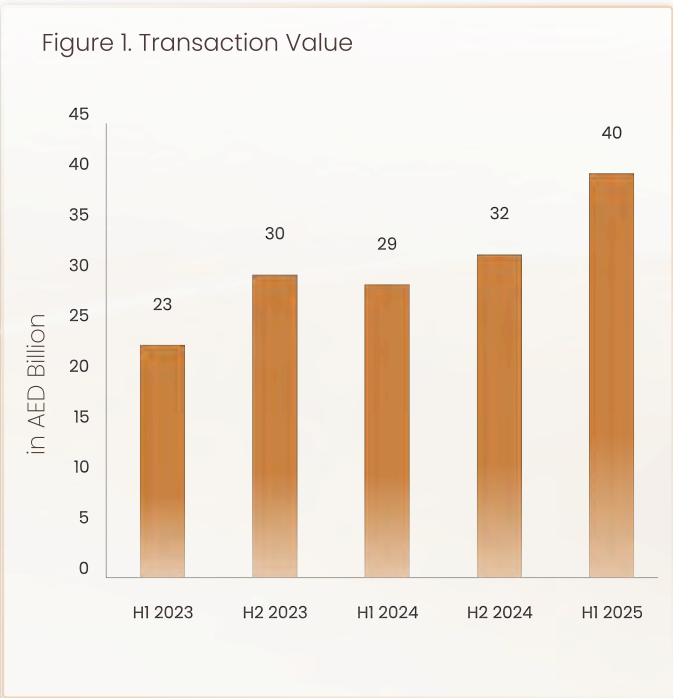
ZERO INCOME TAX



LONG-TERM GOLDEN VISAS

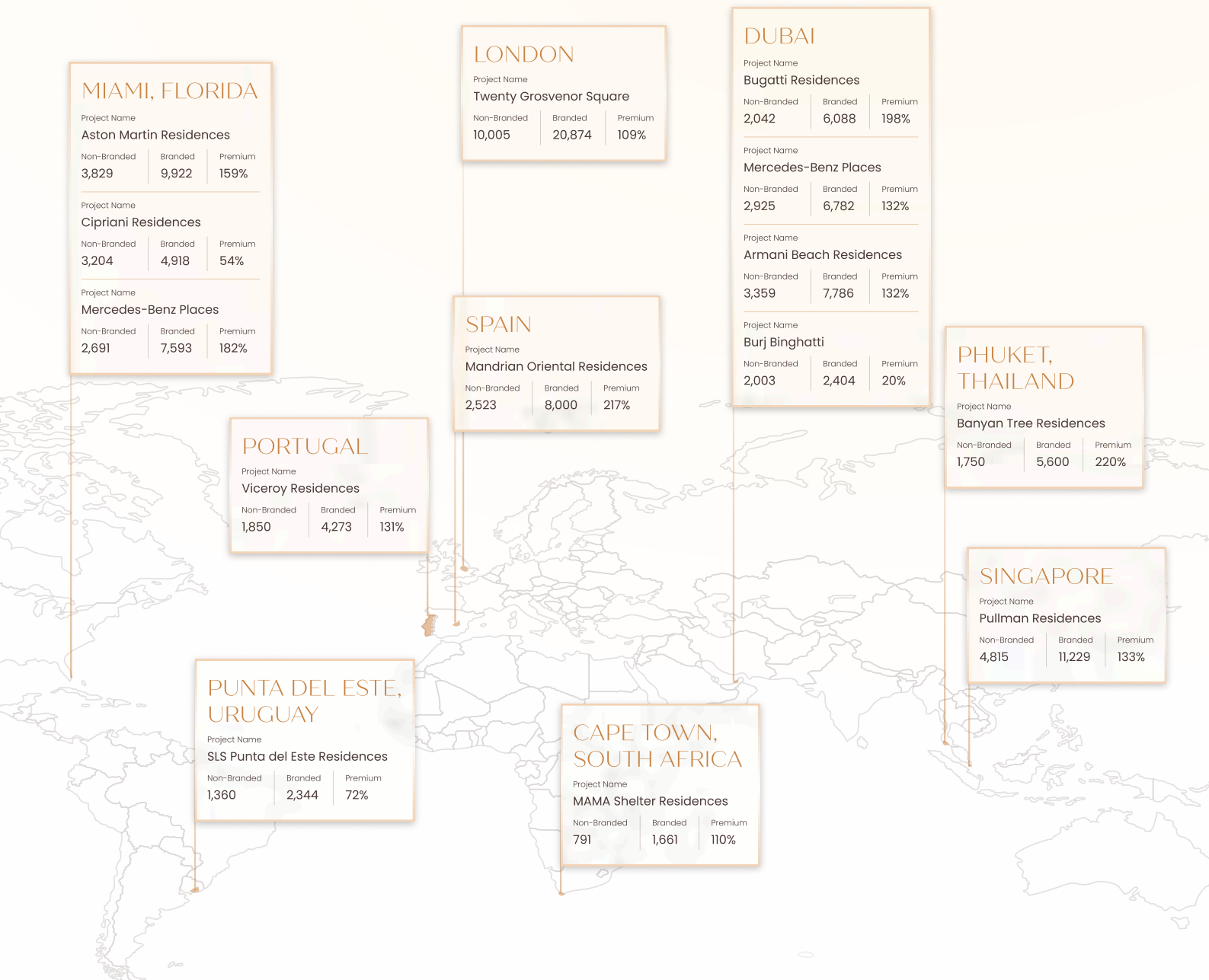
SALES SOAR

In Dubai, investors are willing to pay on average 40% premium per sqft for branded properties over non branded counterparts in the same locality.



BRAND POWER

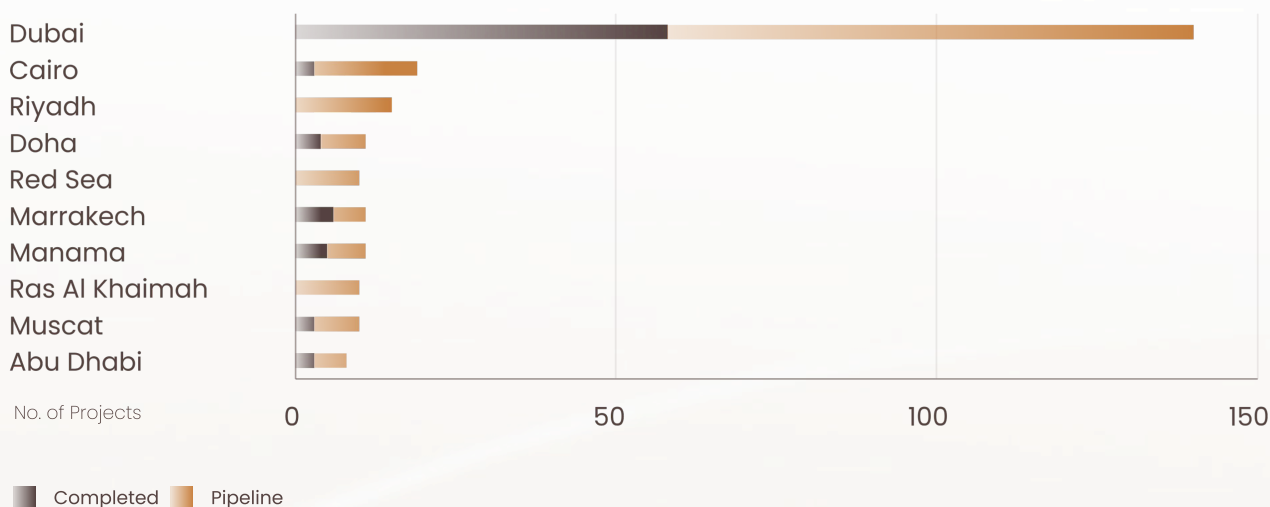
Developers such as Binghatti (Bugatti Residences), Arada (Armani Beach Residences) have established strategic partnerships with globally recognised brands, significantly enhancing the prestige and marketability of their developments. Meanwhile, master developers including Emaar, Meraas, and Nakheel have created iconic, brand-centric enclaves that have come to define Dubai’s luxury property landscape. The city’s unique blend of regulatory advantages, innovative brand collaborations, and exceptional real estate locations has firmly positioned it ahead of global competitors such as Miami, New York, and Phuket.



DUBAI'S LUXURY DOMINANCE

Dubai remains the top hotspot in the MENA region for branded residences, with 60+ completed projects and many more in the pipeline. Transaction volumes and values continue to rise, cementing its status as the region's premier destination for luxury branded living.

Figure 3. Middle East & North Africa (MENA) Region



WHERE DUBAI STANDS GLOBALLY

Dubai is a global leader in branded residences, dominating regionally and competing globally.

- Leads the MEA region by a wide margin, with 61 completed branded residences and 100 currently under development.
- Ranks among top cities in EMEA (Europe, Middle East, and Africa).
- Stands alongside global hubs in North America, Europe, and Asia.

Figure 4. Middle East & Africa Top Ten Countries

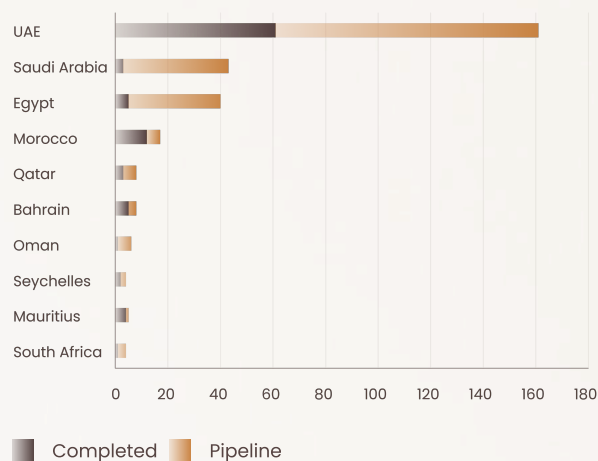


Figure 5. Top 5 Markets in the Europe, Middle East & Africa (EMEA) Region

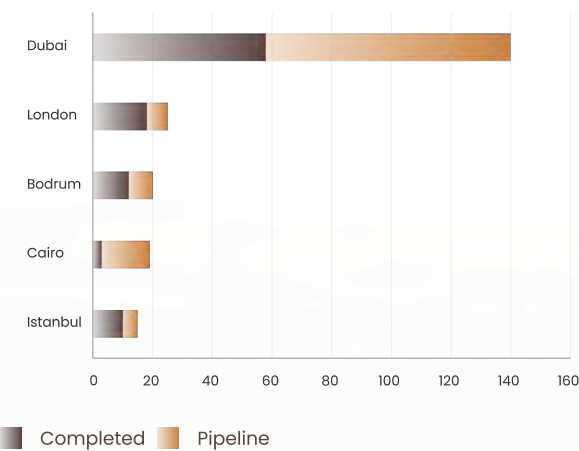
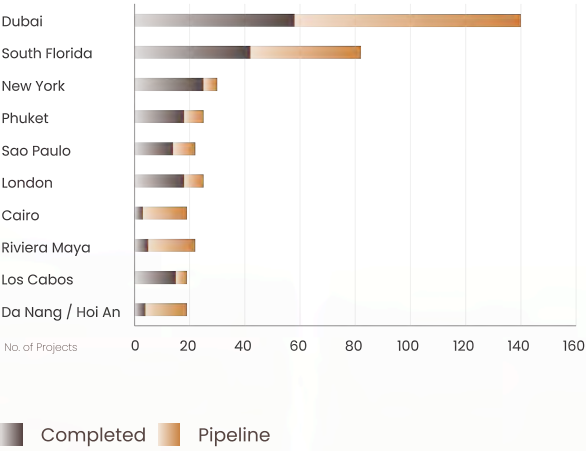


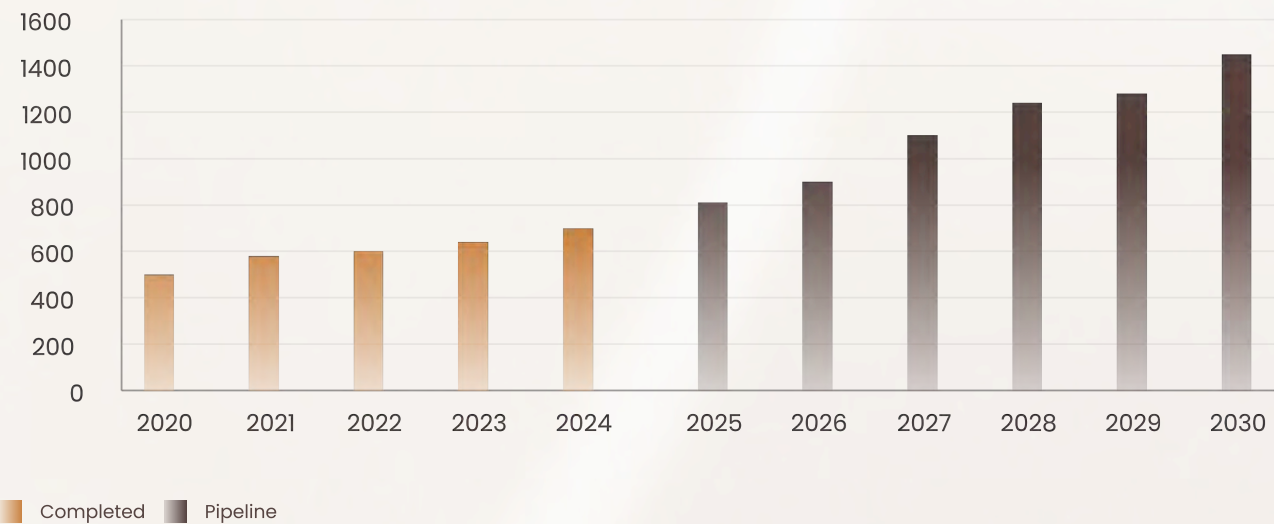
Figure 6. Leading Global Cities for Branded Residences



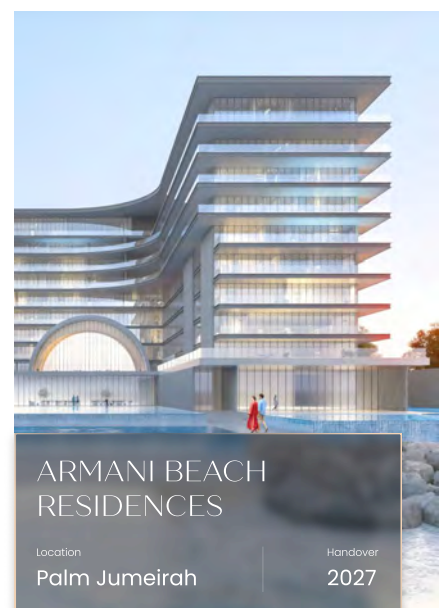
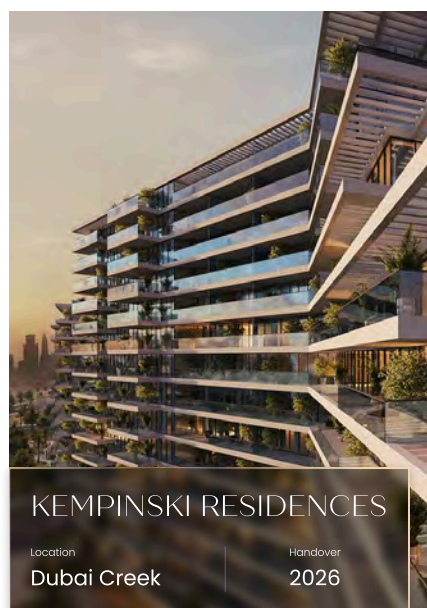
SUMMARY

Branded residences have surged 160% globally in the past decade, with Dubai emerging as the clear market leader. Its strategic policies, prime locations, and high-profile brand collaborations have propelled it ahead of global rivals. By 2030, the global branded residences pipeline is projected to reach around 1,400 developments, with the MENA region expected to claim 25% of that total about 360 projects. As the region's front-runner, Dubai is poised to lead this charge.

Figure 7. Projected Growth of Branded Residences Worldwide



BRANDED RESIDENCES UNDER DEVELOPMENT IN DUBAI



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