BRANDED RESIDENCES

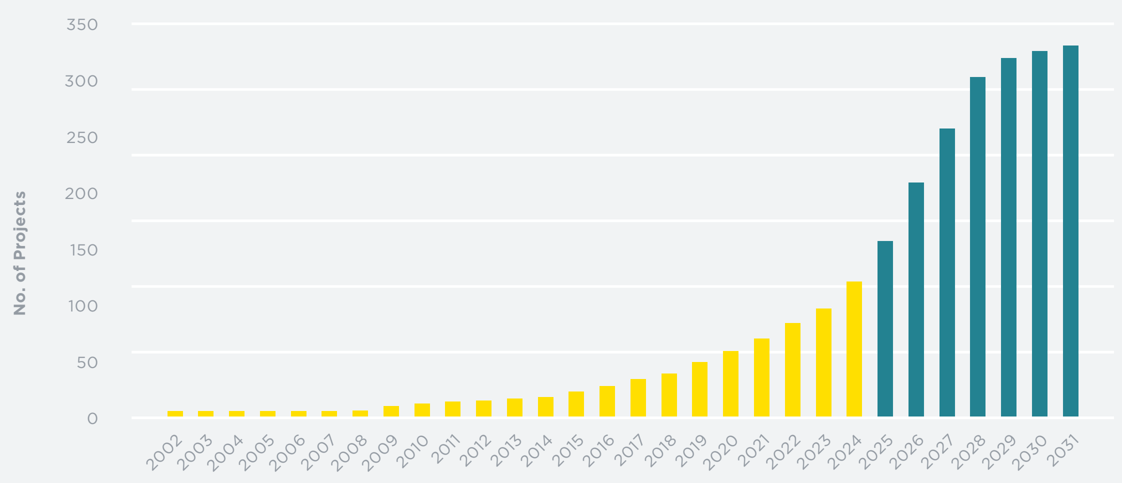
MIDDLE EAST & AFRICA 2025

GROWTH & GEOGRAPHIES

The Middle East and Africa region exhibits the strongest activity globally with more than 270% growth expected over the forecast period until 2031. As the most active city globally for branded residences, Dubai is projected to account for 40% of all development in the region by 2031.

Similar to Europe and Asia Pacific, development activity in the Middle East and Africa gradually picked up in the decade following the global financial crisis and has been accelerating since 2023. By the end of 2025, the region is expected to surpass Europe by number of projects and will follow Asia Pacific very closely in its trajectory to rival North America.

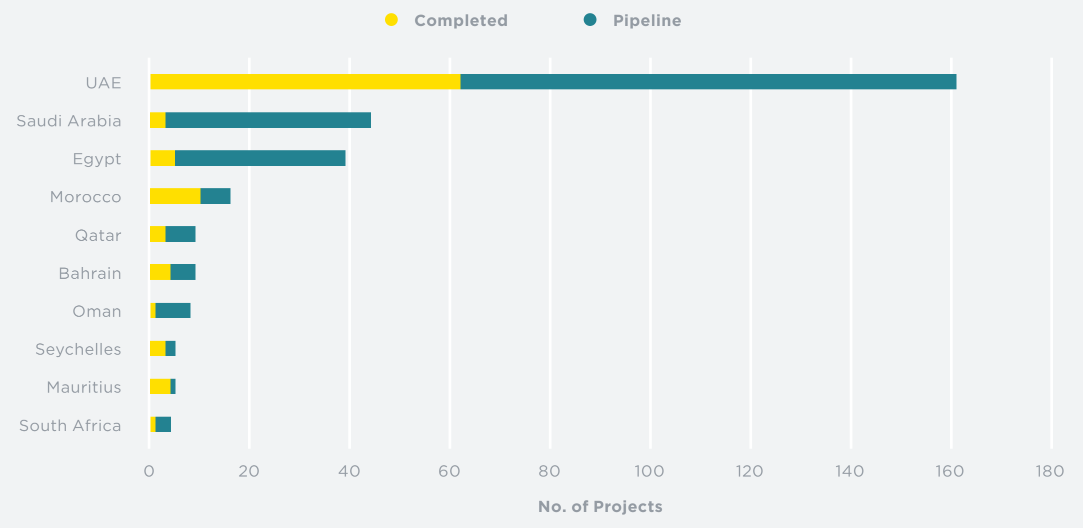
EVOLUTION OF BRANDED RESIDENCES IN MIDDLE EAST & AFRICA



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

BRANDED RESIDENCES

MIDDLE EAST & AFRICA TOP TEN COUNTRIES



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

Unsurprisingly, the United Arab Emirates is the most active country in the region with Ras Al Khaimah and Abu Dhabi, its second and third most active cities, accounting for a combined 11% of branded residential development in the country.

However, it is Egypt and Saudi Arabia that exhibit the most impressive pipeline with the two countries demonstrating between 800% and 1,500% growth over the forecast period, which is largely attributed to their ambitious 2030 development plans and visions.

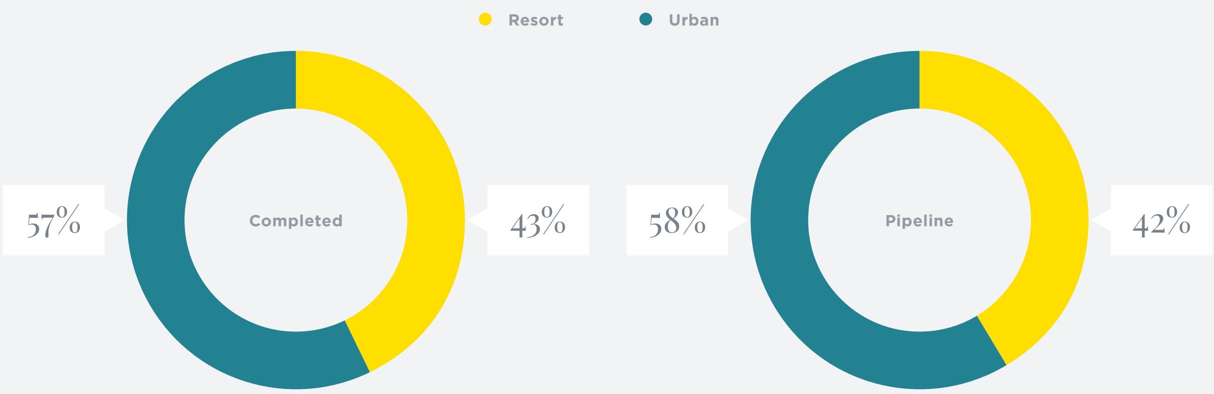
WALDORF ASTORIA RESIDENCES RAS AL KHAIMAH

BRANDED RESIDENCES

BRANDED RESIDENTIAL SETTINGS

As rapidly as resort developments are being developed in the Middle East and Africa, there is similar development activity in urban settings that is maintaining pace. Destinations such as Morocco, Seychelles, and Mauritius are predominantly resort-oriented, while the UAE shares the spotlight with some of the most cosmopolitan cities in the world and offers an urban balance. This balance of branded residential settings is reinforced by Saudi Arabia and Egypt with two-thirds of their combined pipeline catering to urban environments.

URBAN AND RESORT DEVELOPMENTS

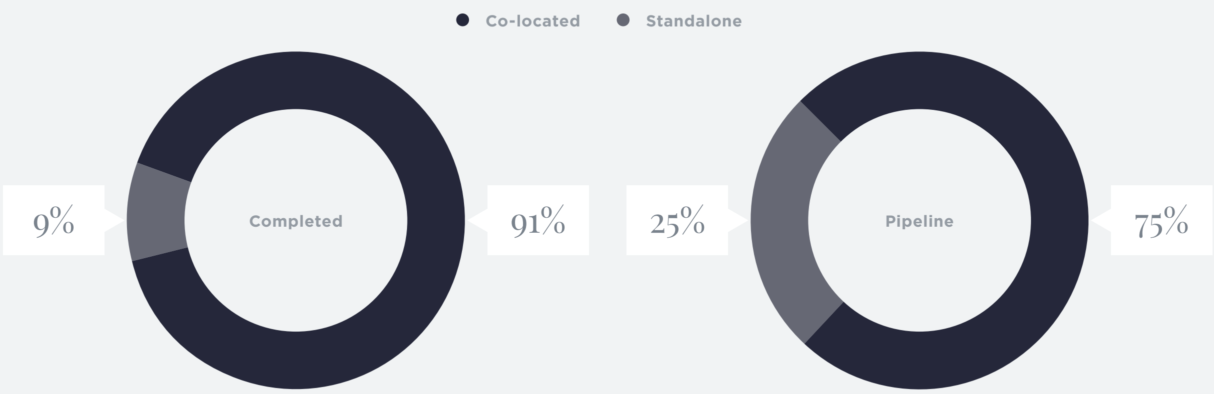


SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

Resort destinations for hotel branded residences are almost invariably co-located, especially in markets such as Morocco, Seychelles and Mauritius where 100% of hotel branded residences feature a hotel component. In urban destinations, however, there is far greater activity, which follows demand dynamics, for standalone developments.

This is especially true for well-established markets like the UAE, where one-third of hotel branded residences are standalone. Where the branded residential industry is nascent, the value proposition leans more heavily on co-located developments, which can be observed in Saudi Arabia and Egypt where the standalone model accounts for a combined one-eighth of hotel branded residences and is more closely aligned to the global average.

CO-LOCATED AND STANDALONE DEVELOPMENTS



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

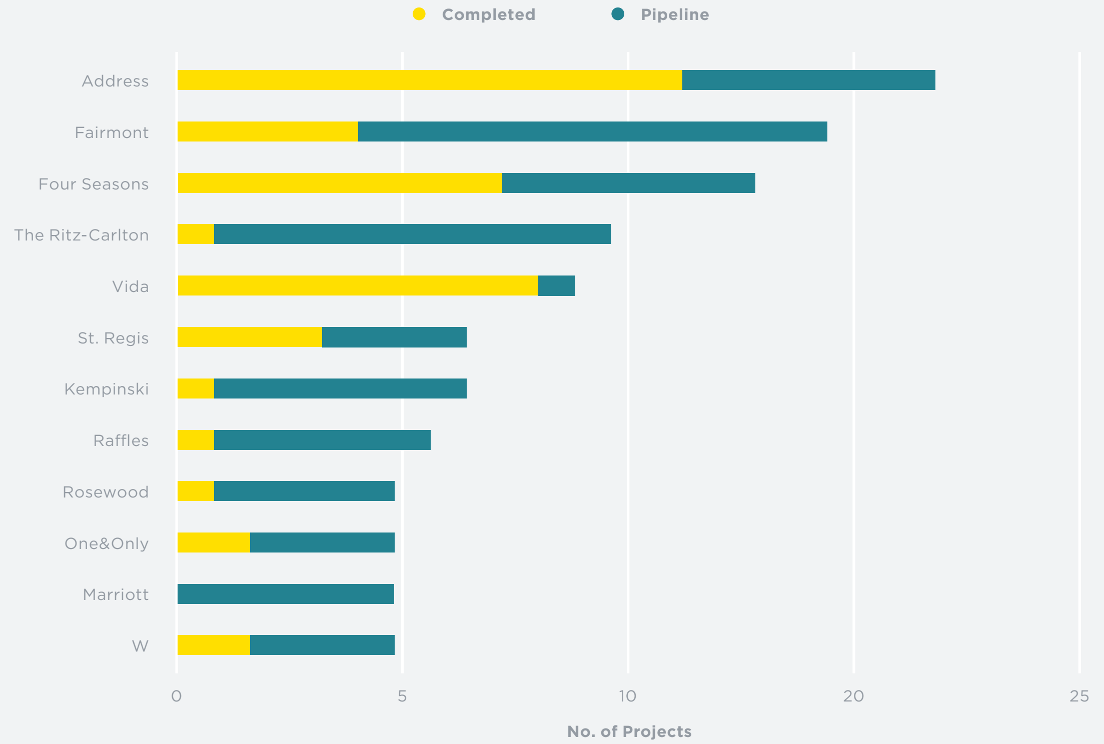
BRAND LEADERS & SEGMENT EVOLUTION

The most established brand in the Middle East and Africa is Address Hotels + Resorts with more than one-quarter of its portfolio situated within the immediate Downtown Dubai sub-market.

The brand is closely followed by Fairmont, possessing the largest pipeline, with 13 developments expected to be delivered over the forecast period.

Notwithstanding this, global powerhouse brands The Ritz-Carlton and Four Seasons are two of the most geographically diverse brands with developments collectively in nine different countries across the Middle East and Africa.

MIDDLE EAST & AFRICA LEADING HOTEL BRANDS



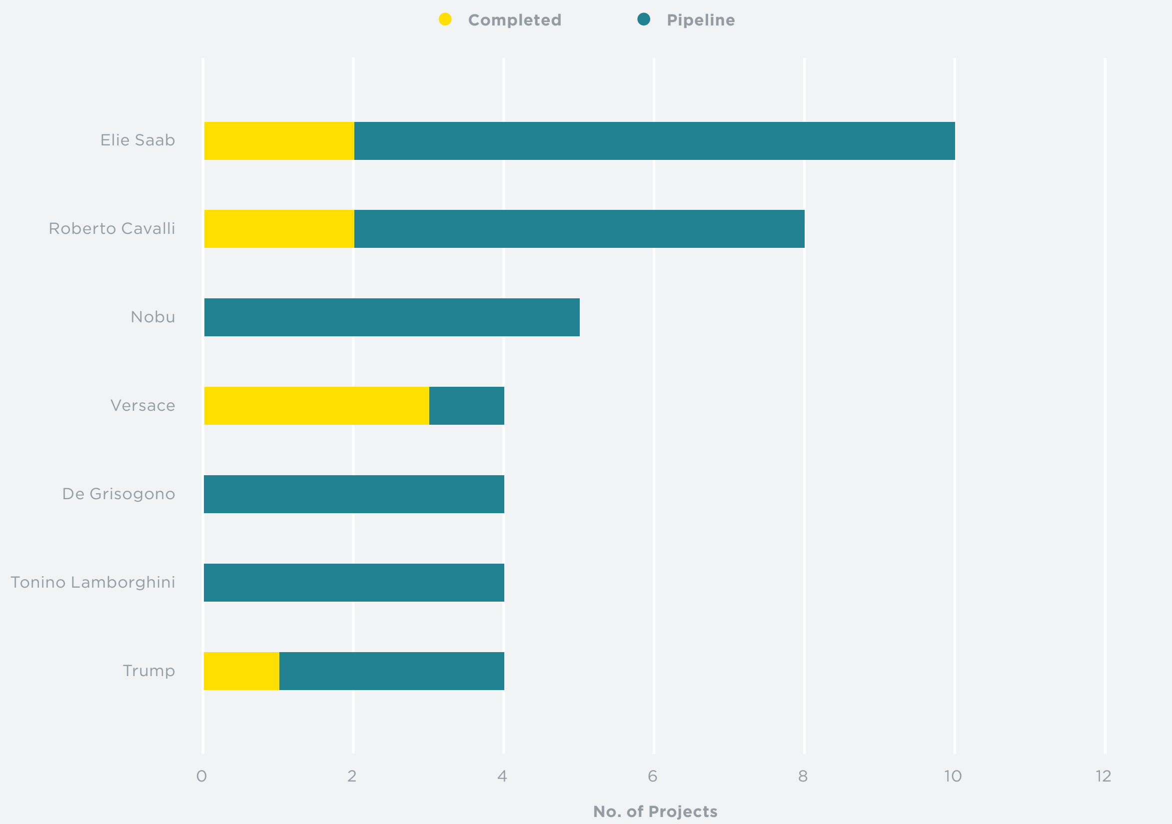
SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

The evolution of branded residences as it relates to hotel chain scales can be observed in the adjacent chart illustrating how luxury & upper upscale branded residences are conceding market share to upper midscale and upscale brands. Although hotel brands positioned in the economy and midscale segments have yet to make their debut in the Middle East and Africa, the growth of the sector suggests it is only a matter of time before such investment-oriented projects are announced in the region.

Insofar as industry classification for non-hotel brands is concerned, the Middle East and Africa exhibits a diverse pipeline with brands broadly represented from the fashion, design, automotive, and food & beverage industries. Ancillary industries represent the minority and this is an underlying trend globally, but a distinct difference between global and regional trends is that the fashion industry is better represented in the Middle East and Africa.

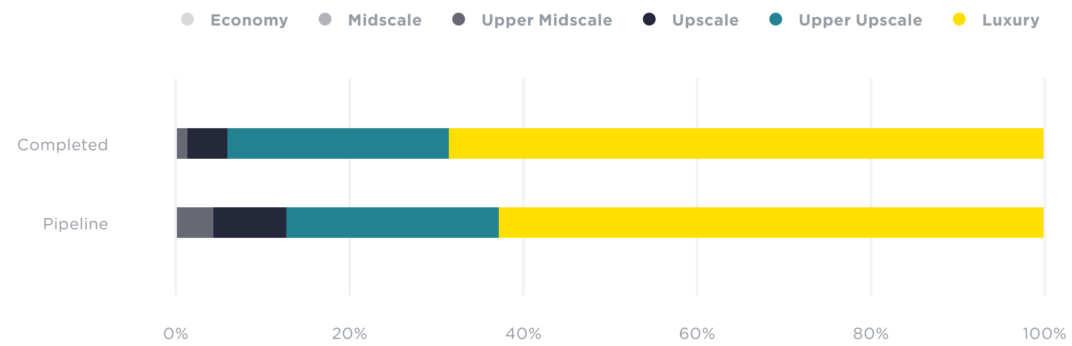
The case in point for this is fashion brands Elie Saab and Roberto Cavalli, which are the leading non-hotel brands while design brand, YOO, with its global leadership across its derivative brands will need to secure additional developments to establish its foothold in the region. Notwithstanding this, automotive brands are expected to reinforce their visibility in the region with Mercedes-Benz, Bugatti, Aston Martin and Lamborghini involved in multiple projects in both Dubai and Ras Al Khaimah.

MIDDLE EAST & AFRICA LEADING NON-HOTEL BRANDS



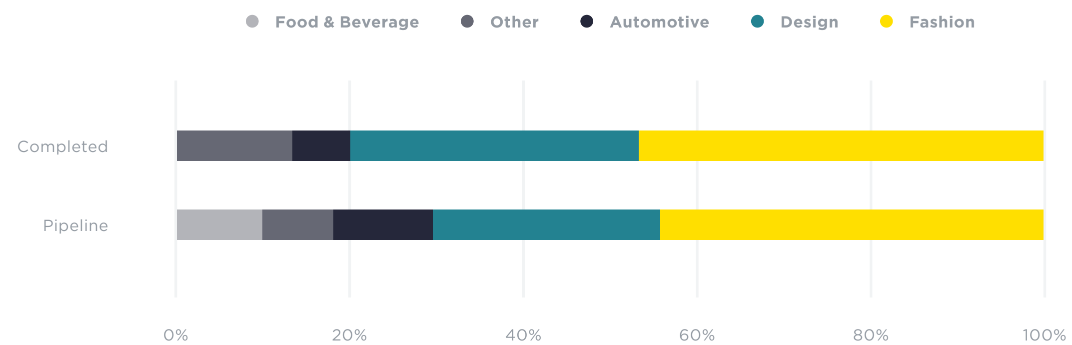
SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

HOTEL CHAIN SCALES



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

NON-HOTEL BRAND INDUSTRIES



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

RAFFLES RESIDENCES NEW CAIRO

ONE&ONLY PRIVATE HOMES LE SAINT GÉRAN

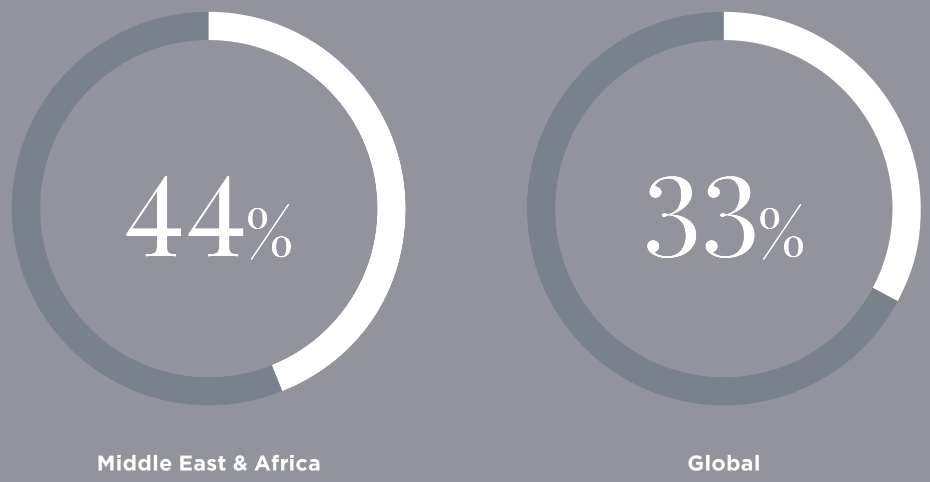
BRANDED RESIDENCES

BRAND PREMIUM

The brand premium continues to evolve with new brands entering the space across various chain scales and diverse industries.

Between 2023 and 2024 the average brand premium for the Middle East and Africa across global cities, emerging cities and resorts advanced by six percentage points to 44%. Incidentally, this regional premium is moderately greater than the global average premium of 33% as reported in the Savills branded residential annual report. This can be partially attributed to the relatively limited volume of comparative, regional, non-branded residential developments as well as the higher proportion of luxury and upper upscale developments in Egypt, Saudi Arabia and the United Arab Emirates, combined.

BRAND PREMIUMS



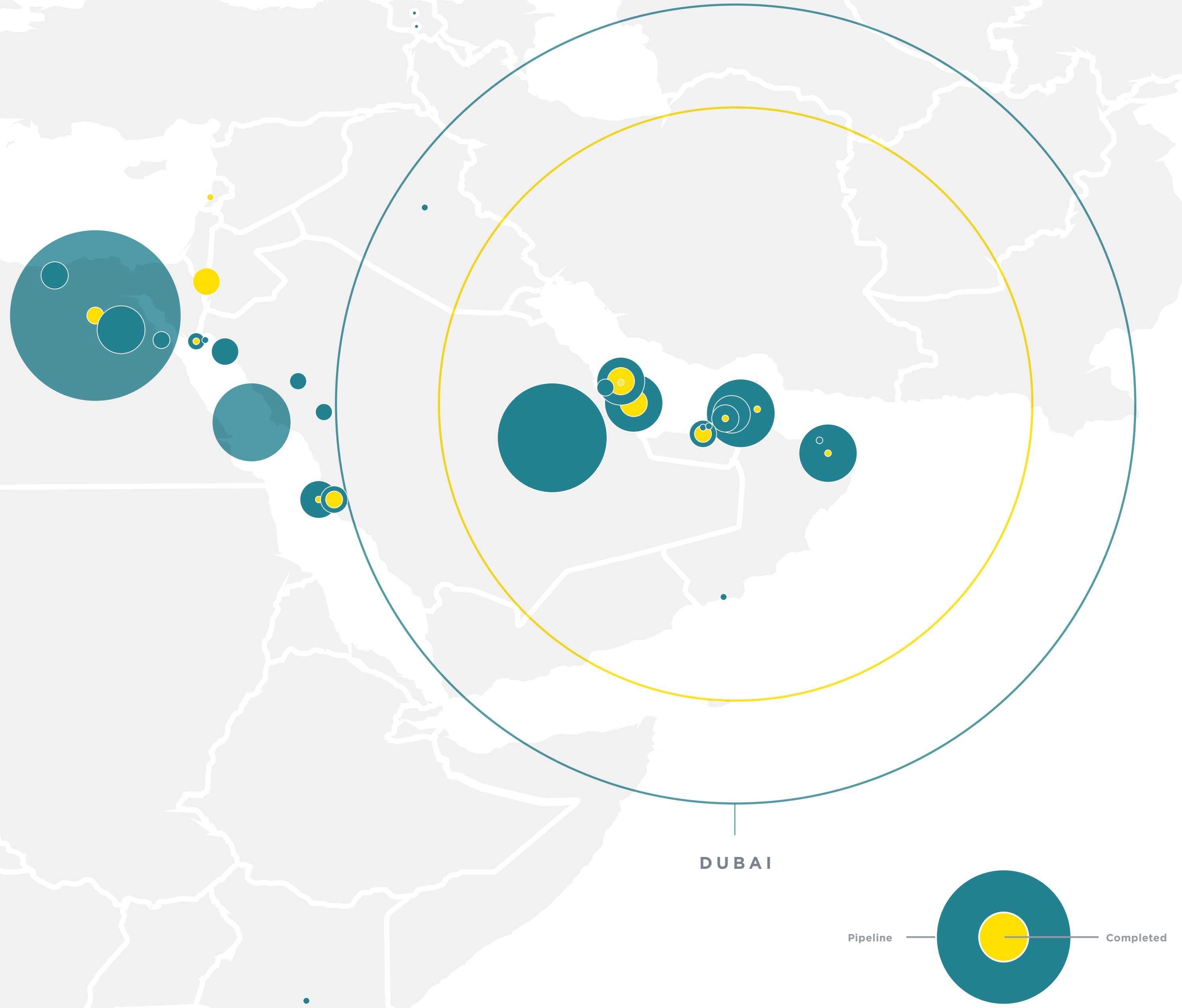
SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

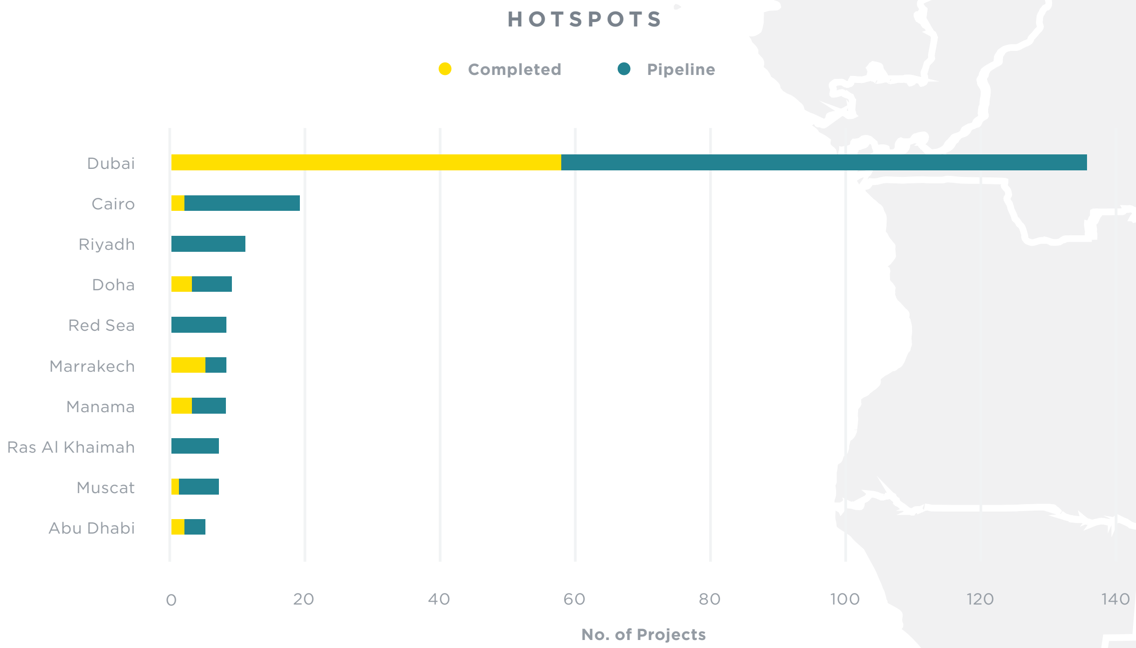
BRANDED RESIDENCES

REGIONAL OUTLOOK

Although the region has exhibited substantial activity, three-quarters of the region's 270% growth is attributed to only three countries across a relatively expansive region.

This compares to 17 countries across the Europe and Asia Pacific regions that account for a similar 75% ratio of development activity. While this may suggest greater opportunities for growth in Europe and Asia, rapidly growing cities in the Middle East and North Africa such as Marrakech, Riyadh, Cairo, Ras Al Khaimah and Dubai are expected to reinforce the importance that this region represents for the branded residential sector on the global stage.





SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

SIX SENSES RESIDENCES TRIPLE BAY AMAALA

CONTACTS

Rico Picenoni

Director

+971 (0)4 365 7700
rico.picenoni@savills.me

Louis Keighley

Director

+44 (0) 20 7075 2833
lkeighley@savills.com

William Hudson

Associate

+44 (0) 20 7123 6344
william.hudson@savills.com