

DESTINATION DUBAI 2025: NUMBERS YOU NEED TO KNOW



BUDGETS & SPENDING POWER

68%

of global HNWI have their sights set on Dubai for a real estate acquisition

96%

of HNWI from Saudi Arabia would like to purchase a property in Dubai



Average budgets by respondents' home location (US\$ million)

45.7

Saudi Arabia

44.6

India

30.3

UK

23

East Asia

US\$ 10.3bn

Total combined budget for all respondents



86%

of HNWI from India would like to purchase a property in Dubai



86%

of those with a net worth of over US\$ 20 million would like to own a home in Dubai

US\$ 265.7 million

Average allocated budget for a real estate purchase in UAE by global HNWI with a net worth of over US\$ 20 million



58% of HNWI from Saudi would like to purchase a villa in Dubai

74% of HNWI would like to purchase a beachfront villa in Dubai



66%

of global HNWI with a net worth of over US\$ 20 million would like to purchase a property in Dubai

69%

Of global HNWI with a net worth of over US\$ 20 million would like to invest a residential property in Dubai



76%

Of global HNWI with a net worth of over US\$ 20 million are interested in buying a land plot in Dubai to build their own home



BRANDED RESIDENTIAL DEMAND

86% of HNWI are keen on securing a branded residence in Dubai

38% of global UHNWI (net worth > US\$ 20 million) are prepared to spend over US\$ 5,000 psf on a branded residence

Top three target locations for a branded residential purchase in Dubai

14%

Dubai Marina

14%

Dubai Hills Estate

12%

Downtown Dubai