

An isometric aerial illustration of a vibrant coastal city. The foreground is dominated by bright blue water with a circular ripple effect. A prominent lighthouse with red and white stripes stands on a small pier extending into the sea. To the right, a large marina is filled with various boats, including sailboats and a red biplane. The city itself is a dense cluster of modern high-rise buildings, residential blocks, and commercial structures, interspersed with green spaces, parks, and a beach area with people. The overall scene depicts a thriving, modern urban environment.

# Market Landscape - Growth Drivers & Trends

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## Climate Change

- **Natural disasters:** Areas prone to natural disasters, such as floods, hurricanes, or wildfires.
- **Regulations:** Sustainable building and smart cities. Climate-related regulations, energy-efficient buildings.

## Cultural and Lifestyle Trends

- **Workplace trends:** Office-based hybrid working remains the new normal; hybrid working policies.
- **Lifestyle preference:** 71% prioritised access to public transportation, 65% favoured onsite F&B, and 48% preferred sustainable building features as the most desired amenities. *Source: 2023 Asia Pacific Office Occupier Sentiment Survey (CBRE)*

## Geopolitics

- **Supply chains security lead to reshoring:** Regional conflict leads to higher costs of imported material and disruption in raw material supply.

## Demographics

- **Homeownership (76.9%) vs renting?**
- **Population growth:** Population growth ↑ housing demand; supply of housing influences population increase
- **Demographic shifts:** Aging baby boomers – currently 11% of total population (15.3% in 2030). Emerging millennial generation.

## Interest Rates

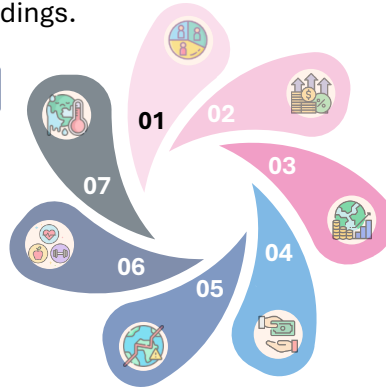
- **Mortgage rates:** Higher interest rate, higher borrowing cost.
- **Investment returns:** Lower interest rates can lead to higher property values as investors seek better returns.

## Economic Performance

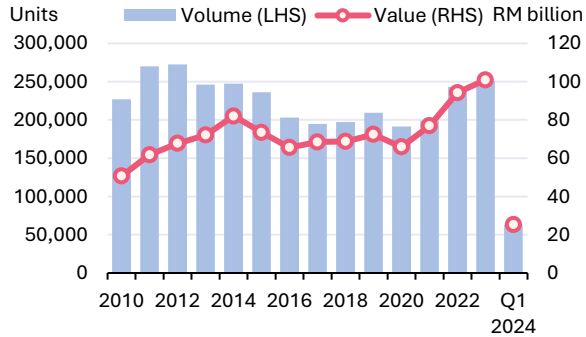
- **Economic growth:** Overall health of economy – economic cycle - economic / financial crisis.

## Government Policies /Subsidies

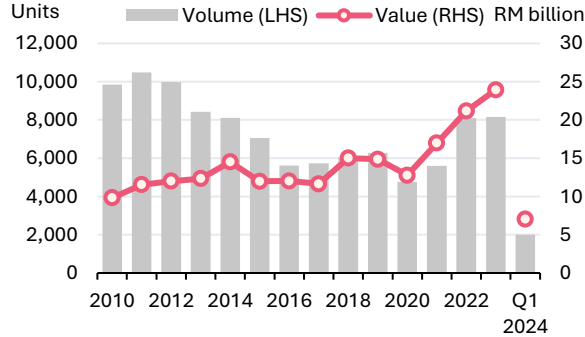
- **Incentives:** Home Ownership Campaign (HOC), public housing projects (PPRs), MM2H etc.
- **Policy changes:** Taxes, electricity tariffs, subsidies rationalisation, etc.



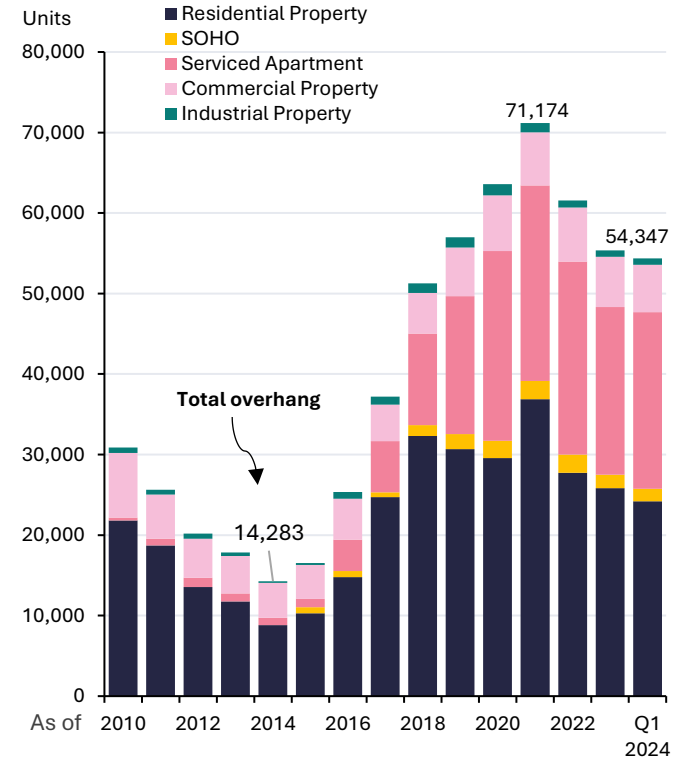
## Property Transaction: Residential



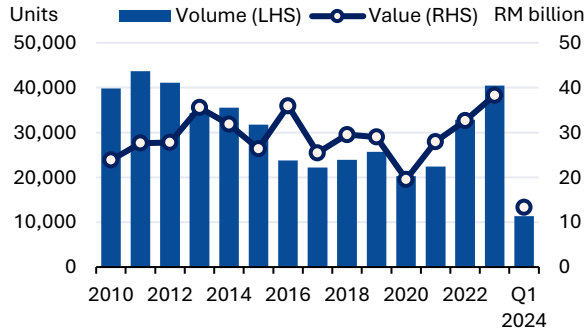
## Property Transaction: Industrial



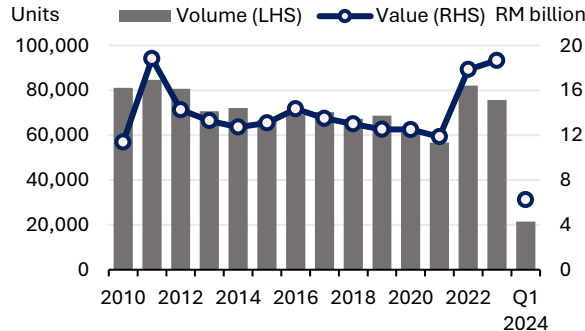
## Overhang by Sub-Sector



## Property Transaction: Commercial



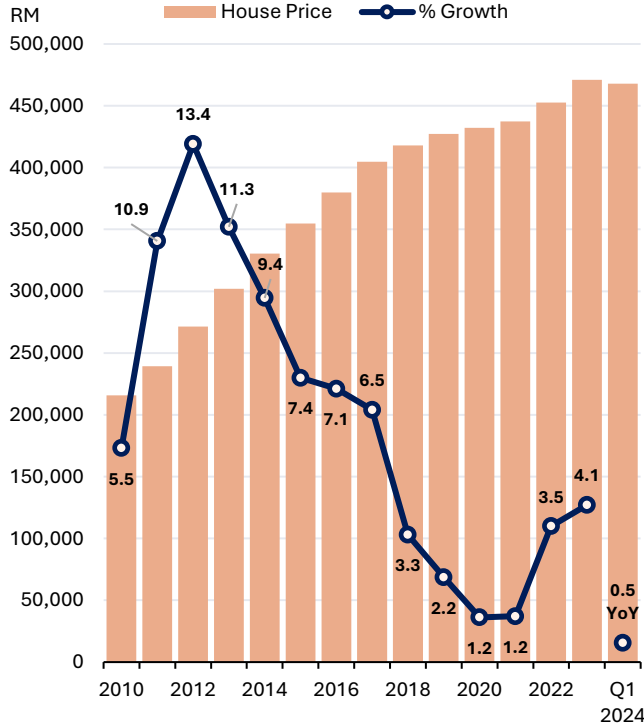
## Property Transaction: Agriculture



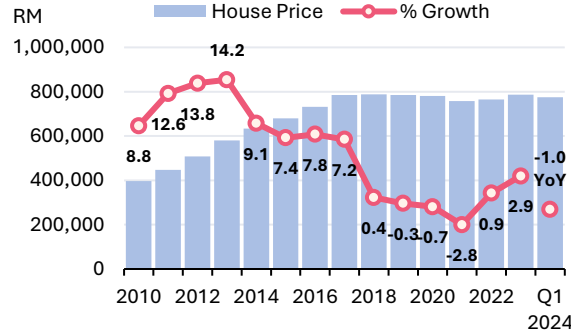
Source: National Property Information Centre (NAPIC)

# Average House Prices in Malaysia and Selected States

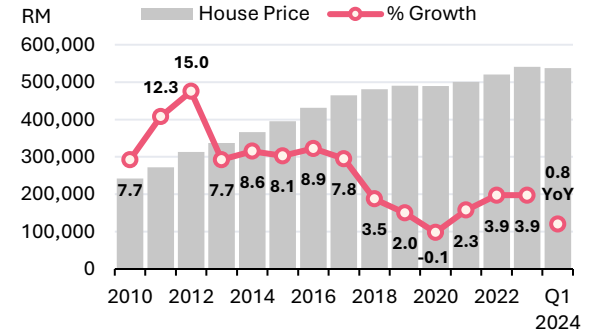
## Malaysia



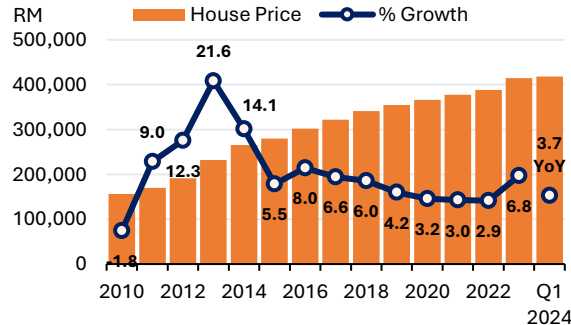
## Kuala Lumpur



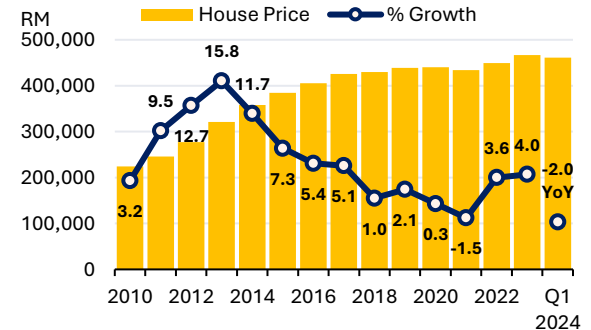
## Selangor



## Johor



## Pulau Pinang



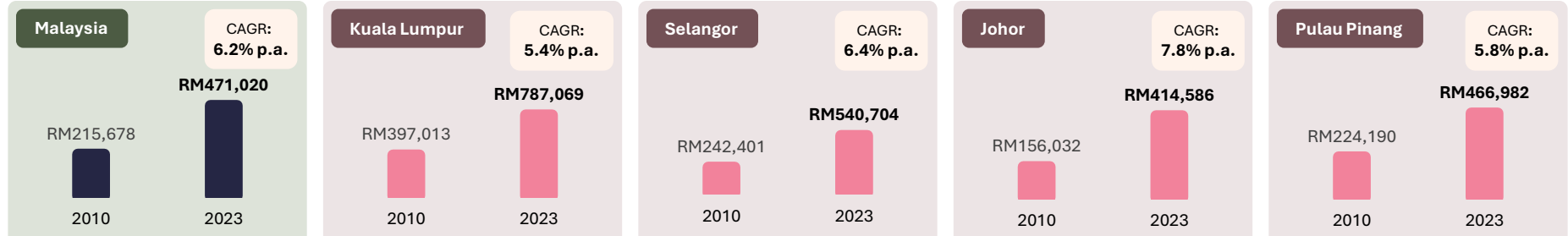
Note: The average house price represents the mean price of terraced, high-rise, semi-detached, and detached houses. Base year = 2020

Source: National Property Information Centre (NAPIC)

# 2010 vs. 2023: House Price Growth



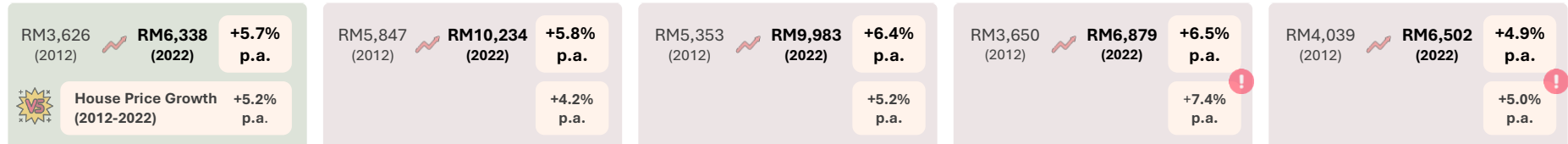
## Average House Price Growth (2010 – 2023)



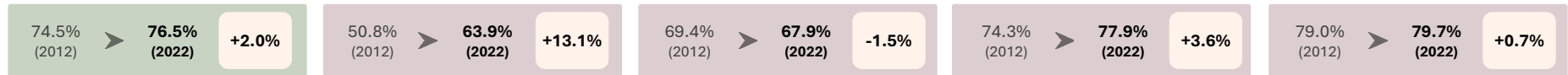
## Population



## Median Household Income



## Home Ownership by Household



Note: The average house price represents the mean price of terraced, high-rise, semi-detached, and detached houses. Base year = 2010

Source: National Property Information Centre (NAPIC); Department of Statistics Malaysia (DOSM)

# Thank You



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