

REAL ESTATE MARKET REVIEW



UAE Branded Residences Report

2025

REPORT

UAE Branded Residences: Global Luxury Magnet, Driving Premiums and Pipeline

CBRE RESEARCH
December 2025

Robust Oil and Non-Oil Expansion Strengthens UAE Investor Confidence

Macroeconomic Overview

- The UAE's 2025 GDP growth projections were revised upwards to 5.3% from 4.9%, driven by strong momentum across non-oil sectors and a return of oil production capacity which has also solidified the oil sector outlook despite a period of relatively weak pricing.
- Hydrocarbon sector growth is forecasted at 5.5% for 2025 and 7.5% in 2026, supported by increased production capacity and strategic global energy partnerships.
- Crude oil production in October was stable month-over-month at 3.36 million barrels per day (mn b/d), per OPEC's secondary sources, aligning with required output quotas.
- The non-hydrocarbon sectors now contribute a record 77.5% to real GDP (H1 2025 data), with related activities growing at 5.3% for 2025 and projected at 4.5% for 2026, led by the tourism, real estate, and finance sectors.
- The UAE approved its 2026 federal budget projecting AED 92.4 billion in revenue. The budget prioritizes fiscal stability, strategic investment, and long-term development, underpinning sustainable growth despite a shifting global backdrop.
- The UAE's sovereign credit worthiness remains exceptionally strong with AA, Aa2, and AA- ratings (Stable Outlook) from S&P, Moody's, and Fitch, reflecting substantial fiscal buffers.
- Dubai recorded 15.7 million overnight visitors in Jan–Oct 2025 (5% YoY), while Abu Dhabi welcomed 3.98 million visitors in Jan-Aug 2025 (3% YoY), on track for year-end target.
- Amidst the country's strong macro economic fundamentals, foreign demand to emigrate to the Emirates remains exceptionally high, as does the appetite to set up new businesses, whilst demand for acquiring real estate, particularly residential, continues to hit new heights with record transaction volumes recorded in Q3 2025.

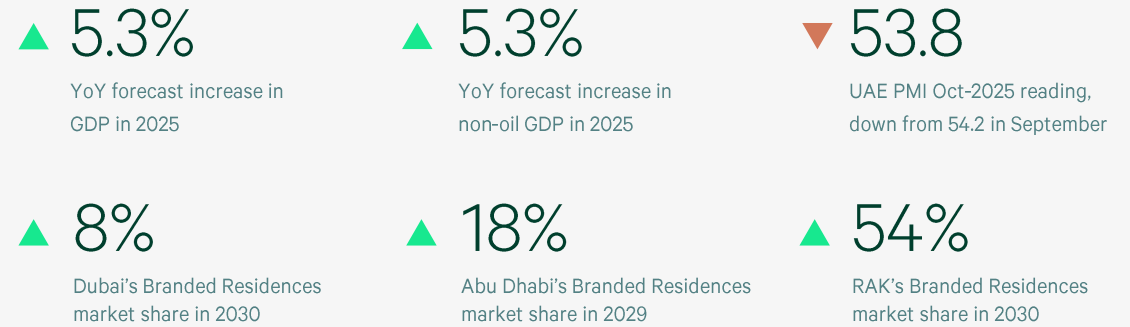
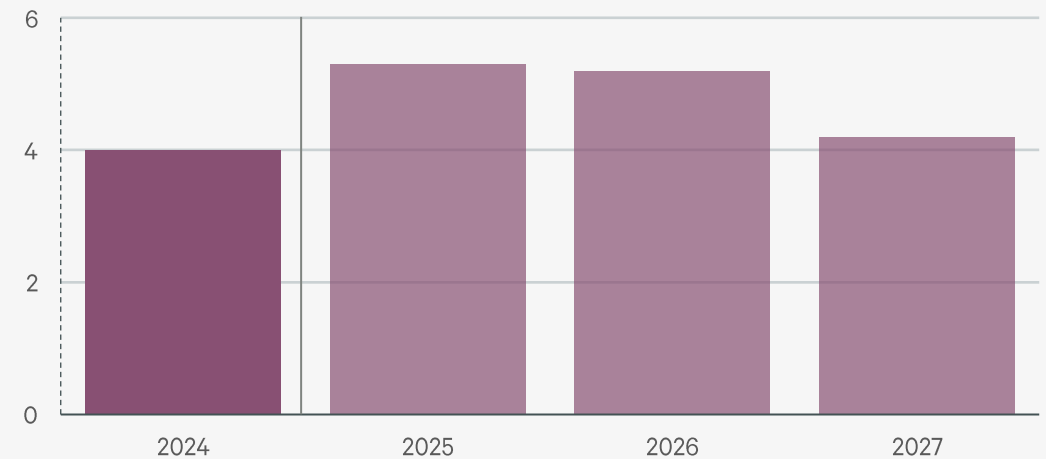


FIGURE 1: UAE, Gross Domestic Product, YoY change (%)



Source: CBRE Research/ Oxford Economics/ Macrobond

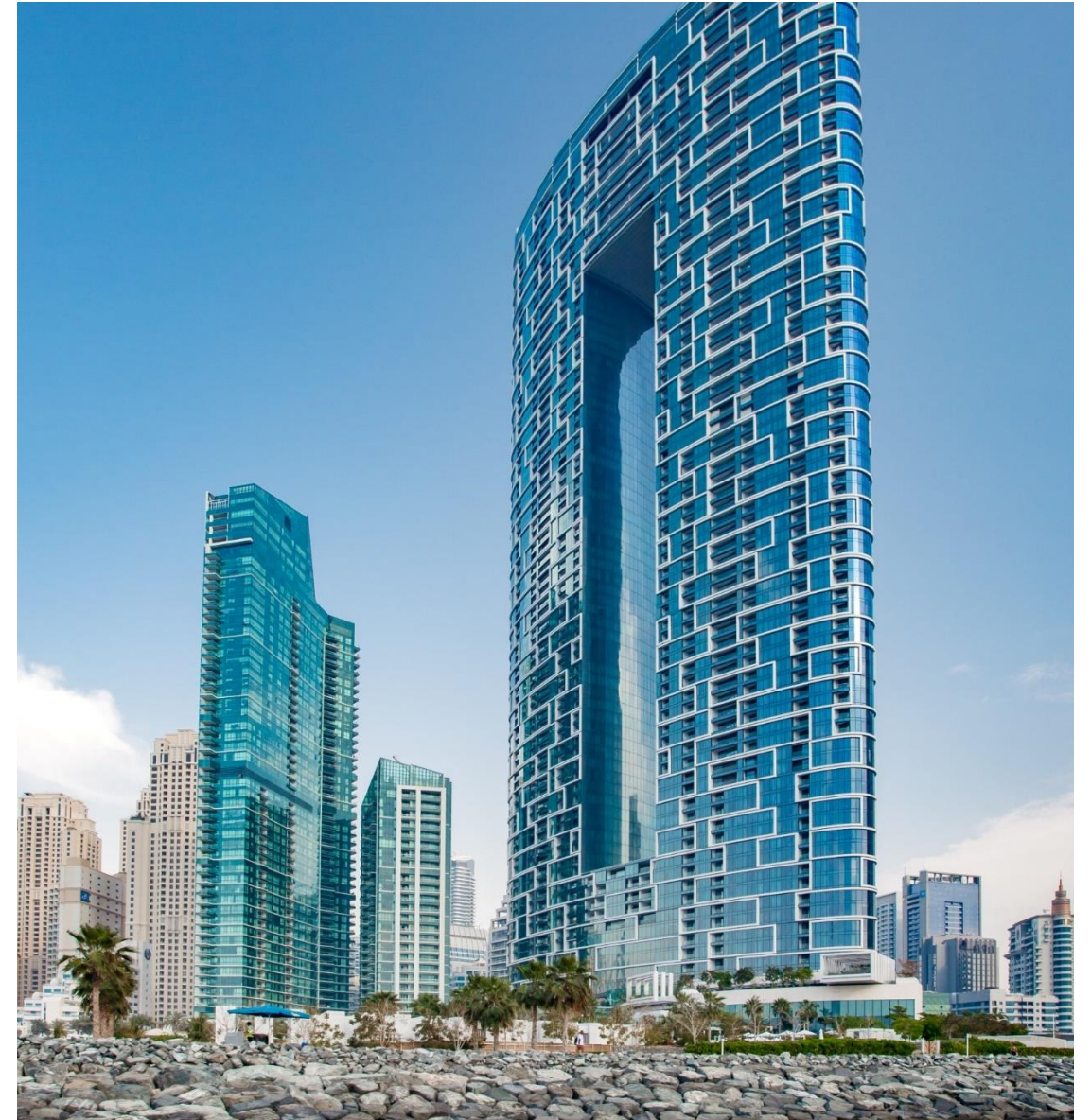
Wealth Migration & the Rise of EMILLIs

The global movement of capital is accelerating, with 2025 projected to be a record year for global relocations of high-net-worth individuals (HNWIs). As per The Henley Private Wealth Migration Report 2025, the UAE has secured its position as the world's premier destination and is projected to attract a net inflow of over 9,800 millionaires this year. The UBS Global Wealth Report 2025 is more bullish, estimating there were 13,000 new millionaires in 2024, driven by stability, world-class infrastructure, and the country's highly successful "Golden Visa" regime.

This influx is strategically segmented into three critical tiers for the real estate market: the UHNWI (Ultra-HNWIs), with assets over US\$30 million, who chase bespoke trophy assets; the HNWI (High-Net-Worth Individuals), with assets between US\$5 million and US\$30 million, who seek exclusive, liquid investment properties; and the EMILLI (Everyday Millionaires) segment, with assets between US\$1 million and US\$5 million, who represent the largest volume of migrating capital. This EMILLI term has been newly introduced by the Union Bank of Switzerland (UBS) in their Global Wealth Report 2025 to classify this demographic. According to the same report, the EMILLI demographic, having quadrupled globally since 2000 to number over 52 million and controlling excess of US\$100 trillion in wealth, forms the core engine of growth in real estate across the world, valuing property as a primary vehicle for long-term stability and passive investment.

For both HNWI and EMILLI migrants, branded residences constitute a tangible entry point into the market. These units are typically priced around AED7 million for 2 / 3 bedroom-unit and align with many of the attributes wealthy investors have for a secondary or tertiary home, in terms of ease of access to onsite facilities and services, and an association with globally recognised brands which itself offers a badge of quality, security, and trust when moving capital into a new jurisdiction. The asset class also offers investors a lock-and-leave solution with five-star maintenance and resale liquidity.

The three major UAE markets provide a complementary value proposition for these tiers: Dubai remains the established epicentre, offering the deepest inventory of ultra-luxury branded stock for UHNWIs and vast liquid investment options for HNWIs. Abu Dhabi is rapidly capturing the "quiet luxury" segment, where its scarcity of contained supply is currently driving high price premiums, appealing strongly to HNWIs and EMILLIs seeking long-term investments. Finally, Ras Al Khaimah (RAK) serves as a high-growth frontier, driven by demand for the upcoming Wynn Al Marjan Island, again attracting EMILLIs and speculative HNWIs looking for lower entry points with a more speculative upside focused on leisure-driven returns.



Dubai

Dubai has firmly established itself as a global hub for branded residences, surpassing many more established markets in North America and Europe to offer one of the highest concentration of projects worldwide. This dominance is backed by robust transactional momentum; which during the first nine months of 2025 (9M25) recorded a 26% YoY surge in transaction volumes, with over 7,700 branded units in recorded sales, and a 51% growth in the total sales value, reaching to almost AED 50 billion (US\$13.6 billion).

This jump in performance was catalyzed by the luxury villa segment, which recorded a remarkable 335% increase in transaction volumes, driven by the 460 primary sales in Emaar's Tierra Address Villas with an average recorded ticket price of AED 17.3 million up until the end of Q3. This performance underscores the depth of capital currently targeting the emirate's ultra-luxury segment.

Investors are currently paying an average premium of approximately 64% for branded units as compared to non-branded units in the same location, substantially higher than global averages.

The clearest premium trend is evident across the lifestyle component of the market (non-hospitality branded residences), particularly those associated with ultra-luxury Automotive brands, which have achieved premiums more than double the market average between 2023-2025, including the likes of Binghatti's Mercedes-Benz Places and Bugatti Residences, alongside Emaar's Lamborghini Mansions. However, whilst the premiums in this segment have typically been higher; the rate of

absorption has typically been slower than average against other branded products in the market.

Non-hospitality branded residences gained significant traction from 2024 onwards, as the branded market started to see more diversification away from hospitality brands. Hence, whilst hospitality-linked projects still lead, the rise of non-hospitality brands has added crucial diversity, stretching price brackets on both ends via ultra-luxury collectible trophy assets, as well as other more accessible-luxury options.

Dubai's branded residences segment is propelled by a combination of global brand prestige, lifestyle integration, and strong investor confidence in the city's luxury positioning. Buyers are drawn to the assurance of quality, curated services, and the long-term value associated with internationally recognized brands. The appeal is amplified by Dubai's safe-haven market status, tax advantages, and its growing reputation as a hub for ultra-luxury living. Hospitality-linked amenities and concierge services remain key differentiators, while developers continue to leverage brand partnerships to better target HNWIs seeking exclusivity and globally consistent standards.

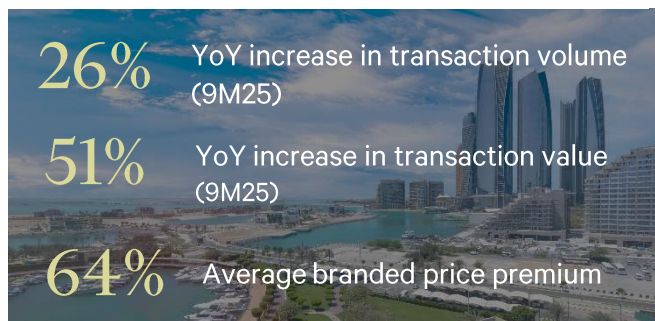
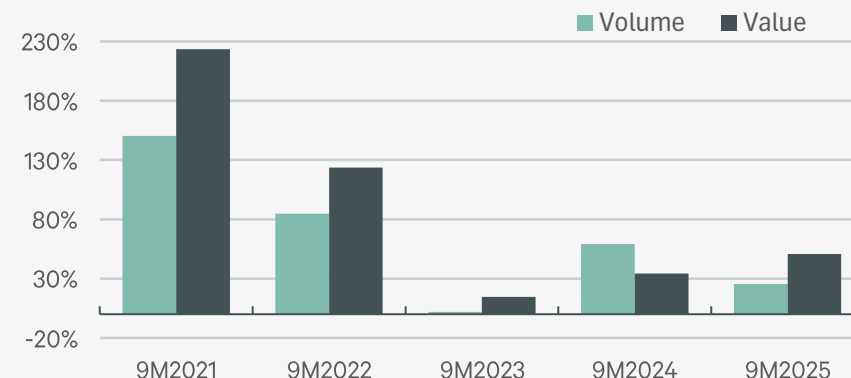
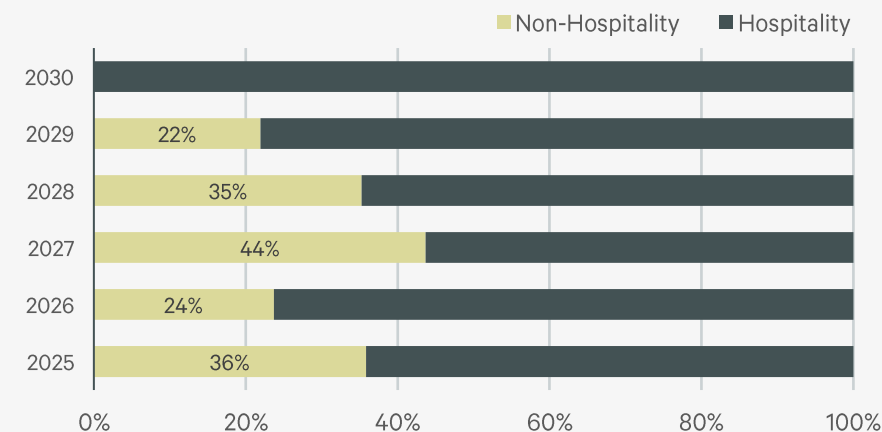


FIGURE 2: Dubai, Branded Residences, YoY Change in Sales Volume & Value



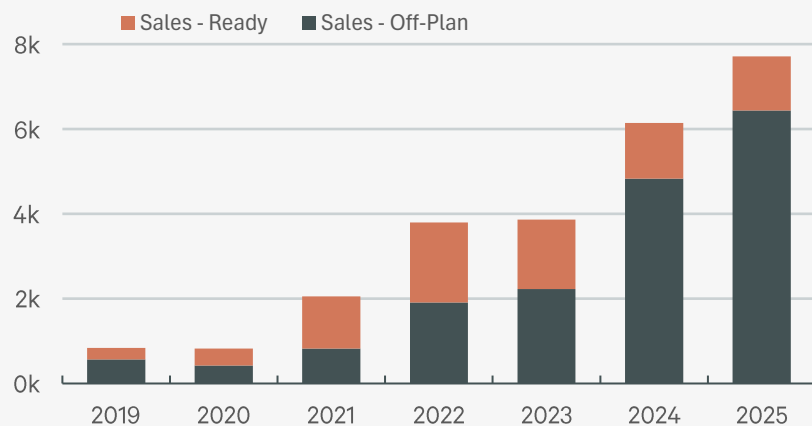
Source: CBRE Research / REIDIN

FIGURE 3: Dubai, Branded Residences, Brand Composition



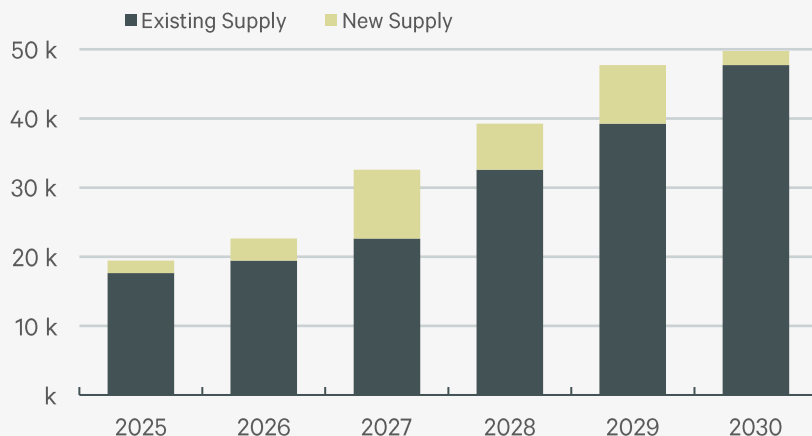
Source: CBRE Research

FIGURE 4: Dubai, Branded Residences, Sales Transactions, Year-to-Sep Volume



Source: CBRE Research / REIDIN

FIGURE 5: Dubai, Branded Residences, Market Supply



Source: CBRE Research

Dubai

While branded residences remain a niche within Dubai’s overall residential landscape, their recent penetration in the luxury and ultra-luxury segments has grown markedly. Off-plan branded projects have increased their share from 3% of volume and 7% of value in 2019 to 5% and 14% in the 9M25, respectively. This upward trajectory is underpinned by sustained demand from international buyers and the entry of both global hospitality brands and high-profile non-hospitality names, reinforcing Dubai’s position as a leading hub for branded living.

The market is predominantly off-plan, with over 80% of transactions by both value and volume in the first nine months of 2025 occurring in the off-plan segment. This strong bias reflects investor appetite for early access to flagship developments, supported by flexible payment structures and compelling marketing narratives centred on lifestyle, exclusivity, and brand prestige.

Ready branded inventory remains scarce, with only 18,500 completed units concentrated in mature areas like Business Bay, DIFC, Palm Jumeirah, and Downtown. Resale activity in these zones is strong but limited by supply, reinforcing off-plan launches as the primary growth engine for the segment.

Looking ahead, Dubai’s branded residences segment is set for an aggressive supply-side expansion, with an unprecedented pipeline of over 31,300 units across 110 tangible projects scheduled between 2025 and 2030. Branded homes will represent around 8% of the city’s total new residential pipeline during this period, underscoring their growing influence within the luxury and ultra-luxury space.

The structure of this future supply is heavily focused on high-density formats, with a notable 95% of the inventory comprising branded apartments. This reflects a strong developer preference for maximizing returns in prime urban and waterfront locations across both established districts and rising new areas like Dubai Islands, Mohammed Bin Rashid City (MBRC), and Dubai Maritime City. Conversely, branded villas are likely to remain a more limited and ultra-exclusive offering.

In terms of brand presence, the pipeline is dominated by companies employing a high-volume development strategy. This is led by local hospitality brands, primarily Address Hotels + Resorts and VIDA, followed by the Jumeirah Group. They are closely followed by leading non-hospitality brands, such as de GRISOGONO, whose significant unit count is a direct result of their large-scale partnership with UAE developer DAMAC.



Abu Dhabi

Abu Dhabi is rapidly emerging as the Gulf's next branded residence powerhouse, offering an attractive alternative to the more mature Dubai market. This burgeoning sector is witnessing explosive growth, recording an exceptional 126% YoY increase in transaction volumes through 9M25.

This surge was led by the villa segment, driven by the outstanding market debut of the Jacob & Co Beach Living project, and mirrored by the apartment segment, which achieved a 118% YoY volume increase bolstered by the launch of W Residences.

However, apartment transaction value growth was comparatively moderated, increasing by only 16% YoY at 9M25, attributed to a high comparative base set in 2024 following the monumental launch and high-value transactions associated with the NOBU Residences.

126% YoY increase in transaction volume (9M25)

24% YoY increase in transaction value (9M25)

87% Average branded price premium

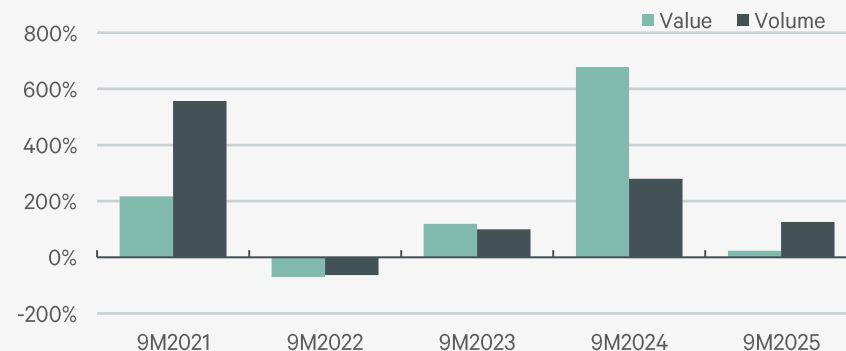
The value of branding in Abu Dhabi's luxury property market has become increasingly clear over the past two years, as reflected in the significant premium buyers are currently willing to pay. Data indicates that branded residences are commanding an average premium of around 87%, compared to standard residences within the same districts.

Whilst these exceptional premiums are perhaps justified by the association with global luxury and hospitality brands and the promise of a five-star service level, premiums are further magnified by a scarcity element, as ultra-luxury supply is limited. Importantly, the sizeable premium also reflects the lower quality positioning of projects across masterplans such as Reem Island and Maryah Island, which results in a much higher pricing differential against new branded projects, as compared to many other markets.

Both existing and short-term deliveries across the branded market are dominated by hospitality operators, a trend expected to continue through 2026. However, from 2027 onwards that flips more towards lifestyle brands, which take a significant share through to 2029, including projects such as Imkan's SHA Residences Emirates.

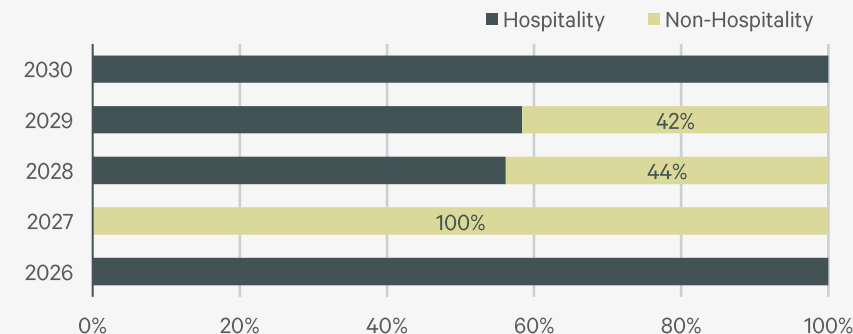
This pivot toward lifestyle and designer brands in 2028 and 2029, will see non-hospitality projects account for 44% and 42% of the new supply, respectively, with key developments including NOBU Residences, Brabus Island, Jacob & Co. Beachfront Living, and Bvlgari Resort and Mansions. This evolving landscape reflects a growing diversification of the capital's luxury offerings, moving beyond traditional hotel management to incorporate high-end lifestyle and cultural affiliations.

FIGURE 6: Abu Dhabi, Branded Residences, YoY Change in Sales Volume & Value



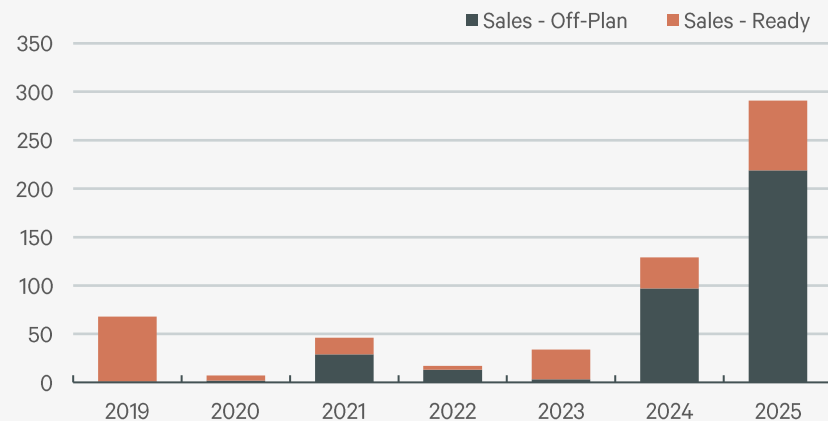
Source: CBRE Research / ADREC

FIGURE 7: Abu Dhabi, Branded Residences, Brand Composition



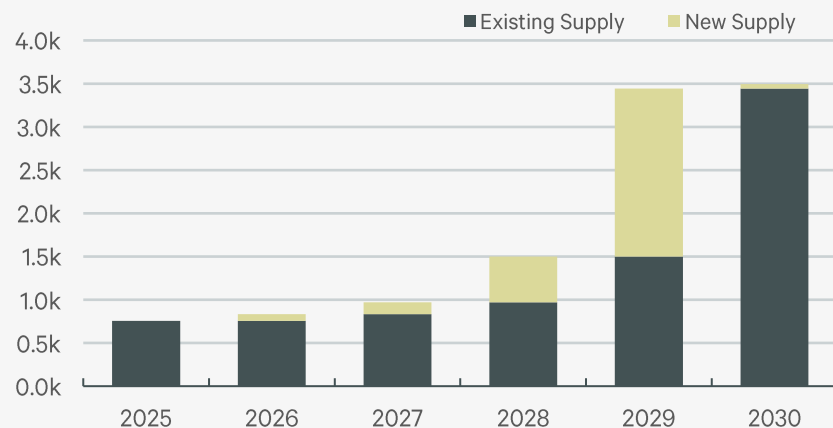
Source: CBRE Research

FIGURE 8: Abu Dhabi, Branded Residences, Sales Transactions, Year-to-Sep Volume



Source: CBRE Research/ ADREC

FIGURE 9: Abu Dhabi, Branded Residences, Market Supply



Source: CBRE Research

Abu Dhabi

While Dubai’s market thrives on scale and diversity, Abu Dhabi’s trajectory is currently being defined more by exclusivity. Abu Dhabi is seeing a concentration of high-quality supply within premium zones such as Saadiyat Island and Yas Island, where an integrated luxury ecosystem of marinas, cultural landmarks, and world-class leisure facilities helps to establish the infrastructure critical for branded residential success.

This targeted approach is being reinforced by the UAE’s widening set of incentives, notably the Golden Visa program linked to property investment, which continues to attract international wealth and embed long-term capital. Combined with a scarcity of prime waterfront land and a growing demand, Abu Dhabi is increasingly positioning itself as a market of high-value opportunities.

The market share of branded residences, measured by off-plan transaction volumes, saw a dramatic acceleration this year, supported by cyclical high sales volumes and prices, and further supported by a steady flow of positive news, including the Disneyland announcement in May 2025. While branded units were a negligible <1% in 2019, this announcement immediately boosted investor confidence in the capital’s long-term luxury and tourism trajectory. This led to a surge in branded transaction volume in 9M25, driving the segment’s share to ~2%, effectively transforming a gradual trend into a luxury boom.

This ramp up in launches has established a sizable future project pipeline, resulting in a peak market share of 18% of unit deliveries in 2029.

This is reflected in the growing shift towards off-plan transactions. Historically, these sales represented only a small fraction of the total market volume and value. However, during 2025 recorded transactions for off-plan account for +75% of volume and value. This trend highlights an investor preference for securing units early and capitalizing on the anticipated capital appreciation, anchored by the promise of major new cultural and leisure developments and other associated infrastructure upgrades.

The future supply pipeline for 2025-2030 includes delivery of more than 2,700 branded units across more than 20 projects. Most of these developments are situated across luxury islands such as Al Saadiyat, Yas, and Al Maryah. This pipeline features a wide composition of high-end, renowned operators, blending hospitality brands like Four Seasons, Waldorf Astoria and Mondrian with exclusive non-hospitality brands such as Jacob & Co., Brabus, and Bvlgari. This diverse influx of units is set to significantly raise the overall quality and profile of Abu Dhabi’s offerings and further stimulate demand from foreign investors.



RAK

The branded residence market in RAK has emerged as one of the UAE's fastest growing segments, fuelled by recent economic growth and supported by a clear tourism strategy that leverages the Emirate's unique positioning through its natural assets, including mountains and beaches, and as a regional adventure tourism destination.

Over the past three years, the emirate has undergone a dramatic market repositioning, shifting from a value entry point into the UAE offering lower ticket prices, land, and development costs, to a market now reshaped by a strategic shift towards luxury.

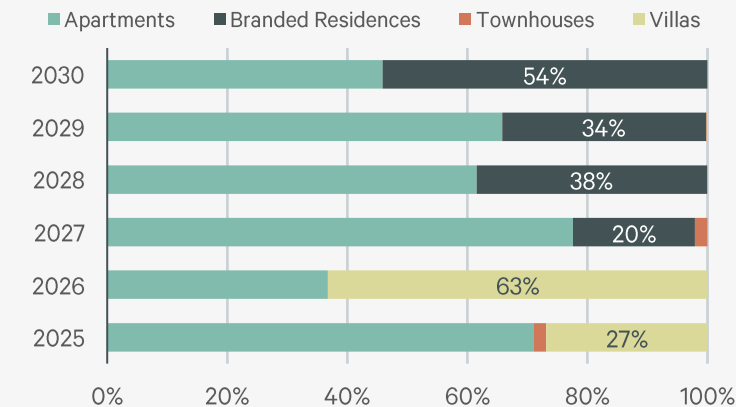
The key catalyst for this change was the announcement of Wynn Al Marjan resort, which has effectively anchored the sector with a major long term demand driver. Prior to 2023, RAK's branded segment was virtually nonexistent. However, the preceding boom in high-value residential projects and an influx of new global brands, has supported the business case for further luxury developments, culminating in record-breaking sales performance. For instance, the recent launch of the Mondrian Al Marjan Beach Residences demonstrated the market's sizable appetite, generating AED704 million (US\$192 million), selling 200 units, reportedly in just a few hours.

Naturally, the initial wave of projects is set to be heavily concentrated around Al Marjan Island, with many offering resort-style amenities that provide greater appeal to international investors. However, similar opportunities are also emerging in neighboring masterplans across the emirate, extending the overall luxury supply pipeline. Many of these investors prioritize high rental yields and hospitality-managed convenience, and prefer smaller, lock-up-and-leave products close to leisure amenities.

The supply pipeline reflects an unprecedented surge in new launch activity, with branded units projected to climb sharply from a 20% contribution to 2027's new supply, to 54% in 2030. This expansion will result in the completion of close to 9,000 units across Al Marjan Island, Al Hamra, Mina Al Arab, and the Beach District.

Like Dubai & Abu Dhabi, the rising prominence of non-hospitality branded residences (e.g., Armani, Elie Saab, Jacob & Co., Hard Rock, and Lamborghini) is a critical development. In 2027, non-hospitality brands will represent 29% of the branded residences new supply, a figure forecast to grow significantly to 64% by 2030. This trend signifies the growing diversity of international investors and the early maturation of the market, moving beyond reliance on hotel operators to embrace a broader appeal based on global luxury lifestyle brands.

FIGURE 10: RAK, Branded Residences, Market Composition



Source: CBRE Research

FIGURE 11: RAK Branded Residences, Market Supply

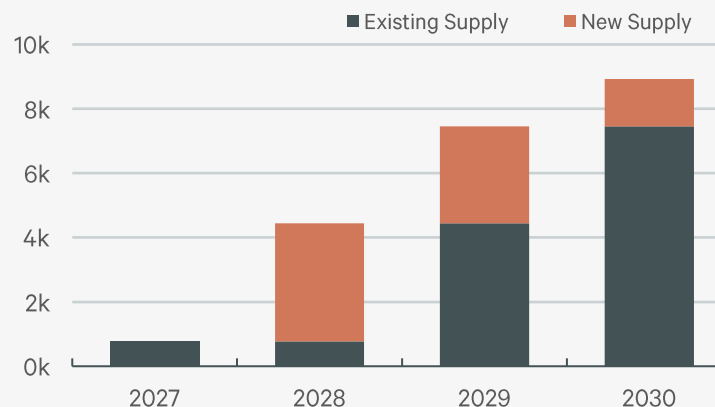
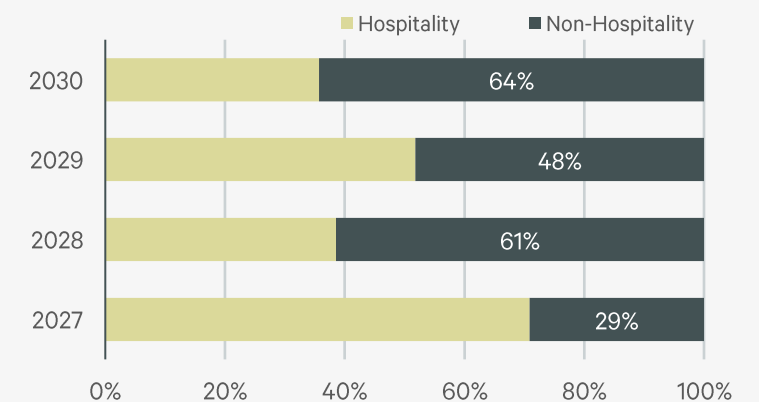


FIGURE 12: RAK Branded Residences, Brand Composition



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