

MARKETBEAT Q2 2024

HO CHI MINH CITY

APARTMENT

Ultra-luxury: > US\$ 10,000 per sqm

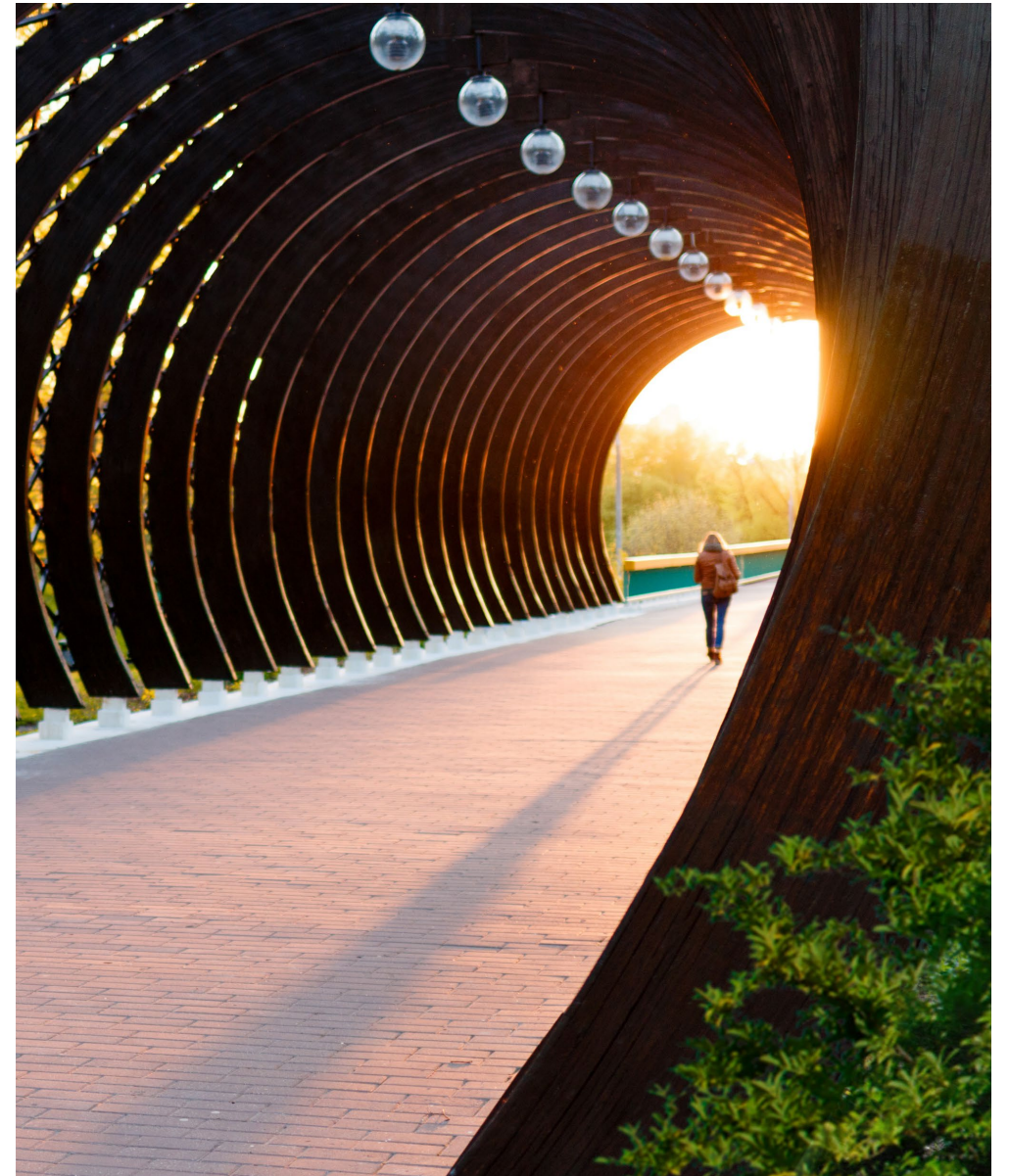
Luxury: US\$ 4,500 - 10,000 per sqm

High-end: US\$ 3,000 - 4,500 per sqm

Mid-end: US\$ 1,500 - 3,000 per sqm

Affordable: < US\$ 1,500 per sqm

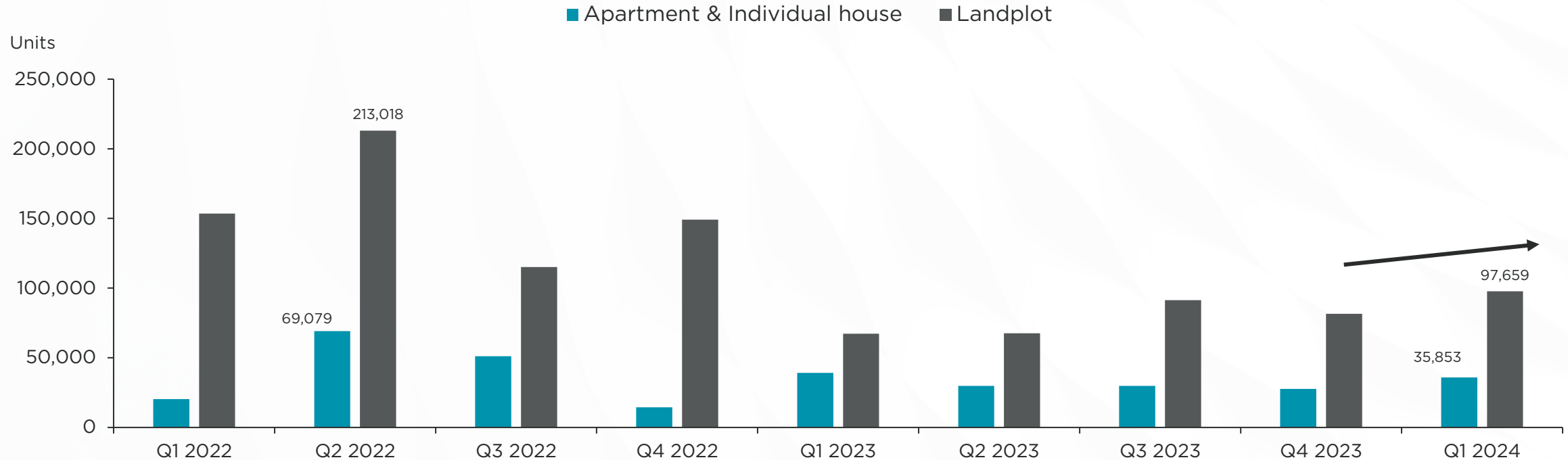
Better never settles



NOTABLE NEWS

Q1 2024 RECORDED A SLIGHT INCREASE IN SALE VOLUME

TOTAL SALES VOLUME OF APARTMENTS, INDIVIDUAL HOUSES AND LAND PLOTS, Q1 2022 - Q1 2024



Source: Ministry of Construction (MOC)

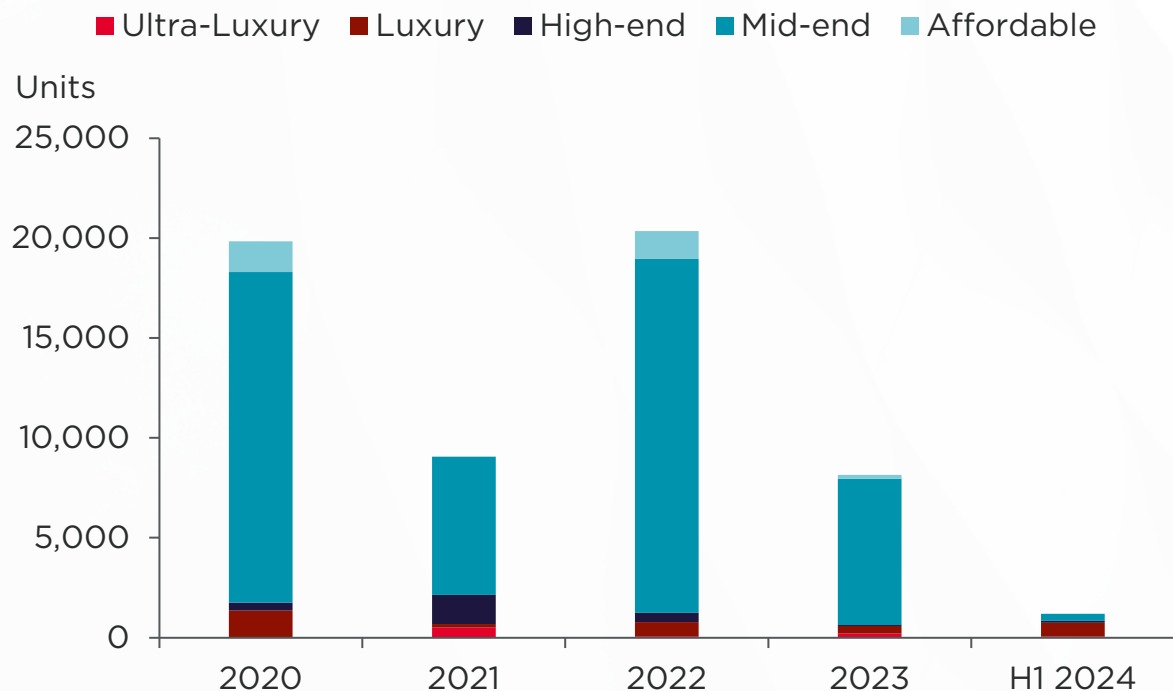
After a strong recovery in H1 2022, the real estate market faced challenges from Q3 2022 due to credit restrictions and legal issues. Apartment and house sales dropped significantly (around 93%) compared to the Q2 2022 peak. However, recent quarters show increased transaction activity.

HCMC APARTMENT MARKET

THE EMERGENCE OF NEW HIGH-END, LUXURY PROJECTS

New supply H1 2024 1,196 units <small>-54% YoY</small>	New Supply Q2 2024 924 units <small>+240% QoQ -5% YoY</small>	Primary supply Q2 2024 4,402 units <small>-16% YoY</small>
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HCMC APT NEW SUPPLY (2020 - H1 2024)



Source: Cushman & Wakefield



The Privia
(1.8ha, Khang Dien)



Eaton Park
(3.7ha, Gamuda Land)



Elysian
(2.8ha, Gamuda Land)



The Aurora
(0.2ha, Phu My Hung)

In H1 2024, approximately 1,200 new units were launched, down 54% YoY. Notably, Q2 2024 saw around 924 units launched, up 240% QoQ but down 5% YoY. In the first half of 2024, two newly launched projects contributed to 66% of the total new supply. The remaining units were derived from subsequent phases of existing projects. Developers are strategically managing inventory, closely monitoring market sentiment, and completing legal procedures while preparing for the upcoming implementation of new laws. The Luxury segment dominated with a 59% market share of new supply in the first half of 2024.

HCMC APARTMENT MARKET

REPUTABLE DEVELOPERS REMAINED PROMINENT IN THE MARKET

Sales volume H1 2024

2,074 units -29% YoY

Sales volume Q2 2024

1,331 units +79% QoQ
-8% YoY

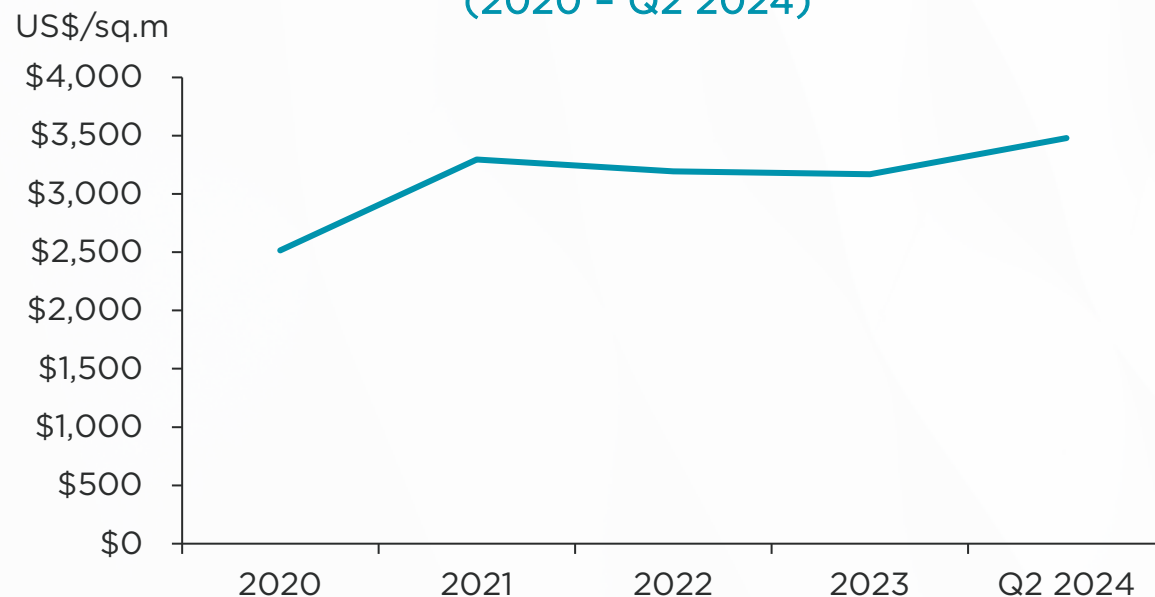
Absorption rate Q2 2024

30%

Avg. primary price Q2 2024

3,480 US\$/sq.m +9% QoQ
+8% YoY

HCMC APARTMENT AVERAGE PRIMARY PRICE (2020 - Q2 2024)



In H1 2024, the market recorded a sales volume of approximately 2,100 units. Over 50% of the sales volume resulted from the strong sales performance of the Mid-end segment during H1 2024. Around 34% of the sales volume in H1 2024 was attributed to a new project in the Luxury segment in Q2 2024.

Driven by the new launch of a Luxury project, the average primary price increased by 9% compared to the previous quarter and 8% YoY, reaching approximately US\$3,480 per sq.m in Q2 2024.

Given the ongoing challenges in the global and local economy, buyers have remained cautious and directed their attention toward projects developed by reputable developers or having attractive payment schemes.

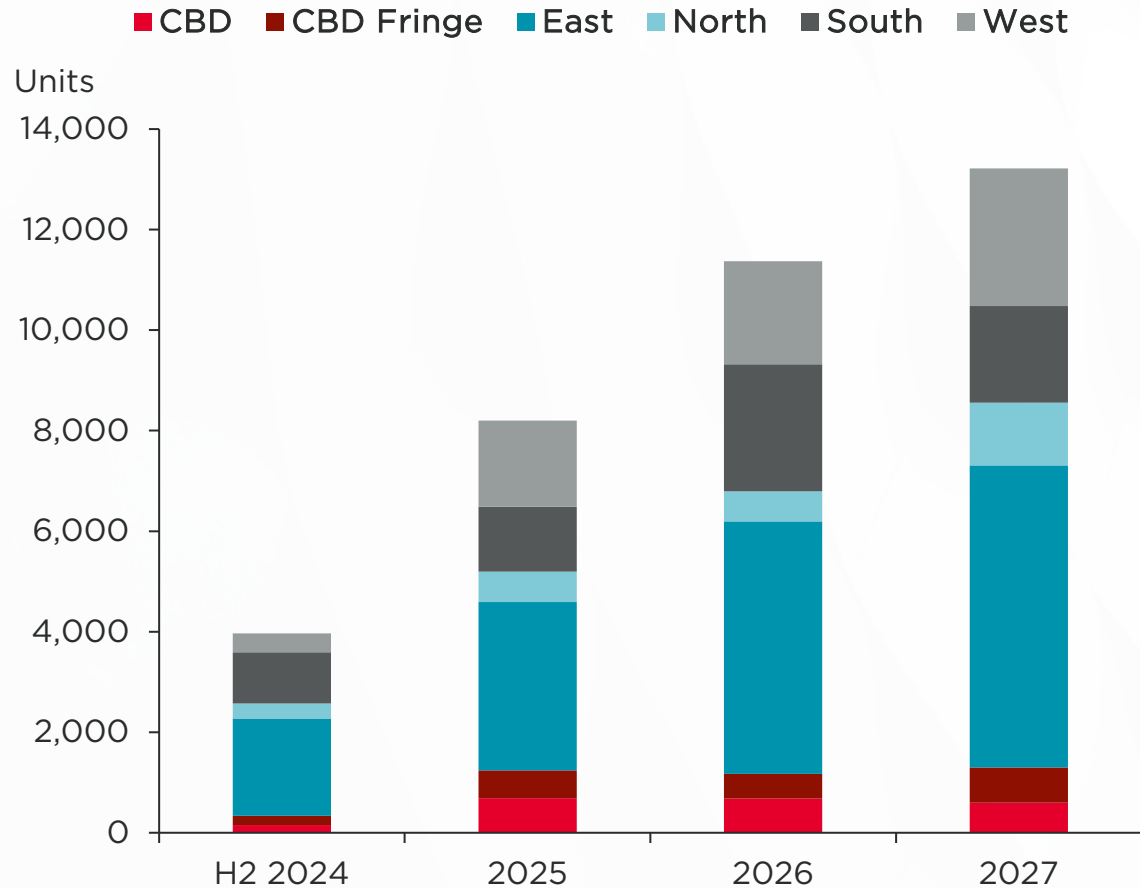
Source: Cushman & Wakefield

Note: The average primary price is calculated based on GFA, exclusive of VAT and maintenance fee
US\$/VND Exchange rate in Q2 2024 = 25,500

HCMC APARTMENT MARKET

THE EAST CONTINUES TO BE MAIN FUTURE SUPPLY CLUSTER

FUTURE SUPPLY BY SUBMARKET



Future supply - 2024 to 2027

37,000 units

As land availability becomes scarcer in inner districts, the supply is extending to more distant areas, in line with infrastructure development in the future. The establishment of Thu Duc City and the abundance of available land parcels position the East as a significant player in the market, with a substantial pipeline of properties.

Market trends are anticipated to see a positive shift in line with the economic upturn and the introduction of new legal measures by the end of 2024.

Source: Cushman & Wakefield



MARKETBEAT Q2 2024

HO CHI MINH CITY

LANDED PROPERTY

Shophouse, Townhouse, Villa

Better never settles

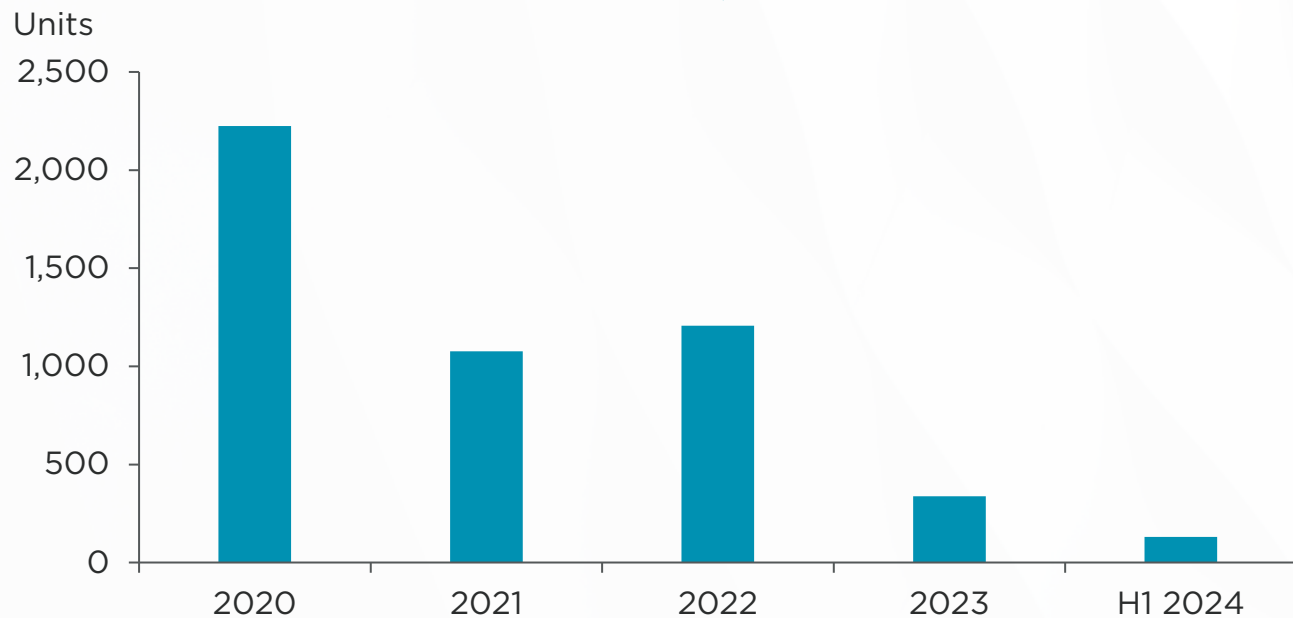


HCMC LANDED PROPERTY

THE APPEARANCE OF A NEW ASSET CLASS

New supply H1 2024 131 units -61% YoY	New Supply Q2 2024 85 units +85% QoQ -70% YoY	Primary supply Q2 2024 337 units -6% QoQ -60% YoY
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HCMC LANDED PROPERTY NEW SUPPLY (2020 - H1 2024)



Source: Cushman & Wakefield



The Rivus – Elie Saab
(26.73 ha, Masterise Homes)



The Global City
(117 ha, Masterise Homes)



L'Arcade
(0.8 ha, Phu My Hung)



Van Phuc City
(198 ha, Van Phuc Group)

In H1 2024, approximately 131 new units were introduced into the market, primarily concentrated in the East and South regions.

Amid the limitation of land banks in established urban areas, developers are more innovative and flexible in designing products to utilize the advantages of currently available resources and maximize the project's value.

During the quiet period of the market, developers strategically offer attractive payment schemes presented as an optimal solution for buyers' cash flow such as a small initial payment, longer payment periods, and up-front payment discounts, etc.

HCMC LANDED PROPERTY

AVERAGE PRIMARY PRICE SURGE DESPITE THE DECREASE IN SALE VOLUME

Sales volume H1 2024

173 units -59% YoY

Sales volume Q2 2024

65 units -40% QoQ
-93% YoY

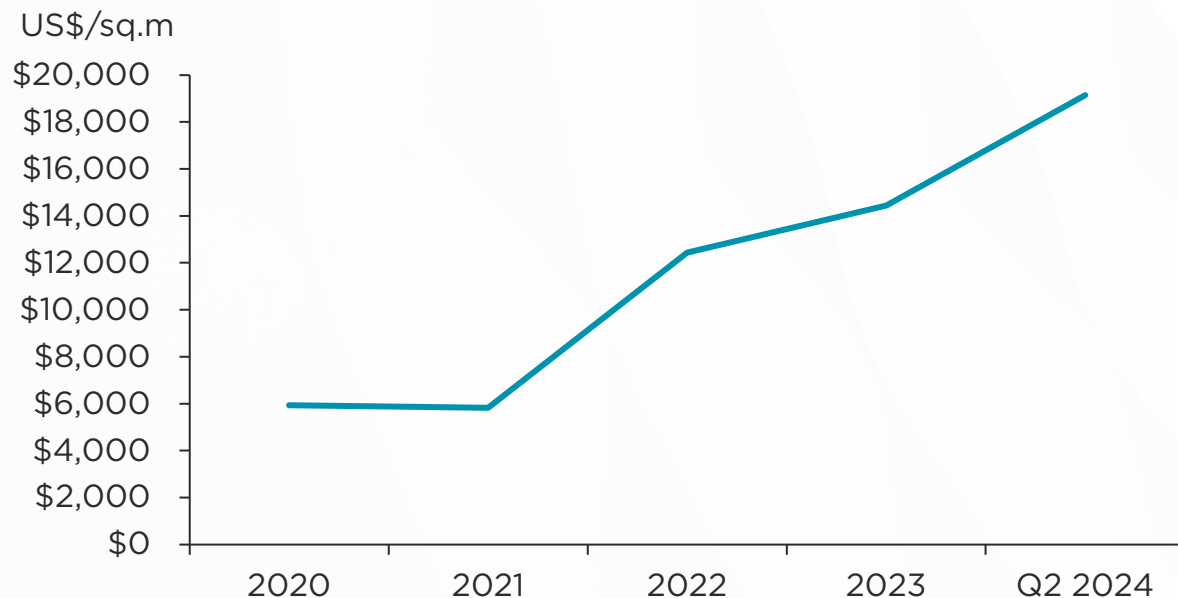
Absorption rate Q2 2024

19%

Avg. primary price Q2 2024

19,146 US\$/sq.m +17% QoQ
+41% YoY

**HCMC LANDED PROPERTY
AVERAGE PRIMARY PRICE (2020 - Q2 2024)**



Source: Cushman & Wakefield

Note: The average primary price is calculated based on land area, exclusive of VAT and maintenance fee
US\$/VND Exchange rate in Q2 2024 = 25,500

During the first half of 2024, the HCMC landed property market experienced a decrease in sales volume, with 173 units sold. This represents a 59% decrease compared to the previous year. The sales volume remained relatively low as buyers continued to exercise caution and observe market trends.

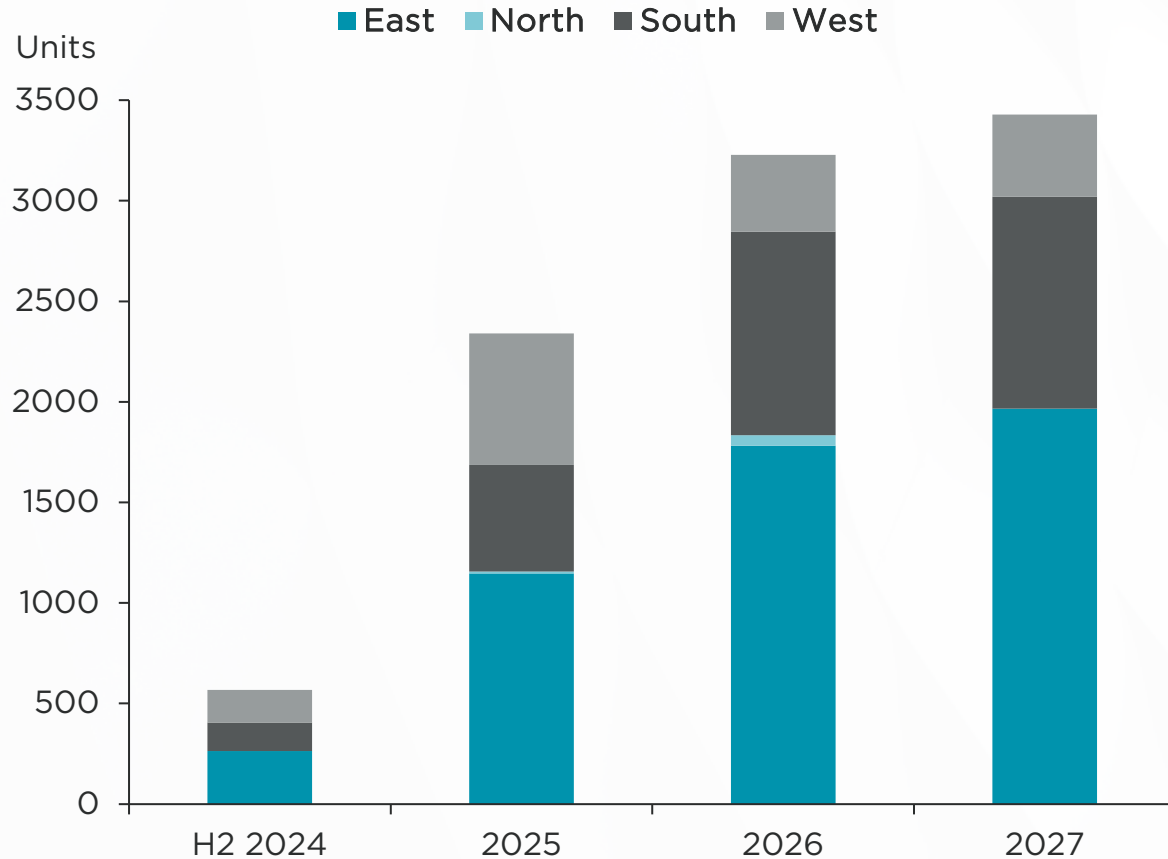
A newly launched project in the South has dramatically driven the Q2 2024 average primary price upward, reaching approximately US\$19,146 per sq.m, up 17% QoQ and 41% YoY.

In general, the limited land bank in the city had driven the surge of HCMC landed property average selling price and property value. Consequently, this asset class's liquidity is becoming relatively low due to high property value. Gradually, investors are transferring to favor real estate assets with lower value and higher liquidity during the subdued market and amidst global economic uncertainty.

HCMC LANDED PROPERTY

FUTURE SUPPLY IS EXTENDING FURTHER TO THE EAST AND THE SOUTH AREAS

FUTURE SUPPLY BY SUBMARKET



Future supply - 2024 to 2027

9,600 units

HCMC strategically pursues urban expansion into less densely populated areas. In the eastern part, Thu Duc City serves as the focal point for development, while in the southern region, both Nha Be District and Can Gio District are actively involved in planning numerous large-scale projects.

Over the next three years, most of the upcoming projects will be located within a range of 5 to 25 kilometers from the city center. Simultaneously, other projects, slated for the more distant future, extend up to 50 kilometers away. In addition, the concept of Transit-oriented development (TOD) has begun to take shape.

Apart from that, in 2024, the supply is expected to come from new phases of the current large-scale projects

Source: Cushman & Wakefield



TRANG BUI

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ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit www.cushmanwakefield.com.

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