

betterhomes

Q1 2026

# Dubai residential market

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# Executive Summary

Q1 2026 marks a clear shift in Dubai's residential market, as activity moves from broad-based momentum towards a more selective, value-driven phase. This transition became more pronounced towards the end of the quarter, following the onset of regional geopolitical conflict, which influenced transaction timing and buyer sentiment.

Transaction volumes reached 44,493 deals, up 4% year-on-year but down 17% quarter-on-quarter, with the quarterly decline reflecting short-term disruption to transaction timing and buyer sentiment amid regional geopolitical developments, rather than a loss of underlying demand.

In contrast, total transaction value increased by 21% year-on-year to AED 139.2 billion, highlighting continued capital deployment, particularly into higher-value assets. This divergence between volume and value underscores a market where activity is becoming more targeted, but pricing remains supported.

This shift is most evident across segments. Off-plan transactions increased by 20% year-on-year and now account for 68% of total market activity, while secondary transactions declined by 19%, reflecting greater pricing sensitivity and more deliberate decision-making.

At a property level, demand is increasingly polarised. Apartment transactions increased by 11% year-on-year, driven by off-plan activity, while villa and townhouse transactions declined by 18%, largely due to a 36% drop in secondary volumes. Despite this, villa and townhouse values increased by 22%, reinforcing continued demand for larger, higher-value assets.

Buyer behaviour has evolved alongside these trends. Enquiry volumes declined by 18% year-on-year, but demand has shifted rather than exited the market. Interest in villas and townhouses increased by 15%, while apartment demand declined by 31%, pointing to a more selective and value-focused buyer profile.

Investor activity continues to play a central role. Investors now account for 57% of transactions, while 50% of purchases are mortgage-backed, reflecting a more strategic approach to capital deployment. Towards the end of the quarter, financing activity increased within higher-value segments, as buyers prioritised liquidity and flexibility over full cash deployment.

The prime segment remains a key driver of growth, with transactions above AED 15 million increasing by 43% year-on-year and 27% quarter-on-quarter, supported by both off-plan expansion and renewed momentum within the secondary luxury market.

In contrast, the leasing market is becoming more competitive. While enquiries increased by 7% year-on-year, transactions declined (-5% YoY, -26% QoQ), reflecting increased supply and more selective tenant behaviour.

March introduced a short-term adjustment in activity, shaped by seasonal factors and regional developments. This reflects a shift in transaction timing rather than a change in underlying demand, with activity expected to normalise as deferred decisions materialise in subsequent months.

Overall, the market is not weakening. It is becoming more selective, more strategic, and increasingly driven by asset quality, pricing, and capital efficiency.



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# Introduction



## Louis Harding

Chief Executive Officer

Despite a very strong start to the year, the first quarter of 2026 will not be remembered for market dynamics, but for broader geopolitical developments across the region.

I write this during a two-week ceasefire following nearly a month of conflict, and this period of de-escalation will be closely watched.

From an economic and strategic perspective, the implications of a prolonged conflict are significant, particularly given the region's importance to global energy supply, with approximately 20% of the world's oil passing through the Strait of Hormuz.

Any escalation impacting energy infrastructure or supply routes would have far reaching consequences, not only for oil prices, but for global inflation and supply chains. Oil has already moved from approximately \$55-60 per barrel to near \$100 within a short period, a rise that will put upward pressure on inflation.

The importance of stability is clear, with a broader escalation having consequences to global economies, and not just regional markets.

Turning to Dubai's real estate market, Q1 2026 recorded approximately 44,493 transactions, up 4% year-on-year but down 17% quarter-on-quarter. While this suggests a moderation in activity, the underlying dynamics of the market remain intact.

One key question is whether this slowdown reflects a loss of confidence or a shift in behaviour. The data points to the latter. Secondary transactions declined both quarter-on-quarter and year-on-year, indicating that investors are not rushing to exit positions.

If there were widespread concern, secondary activity would be expected to increase significantly. Instead, existing owners are holding assets, and there is no indication of broad distress selling.

Off-plan continues to dominate activity, supported by structured payment plans and continued demand for new developments.

Overall, Dubai's real estate market remains resilient. While activity has become more measured, the data reflects a period of recalibration rather than a structural decline, but much will depend on what happens with the conflict.

# Market overview

## 2.1 Market momentum moderates as activity becomes more selective

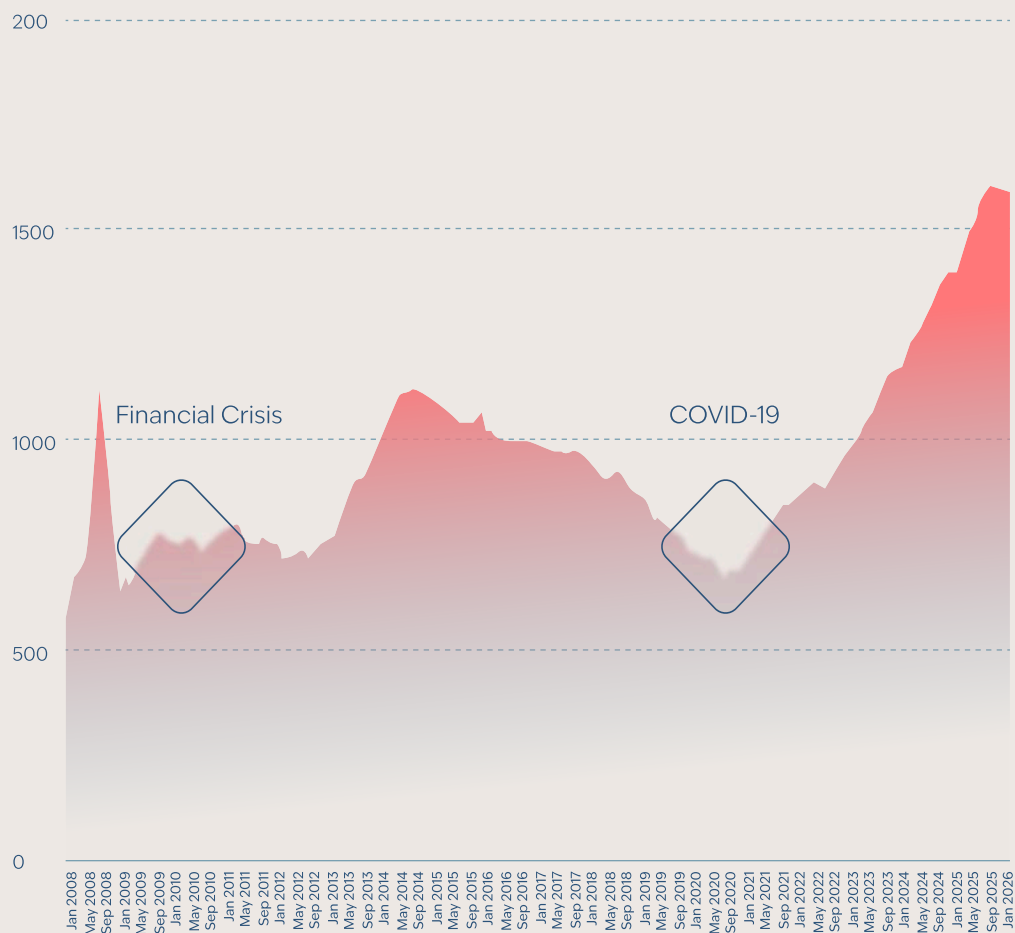
The regional unrest during the latter part of the quarter acted as a trigger for a pause in activity, with investor sentiment becoming more cautious and high-net-worth individuals taking a more deliberate approach to property acquisitions, pricing, and capital allocation.

While core operations across the UAE continued, decision-making slowed as buyers reassessed timing, pricing, and risk. Seasonal factors, including Ramadan, Eid al-Fitr, and increased travel during the school spring break, further contributed to a more measured pace of activity.

What has emerged is a shift in behaviour rather than a withdrawal from the market. Buyers remain active, but are proceeding with greater selectivity, particularly within the secondary segment, where pricing sensitivity and negotiation have become more pronounced.

In contrast, the off-plan market continues to capture the majority of demand, supported by structured payment plans and the appeal of newer product offerings.

## 2.2 Periods of uncertainty have historically preceded growth cycles



# Sales transactions and market activity

Key stats | Q1 2026

**44,493** Total transactions  
+4% YoY | -17% QoQ

**AED 139.2B** Total transaction value  
+21% YoY | -3% QoQ

Off-plan market dominates Accounting for **68%** of total market activity

## 3.1 Transaction volumes ease, but higher-value deals continue to drive the market

In Q1 2026, total transaction volumes reached 44,493 deals, a 4% increase year-on-year from Q1 2025.

On a quarterly basis, activity declined by 17% compared to Q4 2025, reflecting a moderation from the elevated levels recorded at the end of last year. This decline was influenced in part by regional geopolitical developments towards the end of the quarter, which introduced a degree of caution and delayed transaction timing, particularly within the secondary market.

This is most evident in the secondary market, where volumes declined both year-on-year (19%) and quarter-on-quarter (10%), pointing to a more noticeable slowdown within the secondary segment.

Off-plan, by contrast, continues to underpin the market. While volumes declined by 20% quarter-on-quarter, they remain 20% higher year-on-year, accounting for 68% of total transactions. The relative resilience of this segment reflects structured payment plans and longer-term buyer positioning, which are less sensitive to short-term shifts in sentiment.

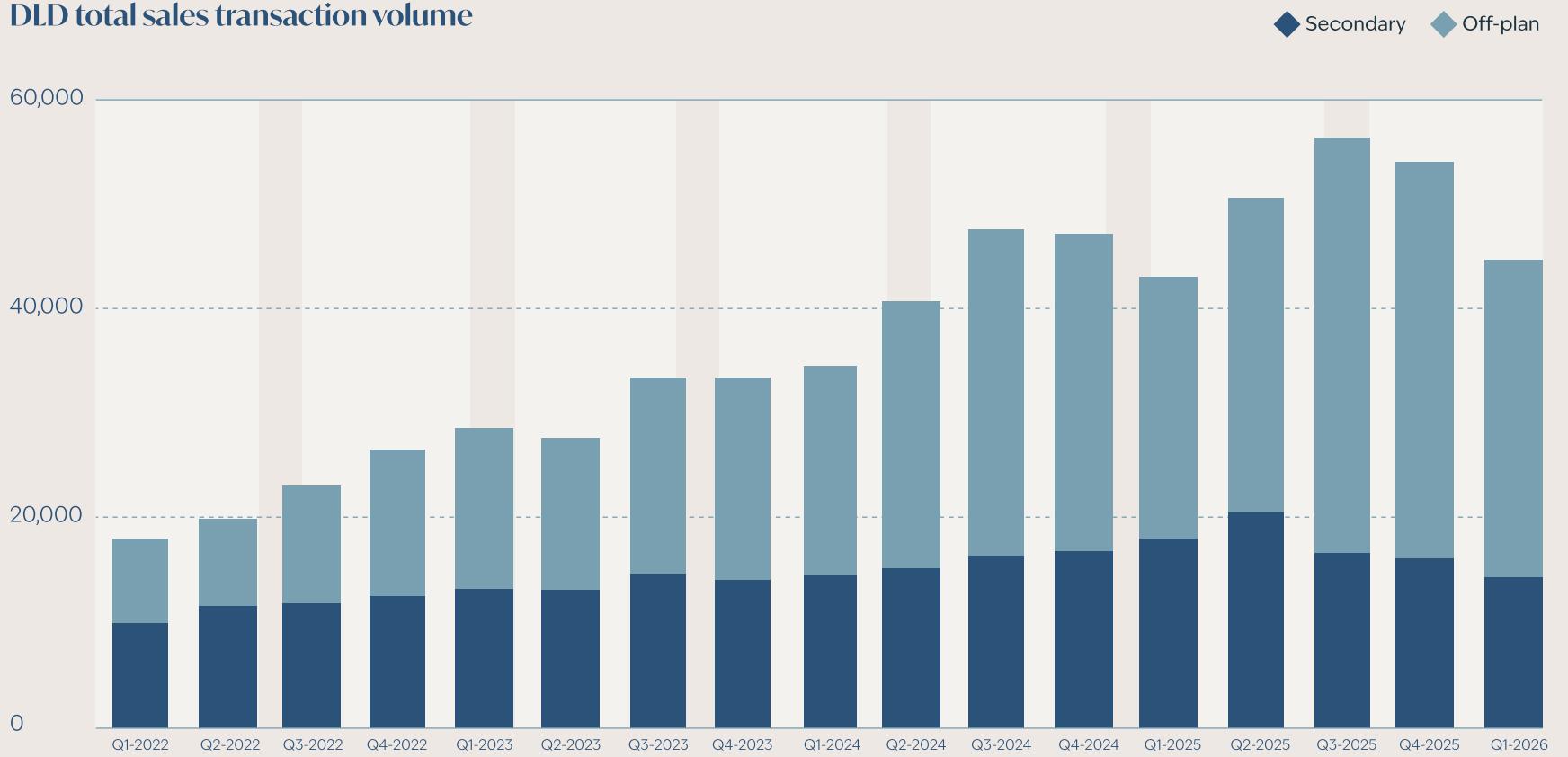
At the same time, total transaction value increased by 21% year-on-year to AED 139.2 billion, highlighting continued capital deployment despite lower volumes.

This divergence becomes clearer at a segment level. While total transaction value increased year-on-year, off-plan value rose by 35%, compared to 9% growth in the secondary segment. On a quarterly basis, total transacted value declined by 3%, with off-plan value down 13%, partially offset by an 11% increase in secondary value.

Overall, the gap between volume and value signals a clear shift in market behaviour. Activity has become more selective, but capital remains concentrated at higher price points.

## 3.2 Total sales transaction volume, DLD

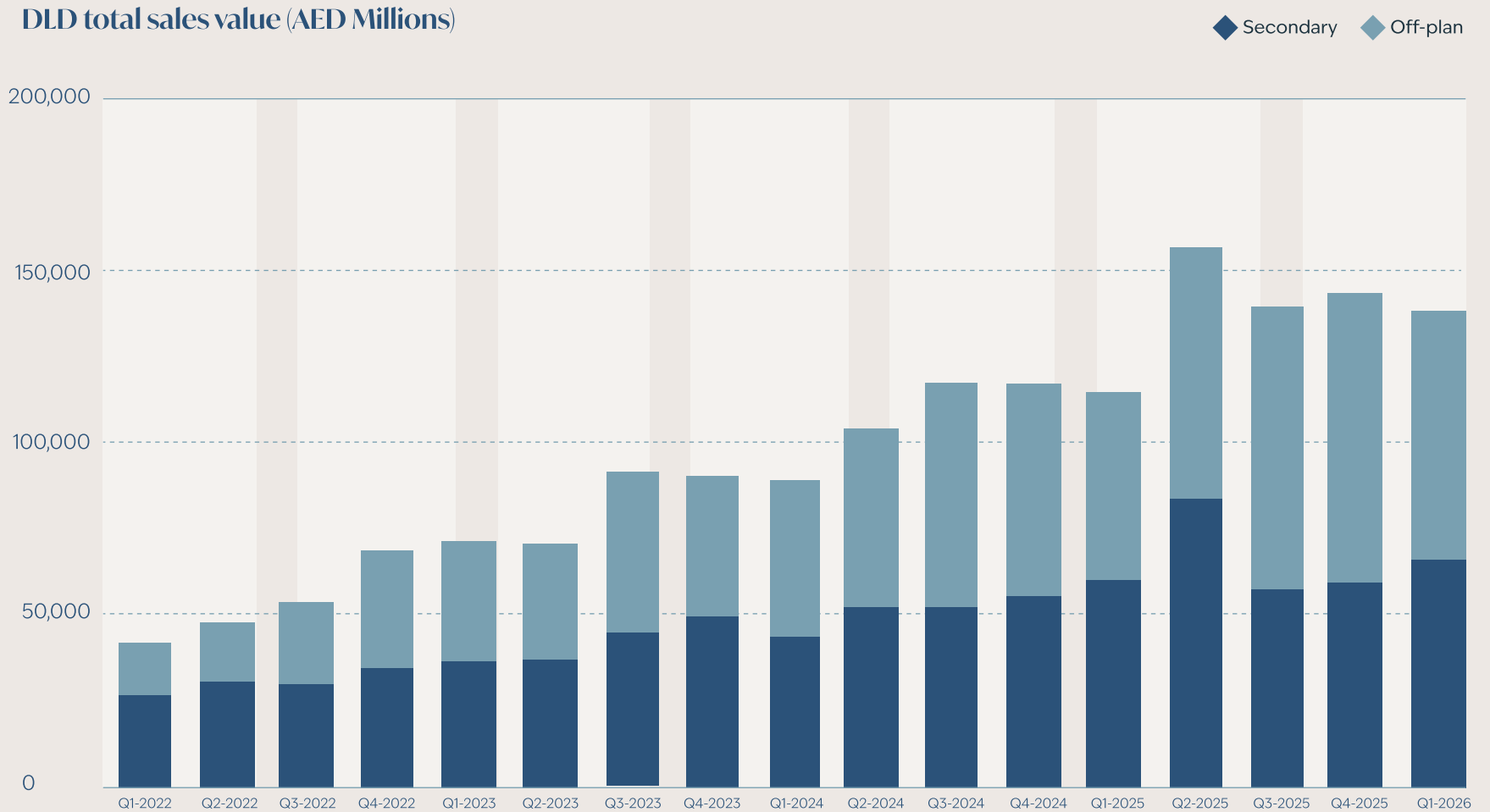
DLD total sales transaction volume



Source: Property Monitor

## 3.3 Total sales transaction value, DLD

DLD total sales value (AED Millions)



Source: Property Monitor

# 3.4 Units transacted by property type: a shift towards off-plan-led activity

A breakdown of transactions by property type highlights a clear shift in how demand is being distributed across the market.

In the apartment segment, total transactions increased from 32,284 in Q1 2025 to 35,816 in Q1 2026, driven entirely by growth in the off-plan market. Off-plan apartment transactions rose by 20% year-on-year, from 21,643 to 26,015, while secondary apartment activity declined by 8%, reflecting a more measured approach within the secondary segment.

Apartment sales value also increased by 21% year-on-year, supported by 34% growth in off-plan value, while secondary apartment value declined by 9%.

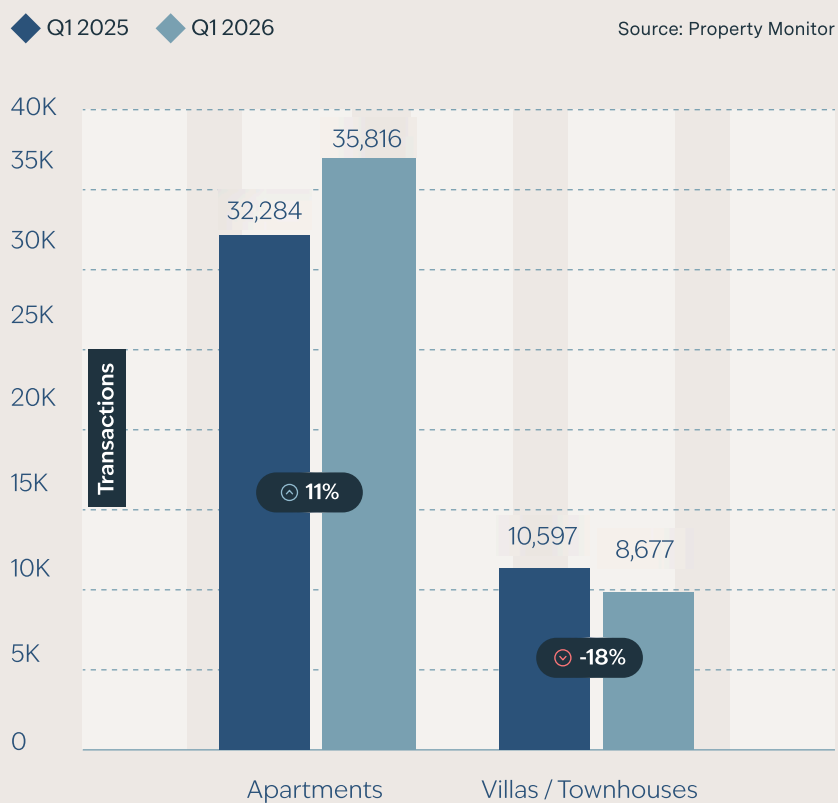
A more pronounced shift is visible within villas and townhouses. Total transactions declined from 10,597 to 8,677, with secondary volumes falling sharply by 36%, from 7,263 to 4,680. In contrast, off-plan villa and townhouse transactions increased by 20% year-on-year, partially offsetting the decline in secondary activity.

Despite lower volumes, villa and townhouse sales value increased by 22%, supported by 17% growth in secondary value and 38% growth in off-plan value.

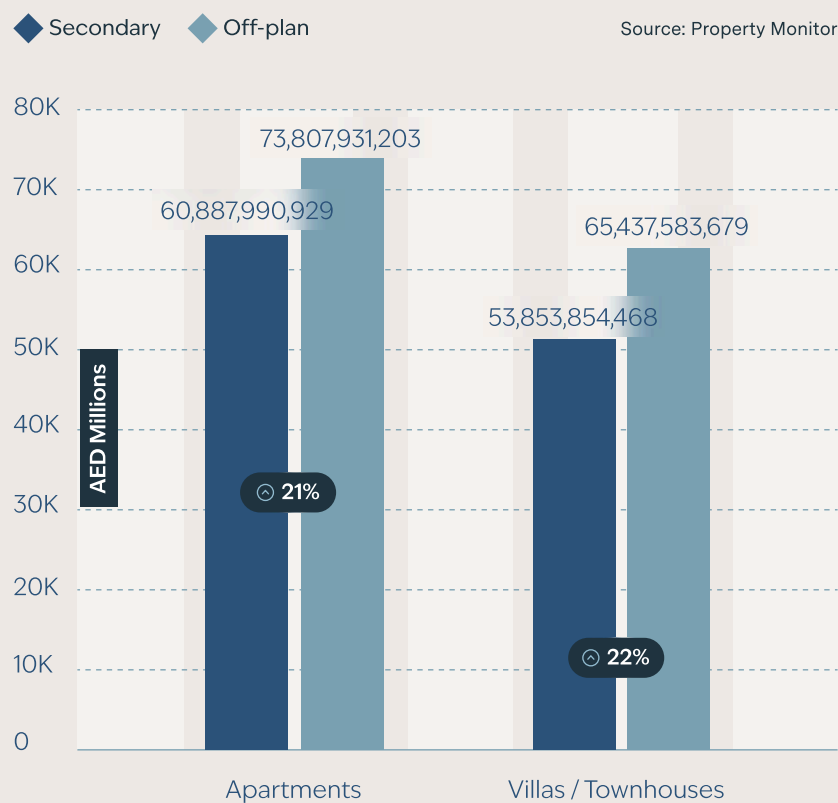
On a quarterly basis, the picture also diverges by asset class. Apartment transactions declined by 23%, with apartment sales value down 21%. By contrast, villa and townhouse transactions increased by 19% quarter-on-quarter, while values rose by 28%, highlighting continued demand for higher-value assets.

Overall, the data points to a redistribution of demand rather than a contraction in activity. Buyers remain active but are increasingly shifting towards off-plan opportunities, while the secondary segment, particularly in villas and townhouses, is becoming more price-sensitive and negotiation-driven.

### Units transacted by property type



### Units transacted by property value



## 3.5 March slowdown driven by secondary market adjustment

While Q1 reflects a more balanced level of activity across the quarter, March highlights how market conditions began to shift towards a more measured pace.

This transition was influenced by geopolitical developments and a change in buyer behaviour. While overall activity moderated, these movements need to be read in context, as real estate markets typically respond with a degree of delay during periods of external uncertainty.

In March, total transaction volumes declined by 18% compared to February and approximately 20% compared to January, indicating a slowdown in execution. However, monthly transaction data does not always fully capture underlying market dynamics in real time, particularly in periods shaped by wider regional developments.

What becomes more evident is a shift in how the market is transacting, rather than a uniform decline in activity.

The secondary segment experienced the most significant adjustment, with transaction volumes declining by 36% month-on-month. Its share of total transactions also fell from approximately 34–36% in January and February to around 28% in March, indicating that the slowdown is primarily concentrated within this segment.

In contrast, the off-plan segment has remained more resilient. While transactions declined by 8% month-on-month, it continues to account for the majority of overall activity. This suggests that market performance remains supported by off-plan transactions, including deals initiated earlier and registered during March, reflecting the timing difference between agreement and transfer.



### Louis Harding

Chief Executive Officer

“ While March data points to a resilient market in terms of pricing and capital deployment, it is important to recognise that Dubai Land Department transactions are recorded at the point of transfer, not at the point of deal agreement. As a result, some of the impact from recent geopolitical developments will only become visible in the months ahead. What we are seeing is a timing effect rather than a disconnect, demand remains present, but decision-making has become more measured. As transactions progress through the pipeline, this shift will be more clearly reflected in upcoming data.

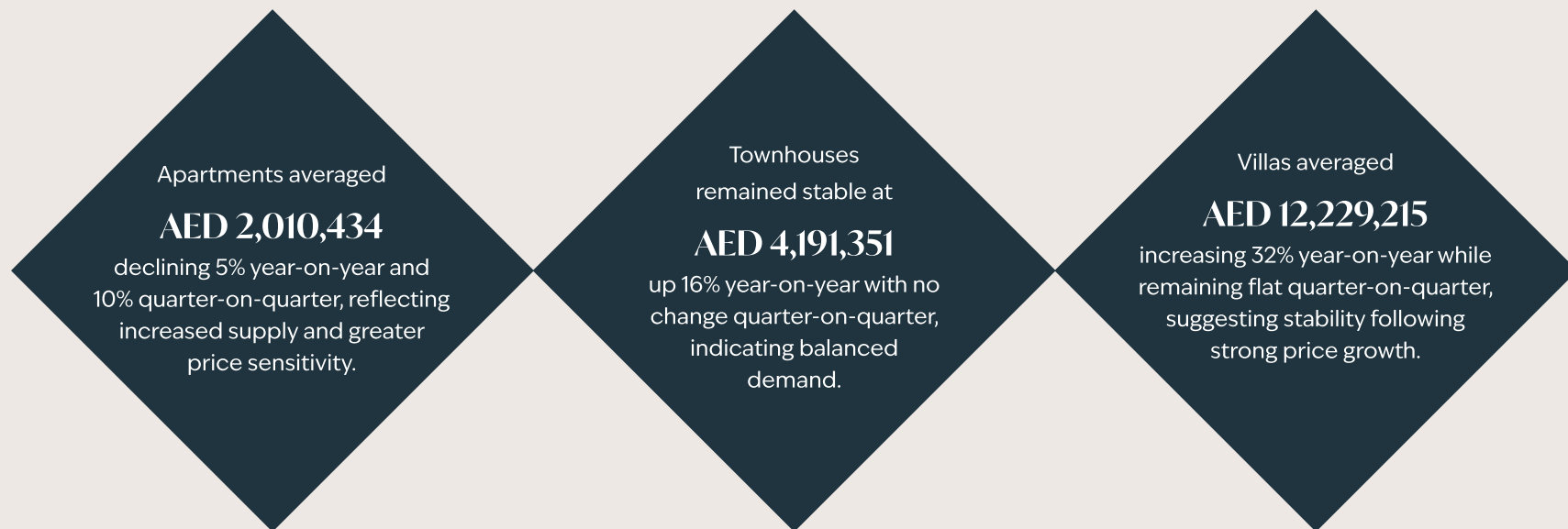


## 3.6 Average sales price accelerates across key communities

Average selling prices in Q1 2026 reflect a market where value growth remains strong year-on-year, while quarter-on-quarter performance has stabilised.

Overall, the average selling price reached AED 4,764,755 up 36% year-on-year and 9% quarter-on-quarter, indicating continued capital concentration in higher-value assets.

At a segment level:



Quarter-on-quarter pricing trends reflect a short-term adjustment in market behaviour, as regional geopolitical developments introduced caution and extended decision timelines towards the end of the quarter.

Overall, pricing remains supported, but growth is becoming more measured and selective, with performance increasingly dependent on asset quality and positioning.





Source: Property Monitor

# Buyer behaviour and demand

## 4.1 Demand becomes more selective, with resilience in higher-value segments

### Buyer enquiries

⬇️ **18%** YoY

Demand softening across segments

### Apartment enquiries

⬇️ **31%** YoY

More exposed to discretionary demand and available supply

### Villas & Townhouses enquiries

⬆️ **15%** YoY

Demand remains concentrated in larger, higher-value properties

### March inflection point

⬇️ **33%** MoM

⬇️ **50%** YoY

A slowdown driven by seasonal factors and regional geopolitical developments, leading to a more cautious approach from buyers.

Source: betterhomes

Buyer enquiry volumes declined across Q1 2026, falling by approximately 18% year-on-year. However, this headline movement does not fully reflect how demand evolved over the quarter.

A breakdown by segment highlights a clear divergence. Apartment enquiries declined by 31%, indicating a reduction in activity within this segment. In contrast, enquiries for townhouses and villas increased by 15%, reinforcing that demand has not exited the market, but is shifting towards larger, higher-value properties.

This points to a more deliberate buyer profile, with greater emphasis on space, quality, and long-term value, particularly within segments where supply remains relatively constrained.

As the quarter progressed, this shift became more pronounced.

While activity remained relatively stable through January and February, March marked a clear inflection point. Enquiries declined by 33% month-on-month and 50% year-on-year, making it the weakest period of the quarter.

This slowdown was driven by a combination of seasonal and external factors. Ramadan, the Eid holiday period, school holidays, and reduced on-ground activity during travel periods contributed to lower engagement. At the same time, regional geopolitical developments introduced additional caution, extending decision timelines and delaying transaction intent.

The impact was not uniform across segments.

Apartment enquiries declined by 32% month-on-month and 56% year-on-year, highlighting a more sustained reduction in demand within this segment. Enquiries for townhouses and villas also declined in March (-35% month-on-month), but the year-on-year decrease was less pronounced at -37%, indicating comparatively stronger underlying demand.

This reinforces a key trend emerging across the quarter. Apartments are more exposed to shifts in sentiment and discretionary demand, and given they account for over 80% of total transactions, movements in this segment have a disproportionate impact on overall market activity, while demand for larger, higher-value properties has remained more resilient.

Overall, Q1 reflects a market where demand remains present, but is being deployed more selectively. March does not signal a structural change in demand, but rather a pause in activity, shaped by external factors and more considered decision-making.

## 4.2 Top 5 communities by buyer demand, betterhomes

◆ Apartments ◆ Villas & Townhouses



## 4.3 Investor-led demand increases as capital deployment becomes more strategic

**57%**

of transactions are now investor-driven (up from 50% in Q1 2025)

**50%**

of purchases are mortgage-backed (down from 58% in Q1 2025)

According to betterhomes data, investor activity continues to play a central role in shaping market direction.

Buyer composition has shifted over the past year, with investors now accounting for the majority of transactions. This reinforces a market increasingly driven by capital deployment, rather than purely end-user demand.

At the same time, the structure of how transactions are funded has evolved. Mortgage-backed purchases now account for half of all activity, down from 58% a year earlier, indicating a more balanced split between financed and cash buyers.

However, this trend was not linear across the quarter.

Towards the end of Q1, a notable shift emerged. In March, a growing number of investors began utilising mortgage financing rather than deploying full cash. This was less a reflection of borrowing constraints and more a strategic decision, as buyers sought to preserve liquidity during a period of increased uncertainty.

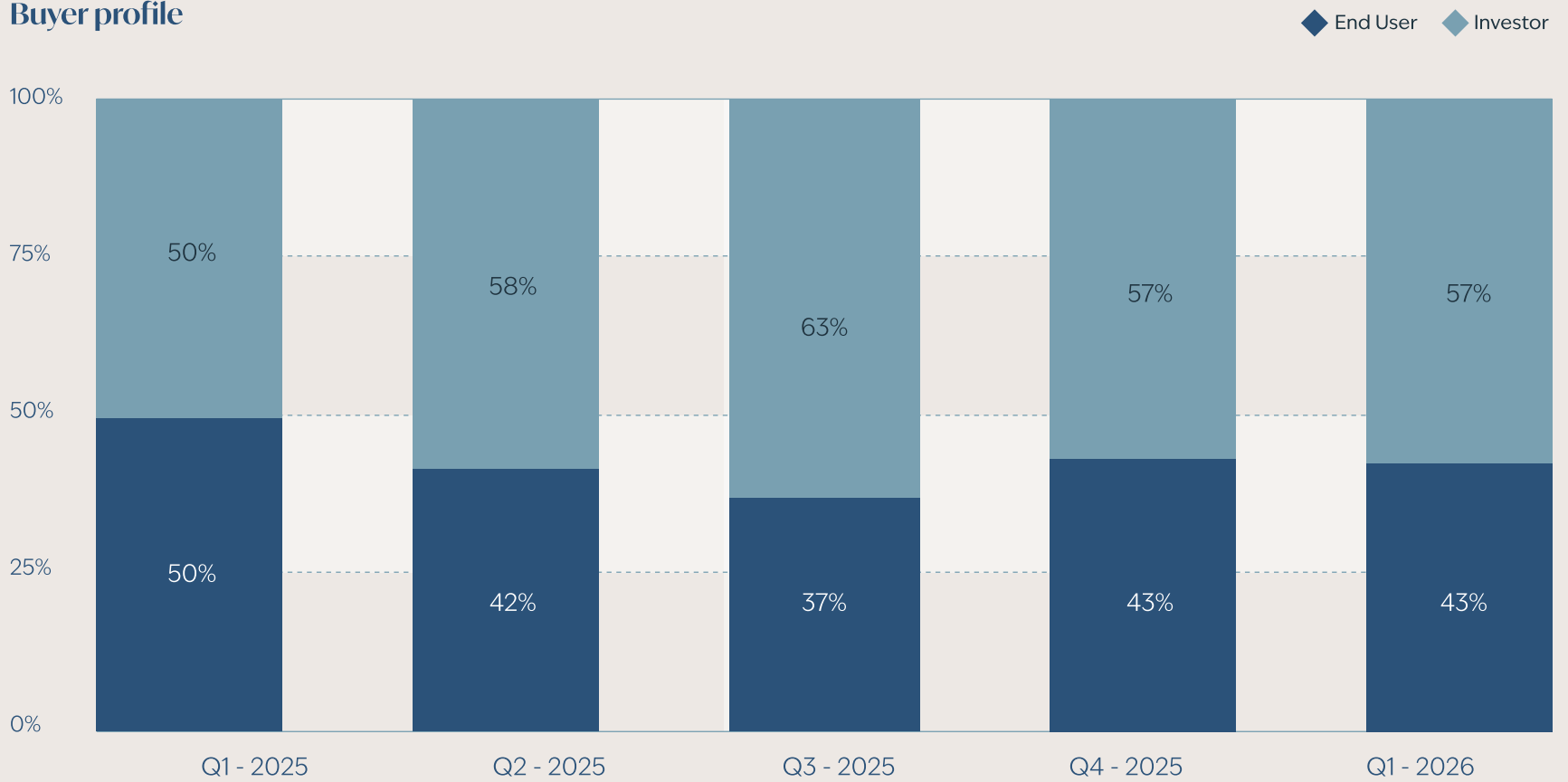
For higher-value transactions, investors are opting to structure deals in a way that allows them to maintain flexibility, rather than fully tying up capital in a single asset.

At the same time, a segment of buyers is trading into larger or higher-quality properties, using financing to access these opportunities while managing overall exposure.

Together, these trends point to a more sophisticated buyer profile. Capital remains active in the market, but is being deployed with greater precision, balancing leverage, liquidity, and long-term positioning.

## 4.4 Investor share increases as end-user activity becomes more selective

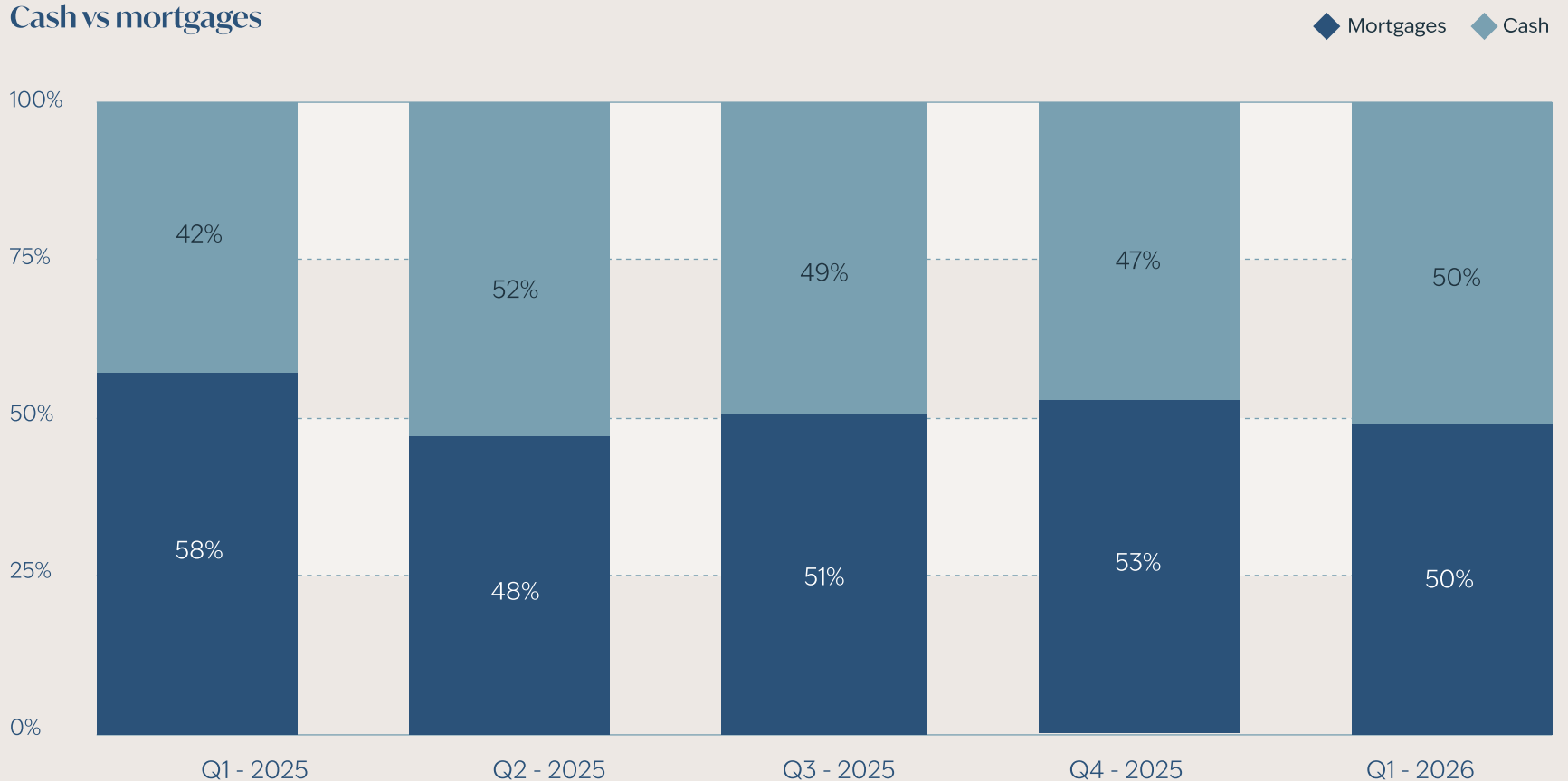
### Buyer profile



Source: betterhomes

## 4.5 Financing remains central to transaction activity, with a shift in how it is deployed

### Cash vs mortgages



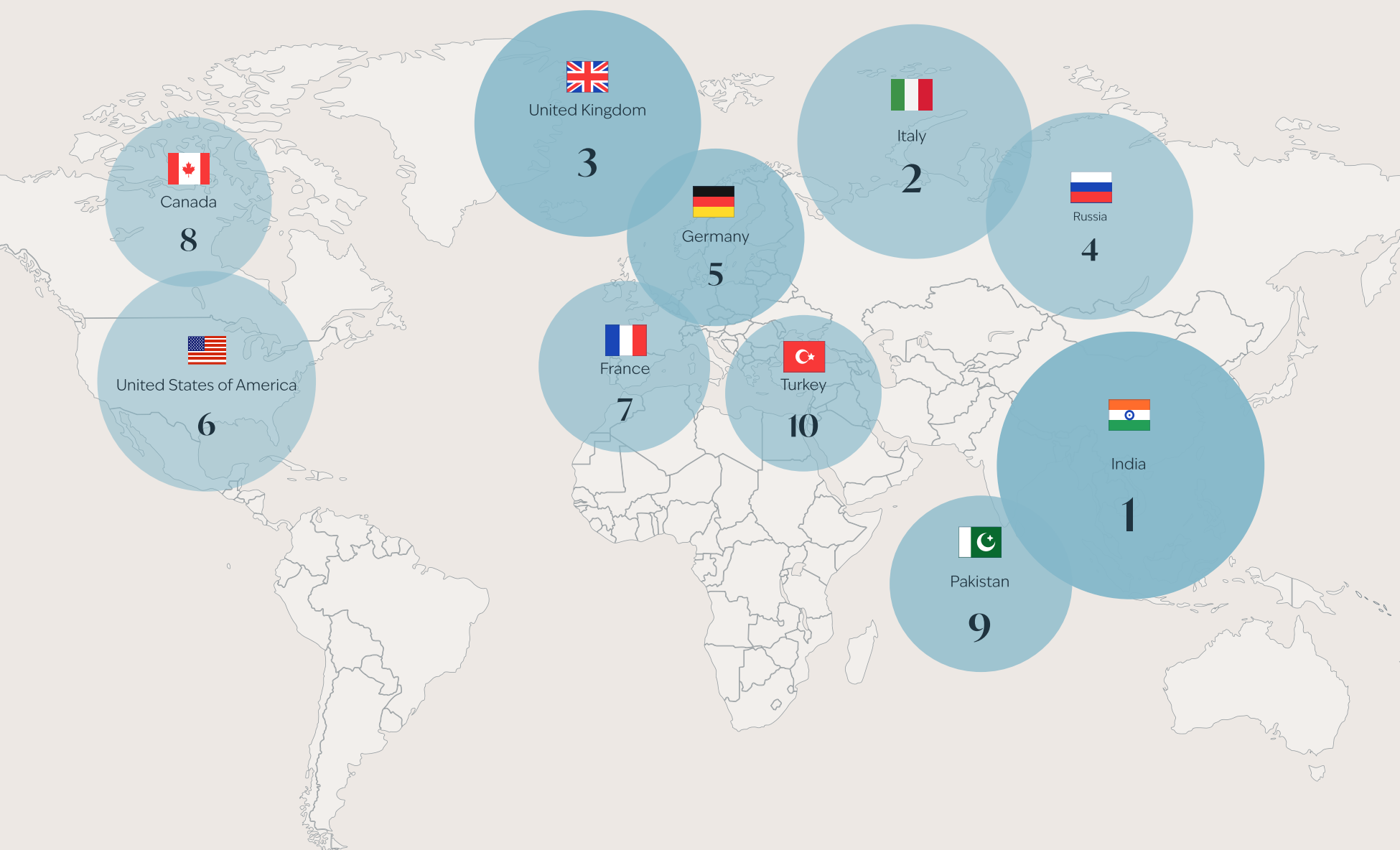
Source: betterhomes

# Buyer Nationalities

Italy has seen a notable surge in buyer interest this quarter, moving into second place behind India, while the United States has continued to climb the rankings.

In contrast, traditional buyer markets such as India and the United Kingdom have declined quarter-on-quarter, but remain among the top contributors to overall activity, reinforcing their structural importance to Dubai's real estate market. Germany, Russia, and Turkey remain broadly stable.

Overall, buyer demand is becoming more diversified, with growth emerging from specific markets while established buyer groups continue to anchor the market.



# Supply pipeline

## 6.1 Future supply pipeline set to reshape market dynamics

In 2025, a total of 40,435 units were completed across Dubai's residential market. In Q1 2026, 12,463 units have been delivered to date, with a further 78,678 units scheduled for completion, meaning approximately 86% of the year's pipeline remains outstanding.

Upcoming supply remains heavily concentrated within the apartment segment, which continues to account for the majority of planned deliveries. In contrast, villa and townhouse supply remains comparatively limited, supporting continued resilience in these segments.

This imbalance continues to reinforce current demand patterns. Higher-value, low-supply asset classes such as villas and townhouses are sustaining stronger performance, while apartments remain more exposed to increasing inventory and greater pricing sensitivity.

Despite broader regional and seasonal factors influencing transaction activity in Q1, developer activity remains consistent, with projects progressing in line with planned timelines.

This suggests that while demand has become more selective, the supply pipeline remains unchanged, placing greater emphasis on pricing, positioning, and product quality as new inventory enters the market.

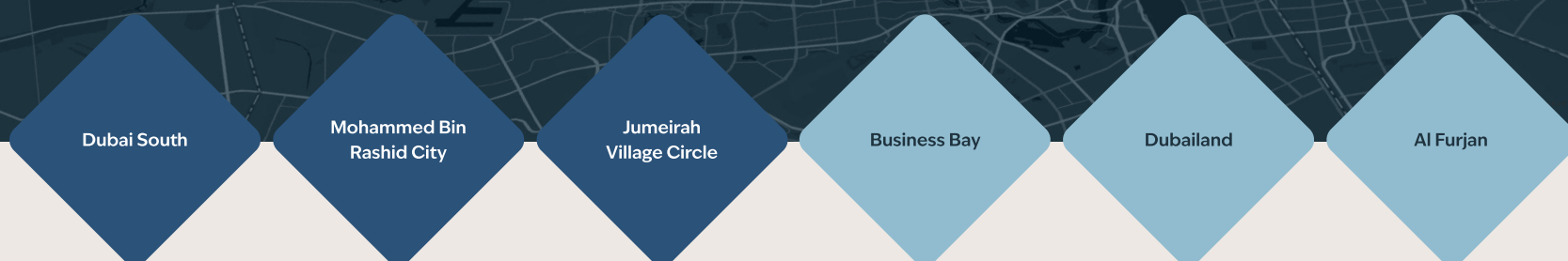


**Harry Martin**

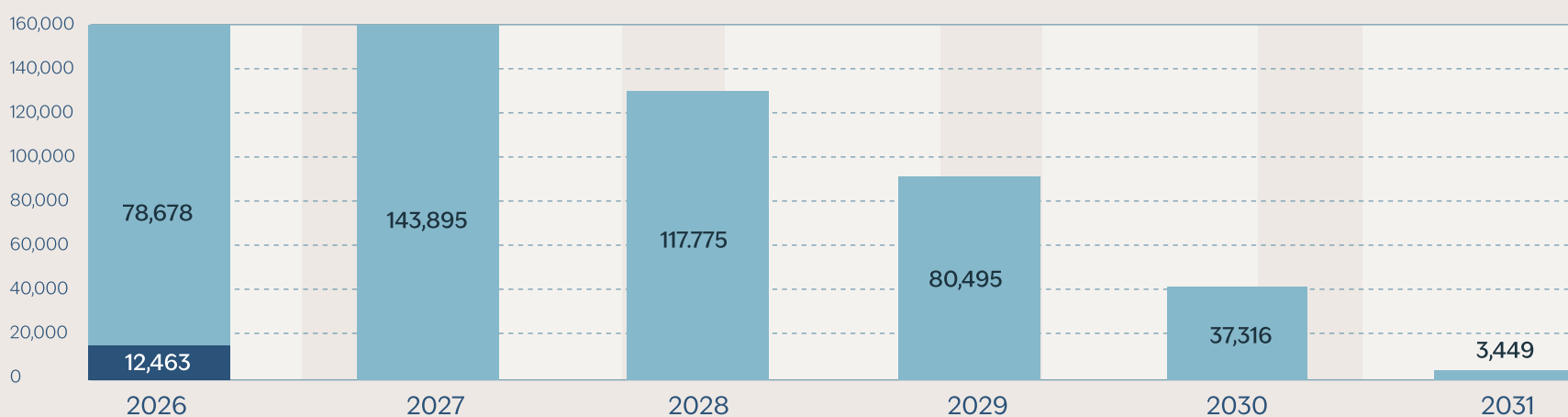
Head of Off-Plan and Capital Markets

“Dubai's supply pipeline tells a story of a market maturing with confidence. While headline delivery numbers are significant, the composition of that supply is what truly matters, and the fundamentals remain firmly in favour of quality assets. Villa and townhouse stock continues to be absorbed ahead of delivery, underpinned by structural undersupply that shows no sign of easing. On the apartment side, the market is simply becoming more discerning, which is healthy. Projects with strong positioning, genuine specification, and credible developers are performing well. We're yet to see any immediate impact on increased procurement costs, given the successful forward sales achieved on off-plan developments handing over this year. What we are seeing in Q1 2026 is not a market under pressure, it is a market recalibrating around quality, and that is exactly where we want to be.

## 6.2 The top communities that will see the most upcoming supply by the end of 2026 include:



## 6.3 Supply delivery timeline



# Luxury market

## 7.1 Luxury demand expands, with off-plan driving long-term growth

Dubai continues to attract global capital across its luxury residential market, with activity in the AED 15 million and above segment remaining strong in Q1 2026. Total prime transactions increased by 43% year-on-year, reaching 1,214 transactions, reinforcing the city's position as a leading global destination for high-value real estate.

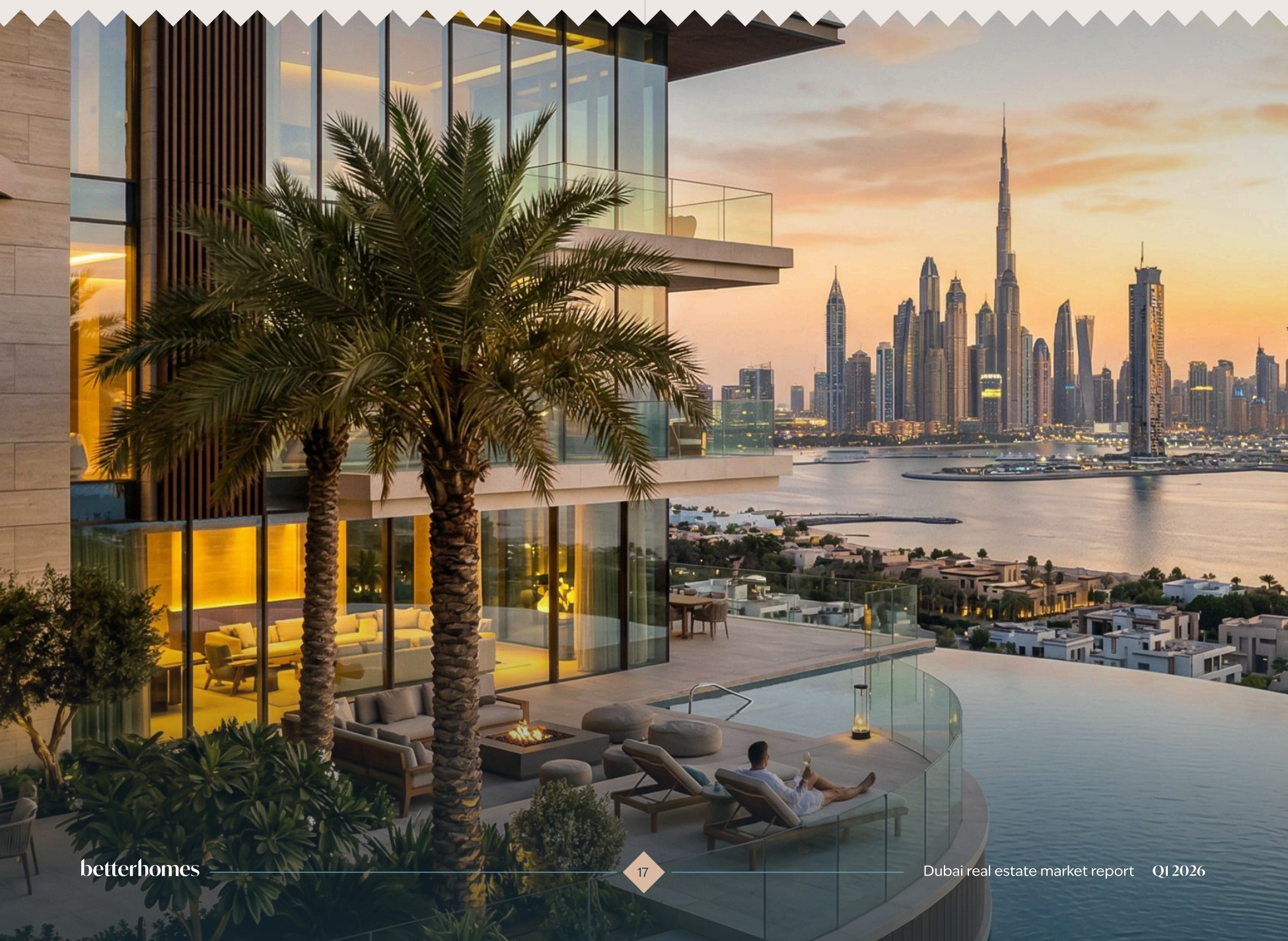
Growth this quarter has been driven across both off-plan and secondary markets. However, a clear shift is emerging in buyer preference. Off-plan transactions increased by 84% year-on-year, significantly outpacing the 35% growth recorded in the secondary market.

On a quarterly basis, the picture shifts. Secondary prime transactions increased by 41% quarter-on-quarter, while off-plan prime transactions declined by 9%, indicating that while off-plan continues to drive annual growth, short-term momentum within the luxury segment is currently being supported by the secondary market.

This divergence highlights a change in how buyers are approaching the luxury segment, with increasing demand for new, high-quality developments offering modern design, flexible payment structures, and long-term value potential.

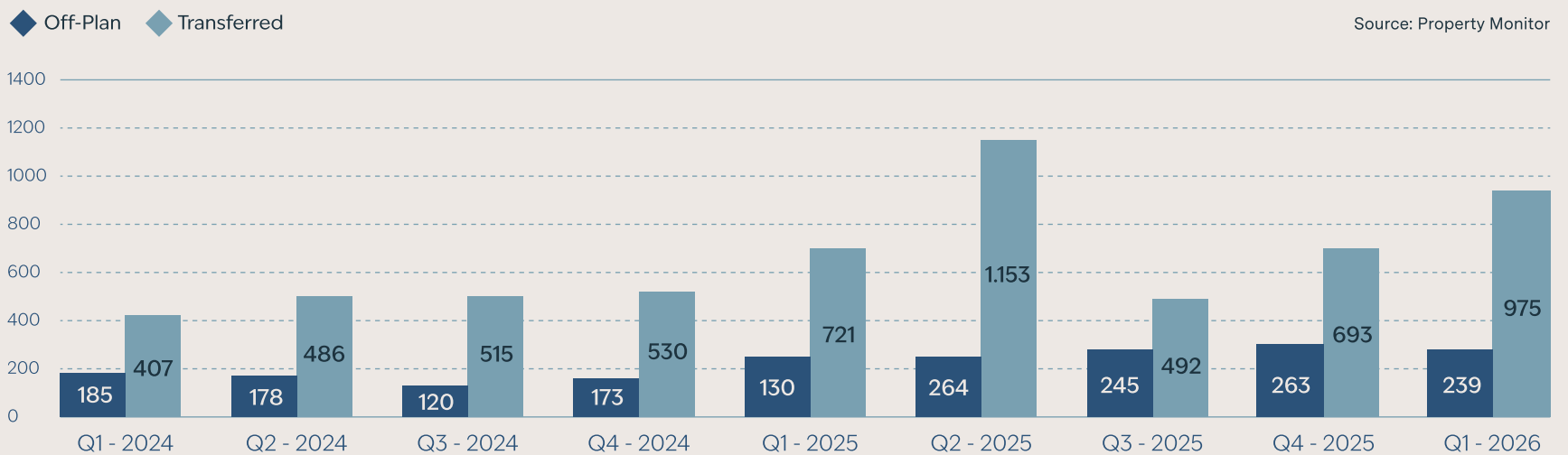
While the secondary market continues to account for the majority of transactions, the accelerated growth in off-plan activity signals a repositioning of demand within the prime segment.

Towards the end of the quarter, March reflected a short-term shift in activity. Off-plan transactions rose sharply year-on-year, while secondary transactions declined, indicating a temporary slowdown in secondary market activity. This suggests a change in timing and transaction behaviour rather than a shift in underlying demand, with buyers continuing to favour off-plan opportunities within the prime segment.



## 7.2 Volume of prime transactions over AED 15M, DLD

### Prime property transactions (AED 15m and above)



#### Secondary

⬆️ **35%** YoY

Sustained activity in established luxury communities

#### Off-plan

⬆️ **84%** YoY

Accelerated demand for new, high-quality developments

#### Total prime transactions (AED 15M+)

⬆️ **43%** YoY

Strong growth across the luxury segment

## 7.3 Top prime communities by sales transactions, DLD

Dubai's luxury market continues to be anchored by a number of established and emerging prime communities, reflecting both end-user demand and investor interest across different segments of the market.

In the secondary segment, activity remains focused in The Oasis, Dubai Hills Estate, Palm Jebel Ali, Nad Al Sheba, and Jumeirah Golf Estates 2, highlighting sustained demand for established, high-quality residential environments.

In contrast, off-plan activity is increasingly concentrated in Palm Jumeirah, La Mer, Downtown Dubai, Mohammed Bin Rashid City, and The Oasis, reflecting growing demand for newly launched developments within prime, well-connected locations.



# Leasing market

## 8.1 Leasing enquiries remain stable in Q1, with volatility through March

Leasing enquiry volumes increased by 7% year-on-year in Q1 2026, indicating stable underlying tenant demand despite a more competitive market environment.

At the same time, betterhomes leasing data provides further context. Leasing transactions declined by 5% year-on-year and 26% quarter-on-quarter, reflecting slower deal conversion as supply increased and tenants became more selective in their decision-making.

At a monthly level, activity softened progressively through the quarter. Enquiries declined by 15% between January and February, followed by a further 41% drop into March, highlighting a slowdown in momentum as the quarter progressed.

March reflects a short-term adjustment in activity rather than a sustained decline in demand. The slowdown was driven by a combination of seasonal factors and regional geopolitical developments, which extended decision timelines and reduced immediate leasing activity, rather than weakening underlying demand fundamentals. As conditions stabilise, this is expected to translate into a normalisation of activity, with delayed decisions feeding into subsequent months.

At a pricing level, the market is beginning to show signs of divergence. While broader market indicators point to resilience, betterhomes data suggests that new-let pricing across several communities has come under pressure, driven by increased supply and more price-sensitive tenants.

Underlying demand remains present, but increased supply and more selective tenant behaviour are creating pricing pressure on new lets across certain segments. This is leading to a widening gap between existing tenancy levels and newly agreed rents, with tenants negotiating more actively and landlords adjusting expectations to remain competitive.

Overall, leasing demand remains present but is becoming more uneven and timing-sensitive, influenced by both increased supply and more considered tenant decision-making.

The slowdown can be attributed to a combination of seasonal and external factors, including school holidays, Eid, and regional developments, alongside a continued increase in available rental supply.

At the same time, tenant behaviour is becoming more selective and value-driven. With greater choice in the market, tenants are taking longer to compare options, negotiate terms, and assess overall value.

With increased supply and more informed tenants, pricing strategy and presentation have become critical. Well-positioned properties continue to lease, while overpriced or poorly presented units are seeing extended vacancy periods.



**Rupert Simmonds**

Director of Leasing at betterhomes

“ Q1 has shown the leasing market moving in two directions at once. New-let apartment pricing across most of the prime communities has come off by between 10 and 20 percent on the year, while renewals remain largely anchored by the index, which creates a real gap between what sitting tenants are paying and what someone moving today can negotiate. Regional developments reinforced that shift rather than created it, with March enquiries down over 40 percent month on month as tenants took their time. With further supply still to arrive through the year, the coming months will tell us whether new-let pricing finds its floor or whether the gap with renewals widens further.



## 8.2 Average leasing price adjust across key communities

Average leasing prices reflect a market that is stabilising following a period of rapid rental growth, with performance diverging across segments.

Average leasing prices reached AED 194,244 up 7% year-on-year but down 2% quarter-on-quarter, indicating early signs of pricing normalisation.

Apartments recorded moderate growth, with average rents reaching

**AED 145,234**

up 4% year-on-year and 3% quarter-on-quarter.

Townhouses remained stable, with average rents at

**AED 216,009**

showing 1% year-on-year and a 4% increase quarter-on-quarter.

Villas continued to show strong annual growth, with average rents reaching

**AED 436,040**

up 33% year-on-year, despite a 12% decline quarter-on-quarter.

This divergence highlights a market that is increasingly location and segment-specific, where pricing is driven by supply levels, property quality, and tenant expectations rather than broad market momentum.

At the same time, recent geopolitical developments have reinforced a more cautious and value-driven tenant approach, with greater emphasis on flexibility, negotiation, and overall value in leasing decisions.



Source: Property Monitor

## 8.3 Top leasing communities, betterhomes

◆ Apartments ◆ Villas & Townhouses



## 8.4 Tenant payment behaviour becomes more segmented

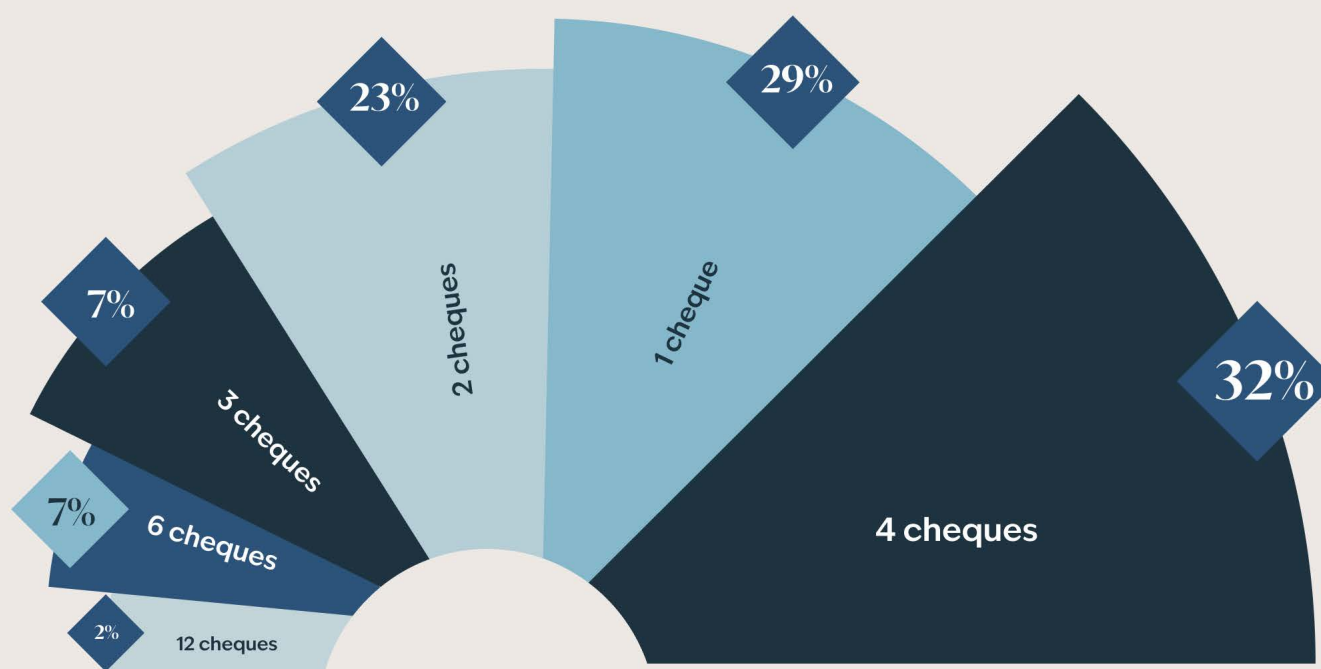
Tenant payment behaviour remains balanced across both upfront and staggered structures.

Four-cheque payments account for the largest share of transactions at 32%, followed closely by single-cheque agreements at 29%. Two-cheque structures represent a further 23%, while three- and six-cheque payments account for smaller proportions of activity.

Quarter-on-quarter and year-on-year changes remain relatively modest across most payment types, indicating that tenant preferences are not shifting in one clear direction. Instead, behaviour is becoming more segmented, with tenants selecting payment structures based on individual financial priorities rather than following a uniform trend.

This reflects a more considered leasing environment. Some tenants continue to favour upfront payments to secure pricing, while others prioritise flexibility through staggered structures.

With increased supply and greater choice across the market, tenants are taking a more deliberate and value-driven approach, comparing options more carefully before committing. For landlords, this reinforces the importance of accurate pricing, strong presentation, and offering competitive payment terms to remain well-positioned.



# Conclusion: from momentum to a more selective market

Q1 2026 marks a clear transition in Dubai's residential market.

After a period defined by strong momentum and broad-based activity, the market is now entering a more selective phase, where decision-making is becoming more deliberate and outcomes are increasingly shaped by asset quality, pricing, and positioning.

What has emerged is not a reduction in demand, but a shift in how that demand is being expressed. Buyers are becoming more selective, focusing on specific property types, locations, and price points rather than transacting broadly across the market. Investors are playing a larger role, and capital is being deployed with greater precision. Activity is concentrating around well-priced, high-quality assets, while less competitive stock is taking longer to transact.

This shift is also redefining competition across the market. In both sales and leasing, increased choice is giving buyers and tenants greater leverage, placing more emphasis on pricing accuracy, presentation, and overall value.

## March: a recalibration in activity

March marked a clear inflection point within the quarter, with activity moderating in direct response to regional geopolitical developments, alongside seasonal factors.

This reflects a shift in timing rather than a change in direction. Market behaviour during the month indicates more deliberate decision-making, with buyers and tenants taking longer to commit rather than stepping away from the market. As conditions stabilise, activity is expected to normalise, with deferred decisions feeding into subsequent months.

What does this mean? The market is not weakening, it is maturing.

For buyers and investors, this creates a more favourable environment to act with discipline, identify value, and negotiate more effectively.

For sellers and landlords, success will depend less on market momentum and more on strategy, positioning, and execution.

# Methodology

This report was produced entirely in-house by the betterhomes team, combining official datasets, proprietary insights, and independent analysis.

Transactional data covering apartments, villas and townhouses across both the off-plan and secondary markets was sourced from Property Monitor.

betterhomes' internal brokerage data was analysed to benchmark market performance, buyer and tenant demand patterns, and average transaction values. All figures were cross-checked for consistency and accuracy, and the analysis, interpretation and design of this report were completed in-house to provide objective, data-driven insight into Dubai's evolving residential property market.

## Our services

- ◆ Residential Sales & Leasing
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- ◆ Off Plan Sales
- ◆ Corporate Relocation & Services

## Meet the team



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Chief Executive Officer



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Director of Leasing



**Harry Martin**  
Head of Off-Plan and  
Capital Markets



**Marcus Flacks**  
Director of Marketing  
and Communications



**Elsa Angelo**  
Public Relations and  
Marketing Manager



**Sidharth Appaiah**  
Investments Analysis Manager

# What makes us different?

OVER  
**250K**  
PROPERTY  
TRANSACTIONS

OVER  
**300**  
COMMUNITY  
SPECIALISTS

A TRANSACTION  
EVERY  
**12**  
MINUTES

OVER  
**2,500**  
POSITIVE  
REVIEWS

OVER  
**1.7M**  
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DATABASE

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