



## Branded Residences in Asia See Record Supply Worth USD26.6 Billion

The market shows a rising proportion of standalone and mixed-use developments, with a growing presence of brands beyond hospitality

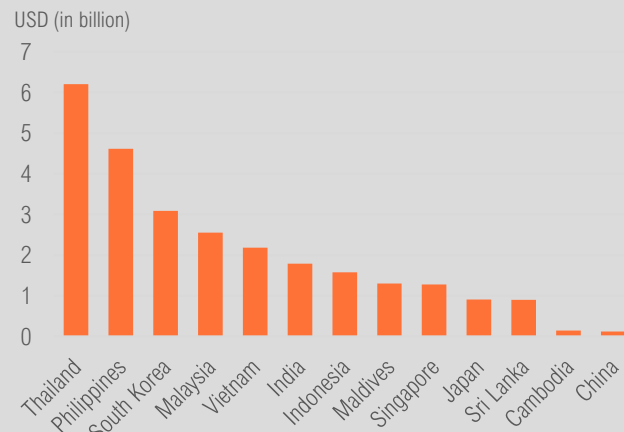
The branded residences sector in Asia has achieved a record-breaking supply value of USD26.6 billion, comprising 68,001 units in total. Thailand leads the market with a 23.3% share, followed by the Philippines (17.3%) and South Korea (11.6%). Emerging markets such as Malaysia, Vietnam, and India collectively account for 24.5% of the total market share.

Over the past four years, the sector has experienced robust growth, expanding at a compound annual growth rate (CAGR) of 11%, with strong prospects for continued development. From 2025 onwards, an additional 43,100 units across 180 projects are expected to be completed, nearly doubling the existing supply of branded residences in the region. Thailand currently has the highest number of launched units in the primary market, with 12,656 units across 55 projects, while Vietnam has the largest number of upcoming units, with 11,390 announced but not yet released for sale from 36 developments.

The sector is undergoing a significant transformation in development types, with a rising preference for mixed-use and standalone branded residences. Between 2020 and 2024, mixed-use and standalone developments have grown to represent 30% of completed projects. This marks a significant increase from their 14% share recorded before 2020 when branded residences were primarily developed alongside hotel components.

Complementing this shift, recent trends reveal a growing presence of branded residences launched by brands outside the hospitality sector. These non-hospitality brands account for 5% of the units on the market, with 90% concentrated in urban locations. A key project exemplifying this trend is the Porsche Design Tower Bangkok, an ultra-luxury branded residence with prices ranging from USD15 million to USD40 million, highlighting the increasing involvement of non-hospitality brands in this sector.

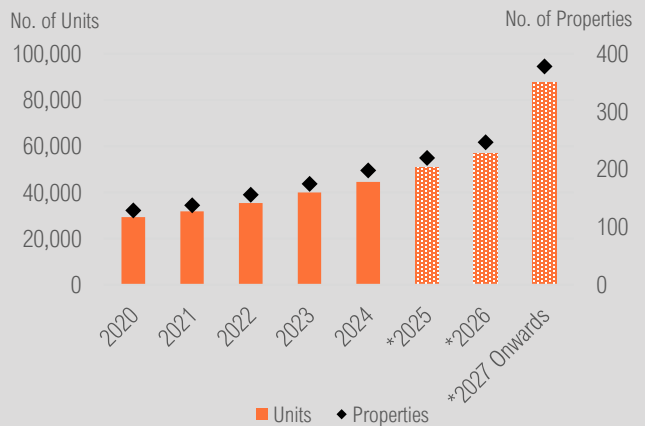
### Market Value by Country



Note: The market value indicated above is based on estimates derived exclusively from existing projects that have been launched and are currently available in the primary market.

Source: C9 Hotelworks Market Research

### Supply Growth



Note: The number of properties and units indicated above encompasses completed and pipeline projects.

Source: C9 Hotelworks Market Research

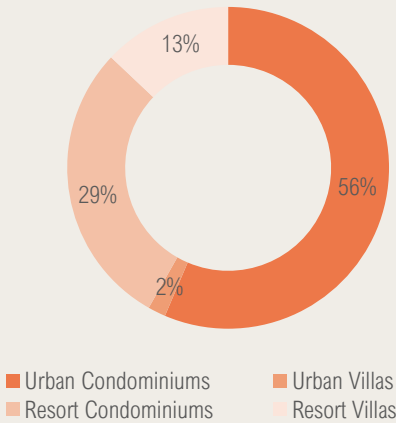
\* Indicates forecasted data

# Branded Residences Market Review

## Price Indicators

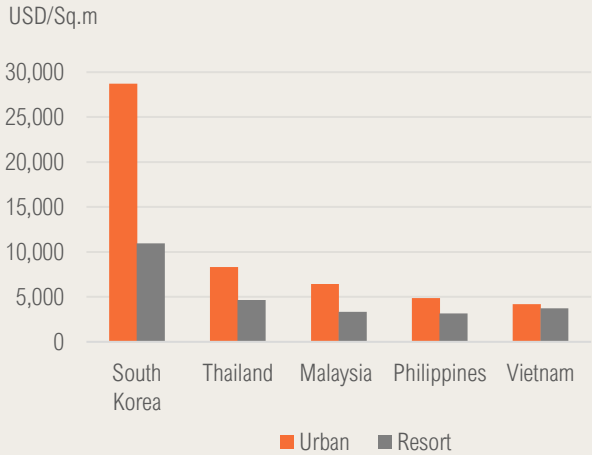
Urban destinations in Asia command significantly higher median prices per square meter compared to resort areas. In South Korea, urban condominiums are priced at USD28,713 per square meter, nearly triple the USD11,184 per square meter for resort condominiums. A similar trend is evident in Thailand, where urban condominiums have a median price of USD8,323 per square meter, compared to USD4,614 for resort condominiums. By market value, urban condominium-branded residences dominate the sector, representing 56% of the total supply.

### Market Value by Residences Type



Source: C9 Hotelworks Market Research

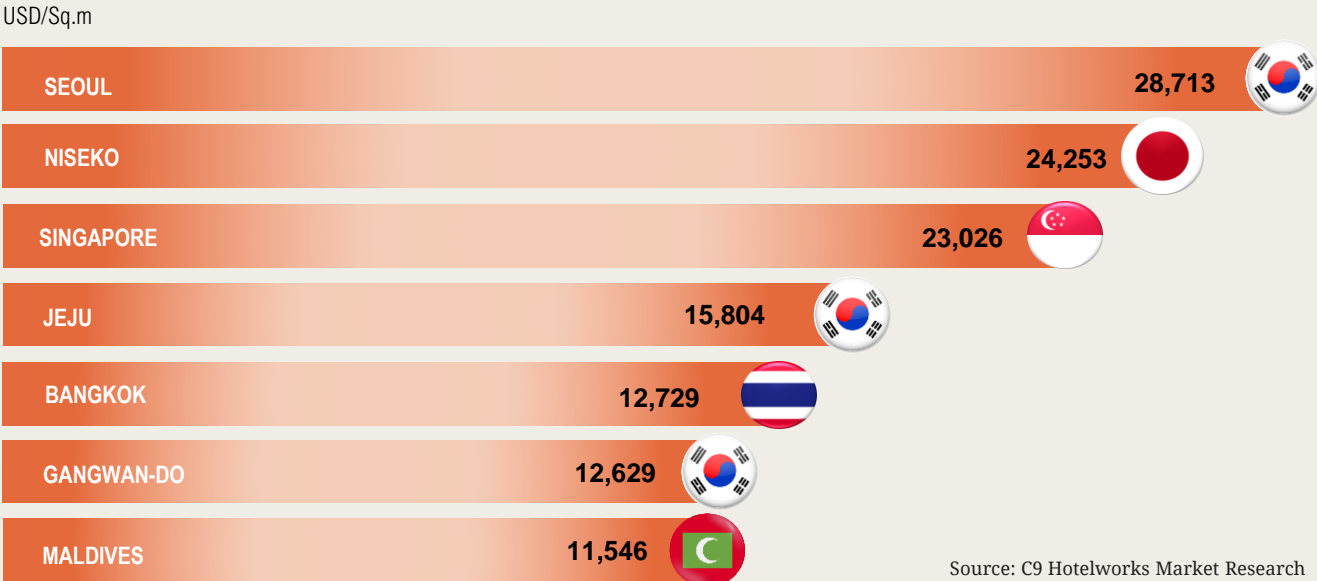
### Urban Versus Resort Sales Price Comparison



Source: C9 Hotelworks Market Research

Asia's branded residences market includes 12,330 units across 80 developments affiliated with luxury hotel brands, accounting for 31% of the total supply in the primary market.

### Luxury Branded Residences - Sales Price Comparison



Source: C9 Hotelworks Market Research

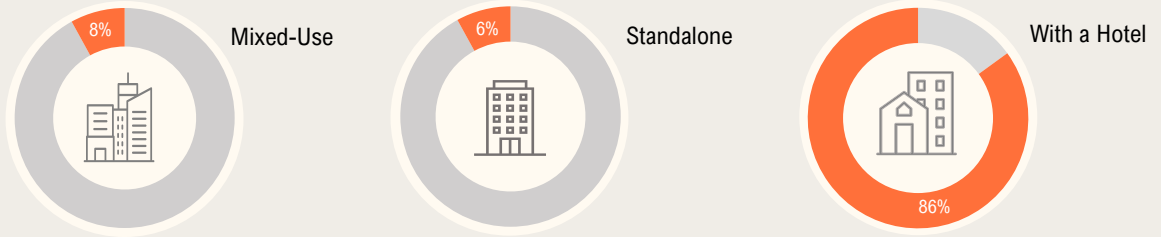
# Branded Residences Market Review

## Supply Trends

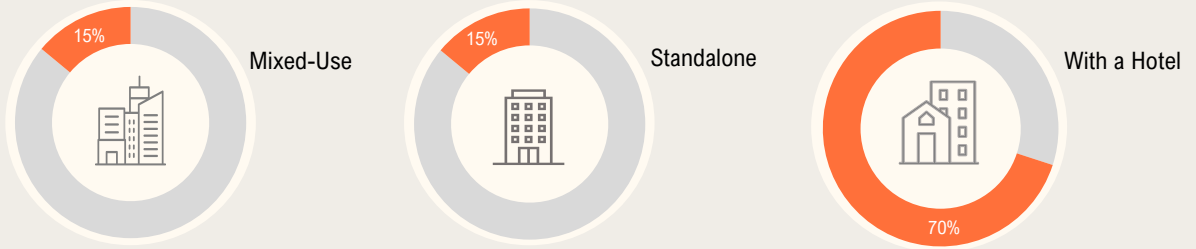
Before 2020, branded residences in Asia were predominantly developed alongside a hotel component, representing 86% of all projects. However, this trend has shifted notably in recent years. Between 2020 and 2024, standalone branded residences and mixed-use developments have risen to account for 30% of new projects.

### By Development Type

Completed Before 2020



Completed Between 2020 - 2024

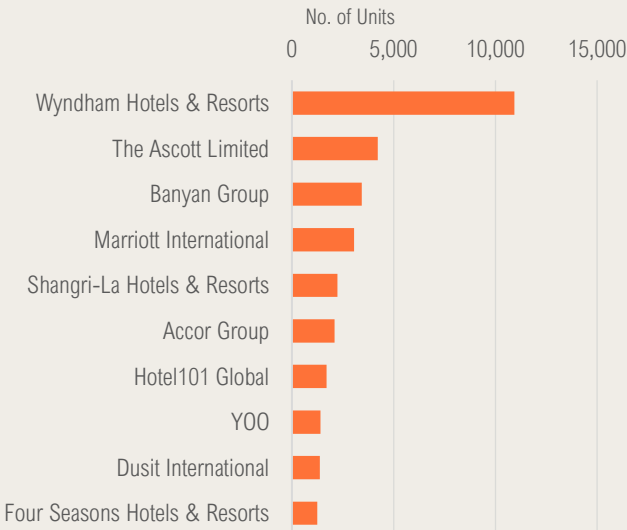


Source: C9 Hotelworks Market Research

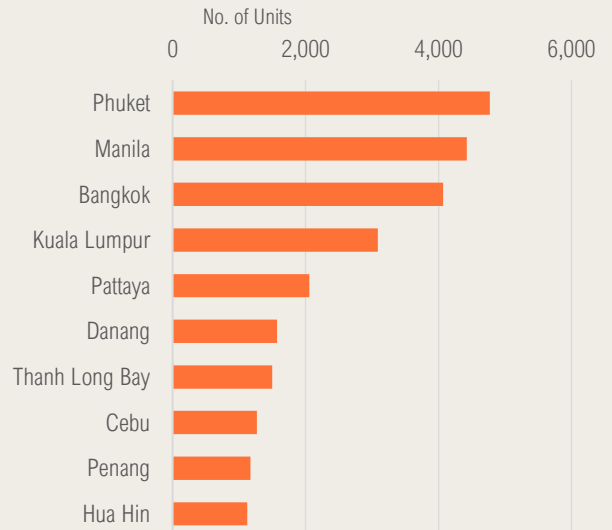
## Supply Overview

Wyndham Hotels & Resorts leads total supply with 10,941 units, followed by The Ascott Limited, the Banyan Group, and Marriott International. Among key destinations, Phuket has the highest number of units, totaling 4,771 units across 26 developments, followed by Manila and Bangkok.

### Top 10 Branded Residences by Group

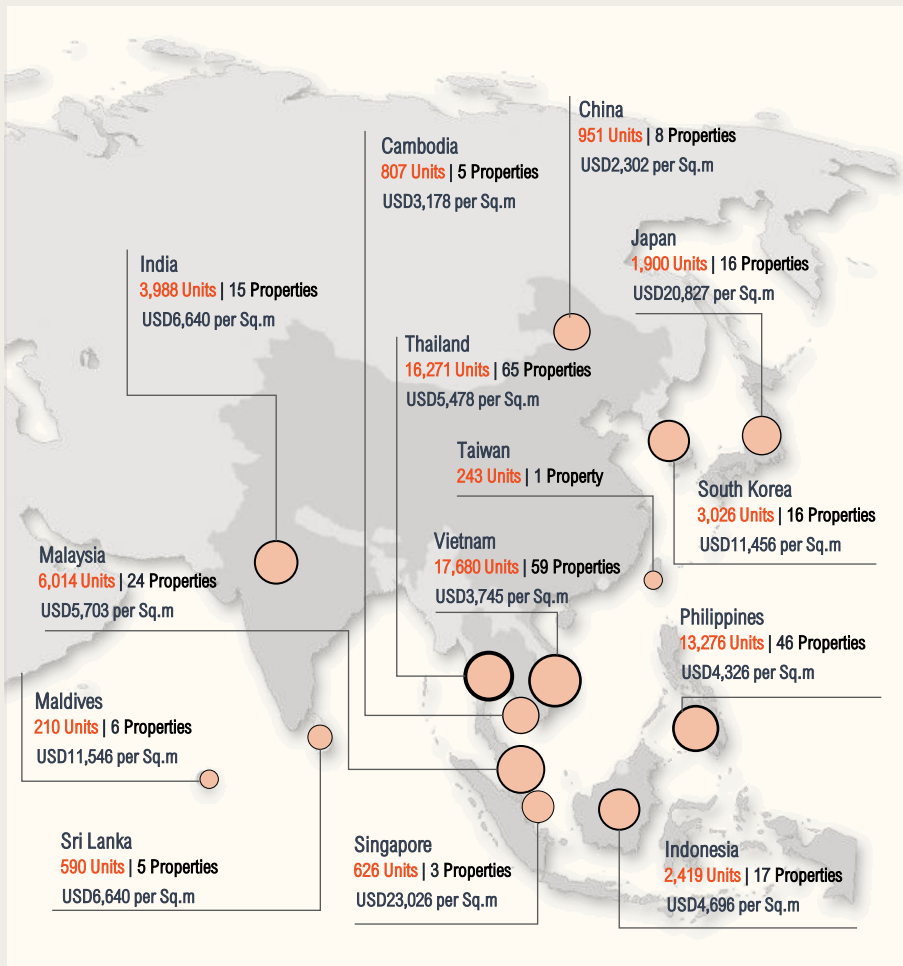


### Top 10 Branded Residences by Destination



Note: The supply is measured by the number of pipeline units available on the primary market.  
Source: C9 Hotelworks Market Research

# ASIA BRANDED RESIDENCES

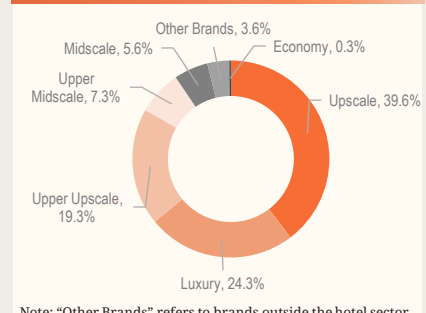


**USD26.6 Billion**  
TOTAL MARKET VALUE

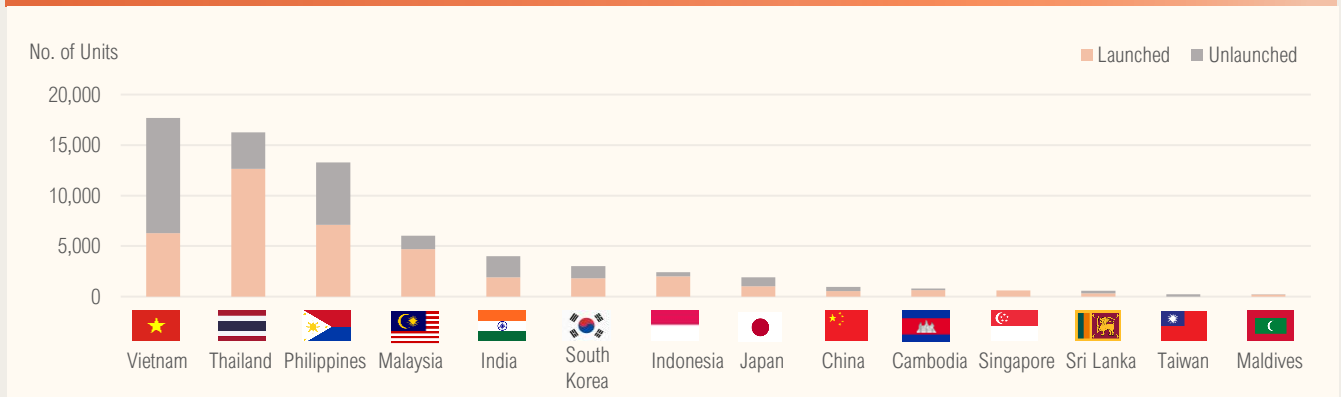


**68,001 Units**  
TOTAL SUPPLY

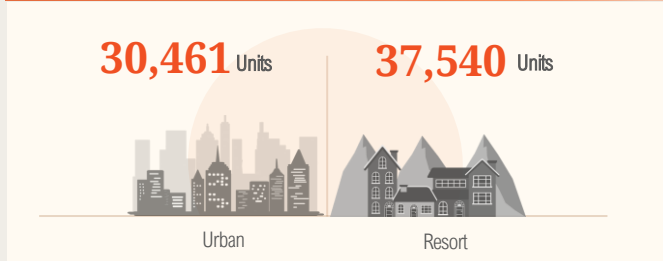
## Supply by Chain Scale



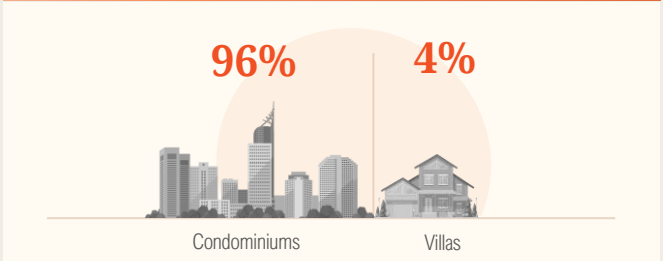
## Key Markets in Asia



## Urban vs. Resort



## Condominiums vs. Villas



Note: The supply indicated above, measured by the number of units and projects, includes all pipeline developments.  
Source: C9 Hotelworks Market Research

