



Comparing the property markets of two cities: Cairo and Dubai

OLX compares the two dynamic cities and their current trends

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As part of its commitment in driving transparency in the industry, OLX Egypt presents insightful data on the property market trends by comparing two of the major cities in the Middle East. OLX chose Cairo, a historical bustling city and Dubai, an ideal representative of modern organized cities, to provide indicative data for property seekers. The comparative review highlights the property prices for the rent and sale of a 1-bedroom apartment in Cairo vs Dubai, taking into consideration upmarket communities in both cities.

Generally, Egyptian cities are growing rapidly with an average annual national population growth rate of 2-3% over the past decades. As a result, the country has approximately 1 million new citizens to house every 8 months^[1]. OLX Egypt 2016 data showed the top locations searched for in Cairo are Nasr city, Al Maady, Sheikh Zayed, Heliopolis and Fifth Settlement. These results demonstrate the Egyptian property trend moving towards urbanization, as property seekers are on the look-out for areas such as Fifth Settlement and Sheikh Zayed where the long-term investment is worthwhile as prices are always on the rise. Moreover, these areas are usually associated with a higher social-economic class of residents. On the other hand, areas such as Nasr city, Al Maady, and Heliopolis remain a preference for people who are looking for proximity to the downtown area where governmental services are available.

Comparative Rental Property Highlight

City comparison: In Dubai, the average median rent for a 1-bedroom apartment per month for a property in a prime district costs around 28,500 EGP. While in Cairo, renting a 1-bedroom apartment would require a budget of 5,000 EGP a month.

Comparative Property for Sale Highlight

City comparison: The median price for a 1-bedroom apartment in Dubai is 7,800,000 EGP, which is over seven times the price of a 1-bedroom apartment in Cairo, which costs 1,000,000 EGP.

Commenting on these market insights, Momtaz Moussa, OLX's General Manager of Egypt, said: "Egypt is a massive market with substantial potential for growth not only for local investors but also for Egyptians who live outside of Egypt and are interested in investing. The recent EGP floatation has contributed to increasing the investments in residential real estate. This confirms our findings from our study that was presented during Cityscape Egypt 2017 and showed a 51% increase in traffic from the GCC."

The cost of living index in Dubai is approximately 186.15% higher than in Cairo, with the city ranked as 196th out of 517 cities in the world with an index of 72.61. Local Purchasing power in Cairo is 76.92% lower than in Dubai, with the cost of living rank 511st in the world with an index of 25.37. ^[2]



Last year witnessed substantial economic changes due to currency fluctuations in Cairo. This shifted the users' preference from reaching out to brokers for the next property purchase or rental, towards online search on OLX Property in Egypt where they have an overall view on the market prices. Therefore, their decision on the next property for sale or rent is built upon extensive research and comparisons as users tend to spend an average of 14 minutes each visit on OLX Property.

When it comes to buying, and selling apartments, OLX Property received an average of 3.4 million visits per month in 2016. It is also worth mentioning that each user visited the OLX Property 4 times per month in 2016. Egyptians spent a total of +63M minutes browsing OLX Property in 2016.

OLX Egypt recently announced the official launch of the new premium property section "Storia" on the App and web as a platform to list properties in premium areas. The new property section benefits property developers, brokers and users who are looking to buy, sell or rent their next property in premium areas. Storia includes listing from specific neighborhoods, which are: New Cairo, Fifth Settlement, First Settlement, 6 October, Sheikh Zayed, North Coast, Alamein, Ain Sokna and Zamalek. Storia includes all kind of residential units, from studios, apartments, duplex, twin-house, penthouse to grand villas.

[1] <http://egypt-urban.net/why-informal-areas/urbanisation-in-egypt/>

[2] <https://www.numbeo.com/cost-of-living/in/Cairo-Egypt> & <https://www.numbeo.com/cost-of-living/in/Dubai>

About OLX Group

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Through brands including OLX, Avito, dubbizzle and letgo, OLX Group is the home of online classifieds in high-growth markets. We are the leading destination for buying and selling used goods and services in 35 countries, and the #1 mobile app in our category in more than 22 markets. Globally we estimate that around 11 million items are exchanged through our platforms every single month, giving products a second life and reducing their ecological footprint.

OLX Arabia is actively expanding in the MENA region in Bahrain, Egypt, Kuwait, Lebanon, Oman, Qatar and Saudi Arabia.

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