

INDONESIA

BRANDED RESIDENCES MARKET REVIEW



C9 HOTELWORKS

ASIA OVERVIEW

MARKET CONTEXT

TOTAL
MARKET VALUE



2026

IDR707 Trillion

(USD40 Billion)



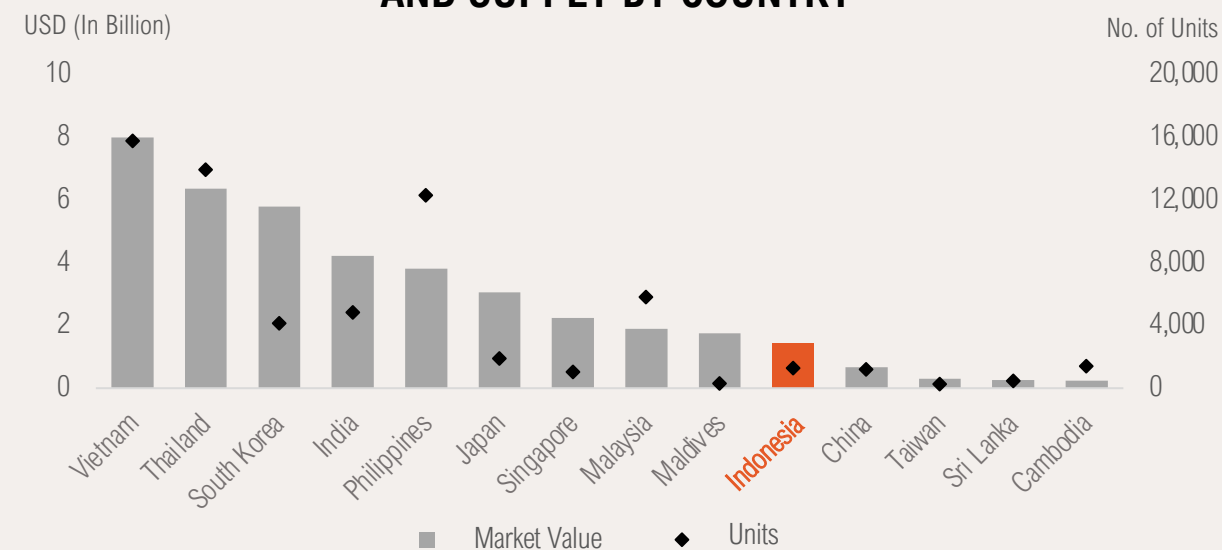
+30.3% Y-O-Y

2025

IDR543 Trillion

(USD30.7 Billion)

BRANDED RESIDENCES MARKET VALUE AND SUPPLY BY COUNTRY



Note: Market value is calculated based on the projects on active sale (launched projects).

Source: C9 Hotelworks Market Research

Asia's branded residences pipeline has reached a record IDR707 trillion (USD40 billion) across 50,025 units, a +30.3% year-on-year increase driven by leisure-resort growth and luxury-led product.

INDONESIA

EMERGING MARKET



IDR 24.7T

(USD 1.4B)

MARKET VALUE



1,145

LAUNCHED UNITS



34%

HYBRID SHARE

Indonesia anchors Asia's emerging tier with IDR24.7 trillion (USD1.4 billion) in market value across 1,145 launched units and a 34% hybrid share, the highest in Asia.

Source: C9 Hotelworks Market Research

BALI

MARKET SPOTLIGHT



25%
OF INDONESIA'S
MARKET VALUE

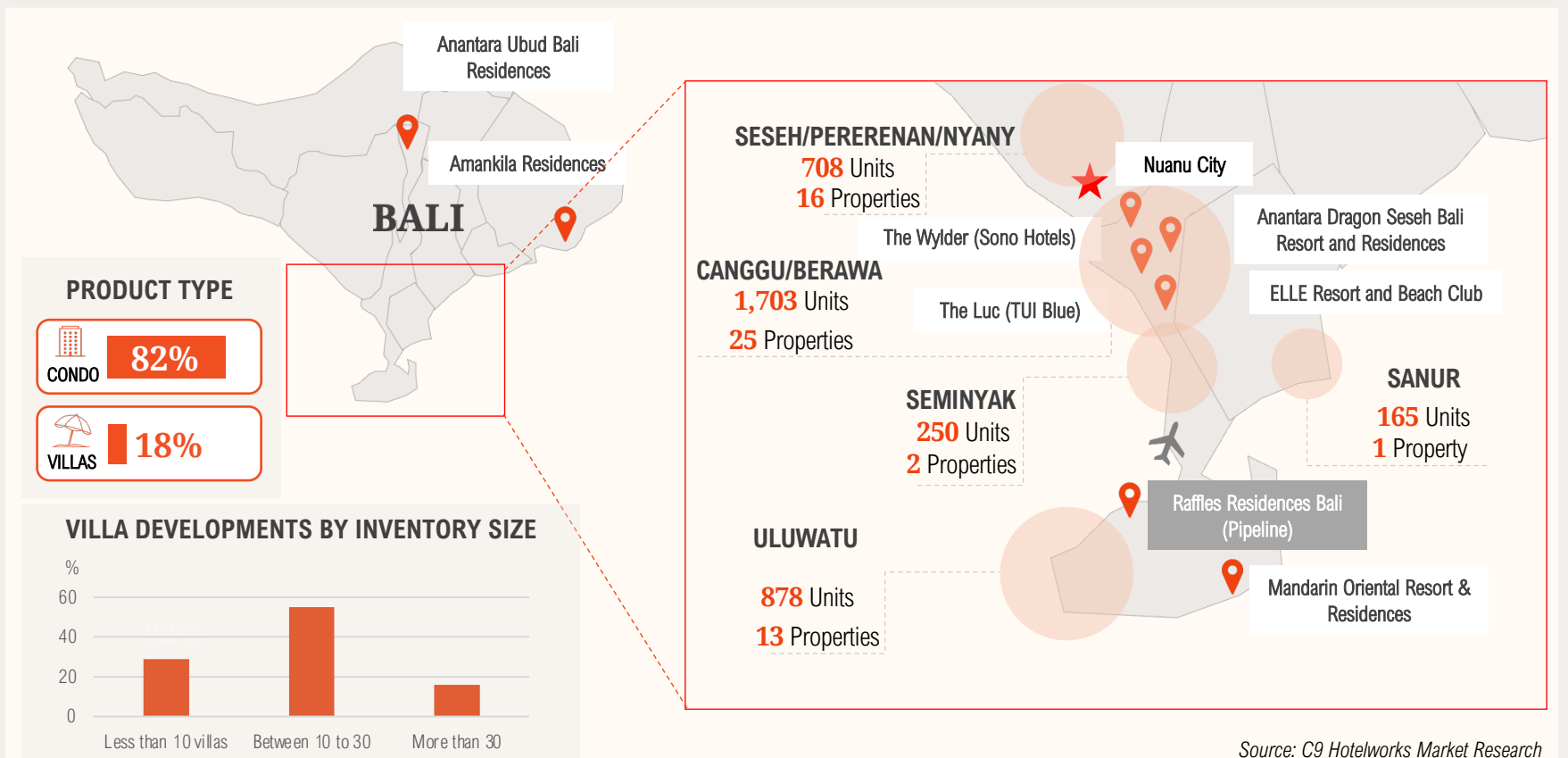


70+
ACTIVE HOSPITALITY-
MANAGED DEVELOPMENTS



10%
OF BALI'S ACTIVE
SUPPLY COMPRISES
BRANDED RESIDENCES

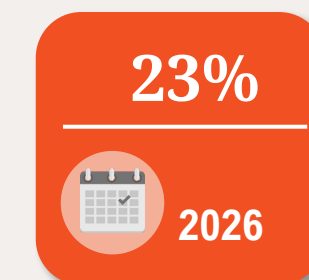
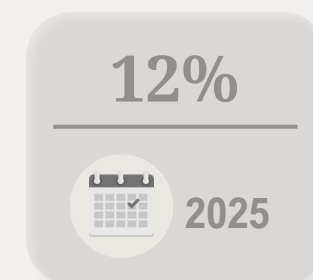
Source: C9 Hotelworks Market Research



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MARKET OWNERSHIP SHIFT

Freehold Supply



Source: C9 Hotelworks Market Research

BALI OUTLOOK

Bali anchors Indonesia's emergence, with 70+ hospitality-managed projects on active sale and branded residences accounting for ~10% of supply, segment set to expand. The March 2026 short-term rental compliance deadline and tighter foreign ownership rules are redirecting capital toward professionally managed, fully compliant product, while freehold availability has nearly doubled year-on-year.