

MONTHLY DEVELOPER SALES

Real Estate Data Trend & Analytics



Artist Impression of Promenade Peak

Jun 2025

New home sales surged 145.3% year-on-year in 1H 2025

Overview



New home sales surged by 145.3 per cent year-on-year in the first half of 2025, despite a decline in monthly sales for the fourth consecutive month in June. This trend underscores the resilience of the private market amid an improving mortgage environment. Moreover, macroeconomic uncertainties have prompted more investors to turn to purchasing private homes as safe-haven assets.



According to URA data, new private home sales (excluding executive condominiums, or ECs) fell to 272 units in June 2025 – a 12.8 per cent decrease from 312 units in May – as developers scaled back launches during the June school holidays.



Including ECs, new home sales slipped 9.2 per cent from 336 units in May to 305 units in June. However, on a year-on-year basis, new home sales (excluding ECs) rose 19.3 per cent, up from 228 units in June 2024.



For the first six months of 2025, 4,634 new units (excluding ECs)* were sold from January to June 2025, an increase of 145.3 per cent from the 1,889 units transacted in 1H 2024. Moreover, the 1H 2025 sales were 37 per cent higher than the 3,383 units sold in 1H 2023, and 9.8 per cent more than the 4,222 units sold in 1H 2022.

New Launches



Two projects within District 15 were launched last month: the 107-unit Arina East Residences and the 105-unit Amber House. Both developments achieved an impressive median price, which was close to S\$3,000 psf. Arina East attained a median launch price of S\$2,982 psf, while Amber House followed closely with a median launch price of S\$2,977 psf. The exceptional pricing was due to their excellent locations, situated close to MRT stations along the Thomson-East Coast line, as well as nearby recreational amenities like the East Coast Park and the Singapore Sports Hub.

Month	Sales Volume		Launches	
	(Excl. EC)	(Incl. EC)	(Excl. EC)	(Incl. EC)
Jun-24	228	278	118	118
Jan-25	1,083	1,104	896	896
Feb-25	1,597	1,626	1,694	1,694
Mar-25	729	1,510	555	1,315
Apr-25	675	771	1,344	1,344
May-25	312	336	20	20
Jun-25	272	305	187	187
M-o-M % Change	-12.8%	-9.2%	835.0%	835.0%
Y-o-Y % Change	19.3%	9.7%	58.5%	58.5%

Source: URA, Realion Research



Artist Impression of The Robertson Opus



Artist Impression of Arina East Residences

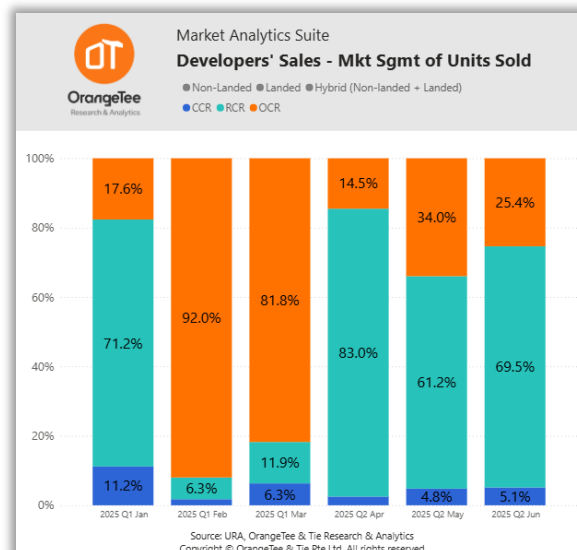
*1H 2025 new sales (exclude EC) = 3,375 units (Q1 2025) + 675 (April 2025) + 312 (May 2025) + 272 (June 2025) = 4,634 units

Many HDB upgraders seeking a home in the Eastern region were interested in these projects. They were likely drawn to the attractive product features, as well as the limited availability of new private homes in the area.

Other best-selling projects in the month include One Marina Gardens, Bloomsbury Residences, The Hill @ One North, Aurelle of Tampines, Nava Grove, Hillock Green, and Grand Dunman.

By Market Segment

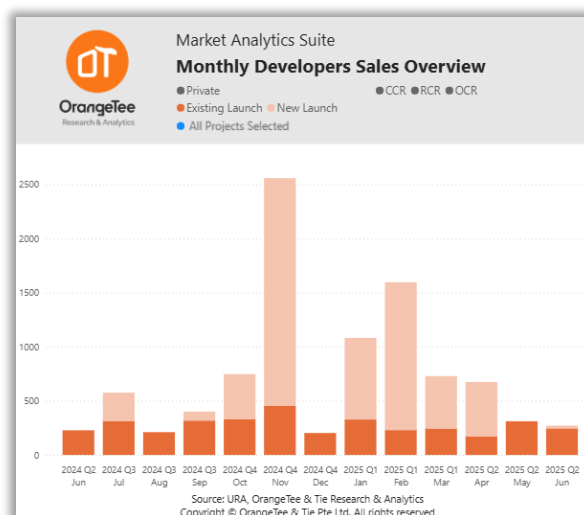
Last month's sales, excluding ECs, were primarily from the city fringe or the Rest of Central Region (RCR), accounting for 189 units, or 69.5 per cent of the total transactions. This was followed by the suburban areas, or Outside Central Region (OCR), with 69 units, or 25.4 per cent, and the prime areas, or Core Central Region (CCR), with 14 units, or 5.1 per cent.



Luxury Market

Buyer interest in the ultra-luxury condominium market remained steady. Last month, four condominiums were sold for more than S\$10 million, more than the three transactions in the preceding month. The most expensive non-landed home was a 5,285-sq-ft unit at Skywaters Residences that was transacted at S\$30.9 million.

In the luxury market, 11 new condos were sold between S\$5 million and S\$10 million, an increase from the eight units moved in May 2025. The condos were from Irwell Hill Residences, Canninghill Piers, Union Square Residences, and Watten House.



Artist Impression of Aurelle of Tampines, Canninghill Piers, Parktown Residence and ELTA



Outlook

While some buyers remain cautious amid macroeconomic uncertainties driven by US tariff policies, others are undeterred, encouraged by falling interest rates that have improved mortgage affordability and boosted confidence in entering the housing market.

Moreover, more projects are slated for launch, which may spur buying interest. Several medium to large-sized developments are expected to be launched in the second half of this year. Many of these projects are situated in desirable locations, providing buyers with a diverse range of options.

New launches in the prime locations include the 348-unit The Robertson Opus, the 524-unit River Green, the 683-unit W Residences Singapore – Marina View and the 301-unit Upperhouse at Orchard Boulevard.

New launches in the city fringe include the 596-unit Promenade Peak, the 347-unit The Sen and the 343-unit LyndenWoods. Other notable launches in the suburbs include the 600-unit EC Otto Place, the 941-unit Springleaf Residence and the 376-unit Canberra Crescent Residences.

Project Name	Locality	Total No. of Units	Cumulative Units Launched to-date	Cumulative Units Sold to-date	Sold in the month	Median Price (\$psf)	Take up Rate^ (%)	Sold out status* (%)
One Marina Gardens	RCR	937	937	480	49	\$2,962	51.2%	51.2%
Bloomsbury Residences	RCR	358	358	159	30	\$2,516	44.4%	44.4%
The Hill @One-North	RCR	142	142	110	17	\$2,490	77.5%	77.5%
Amber House	RCR	105	80	17	17	\$2,977	21.3%	16.2%
Aurelle Of Tampines	OCR	760	760	751	15	\$1,813	98.8%	98.8%
Grand Dunman	RCR	1,008	1,008	795	12	\$2,534	78.9%	78.9%
Hillock Green	OCR	474	460	439	12	\$2,311	95.4%	92.6%
Nava Grove	RCR	552	552	449	12	\$2,569	81.3%	81.3%
Novo Place	OCR	504	504	502	9	\$1,592	99.6%	99.6%
Arina East Residences	RCR	107	107	9	9	\$2,982	8.4%	8.4%

^Take up rate is calculated by taking the division of cumulative units sold to date over cumulative units launched to date

*Sold out status is calculated by taking the division of cumulative units sold to date over total no. of units in project

Source: URA, Realion Research

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