

Property Industry Survey (PIS) 1H 2025 & Market Outlook 2H 2025 & 1H 2026

Snapshot: Property Industry Survey (PIS) 1H 2025 and Market Outlook 2H 2025 & 1H 2026

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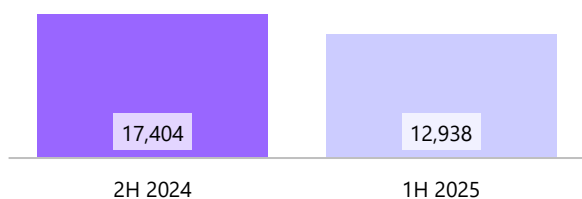
Executive, Research & Education

The REHDA Property Industry Survey (PIS) for 1H 2025 and the Market Outlook 2H 2025 & 1H 2026 were conducted by REHDA Institute from June to August 2025 among REHDA members in Peninsular Malaysia, with participation from 187 members.

Residential Launches and Sales Performance

36% of respondents launched their projects in the first half of 2025 (2H 2024: 36%), totaling 12,938 units, a decline from 17,404 units in the previous half year.

Chart 1: Overall Units Launched



Source: REHDA Institute Research

In the first half of 2025, sales performance recorded a total of 3,125 units sold, with a take-up rate of 24%, (2H 2024: 55%).

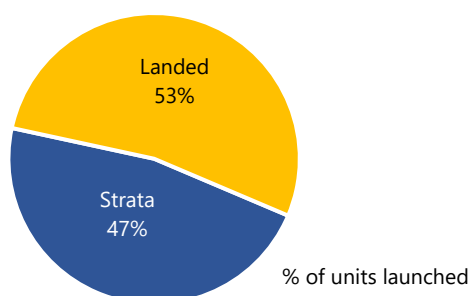
Chart 2: Overall Units Sold



Source: REHDA Institute Research

Landed units dominated new residential launches in 1H 2025, totaling 6,809 units, a 12% increase from the previous half (2H 2024: 6,077 units).

Chart 3: Units Launched – Property Category



Source: REHDA Institute Research

By property type, apartment/condominium recorded the highest number of units launched while 2-3 storey terrace recorded the highest number of units sold in 1H 2025.

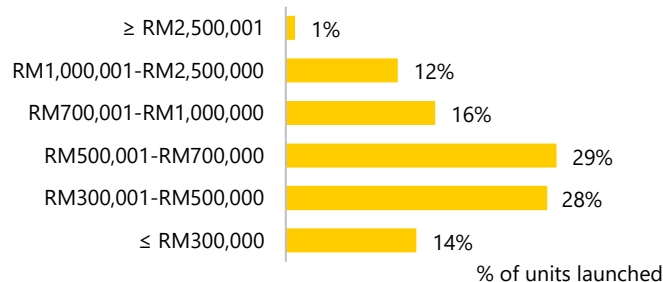
Table 1: Top 3 Units Launched & Units Sold - Property Type

Period	2H 2024	1H 2025
Units Launched	<ol style="list-style-type: none"> 1. Serviced Residence 2. 2-3 Storey Terrace 3. Apartment/Condominium 	<ol style="list-style-type: none"> 1. Apartment/Condominium 2. 2-3 Storey Terrace 3. Single Storey Terrace
Units Sold	<ol style="list-style-type: none"> 1. Serviced Residence 2. 2-3 Storey Terrace 3. Apartment/Condominium 	<ol style="list-style-type: none"> 1. 2-3 Storey Terrace 2. Single Storey Terrace 3. Serviced Residence

Source: REHDA Institute Research

Of the total units launched in 1H 2025, 57% were priced between RM300,001 and RM700,000 and only 1% of new launches were recorded for units priced at RM2,500,001 and above.

Chart 4: Units Launched - Average Selling Price



Source: REHDA Institute Research

The RM500,001 to RM700,000 price range dominated new residential launches across most States in Peninsular Malaysia, while respondents in Kelantan, Perlis and Terengganu reported no new project launches in 1H 2025.

Table 2: Most Launched Selling Price – State

State	Most Launched Selling Price	Location
Kedah	≤ RM300,000	Pokok Sena
Perak	≤ RM300,000	Kinta
Pahang	RM300,001-RM500,000	Kuantan
Melaka	RM300,001-RM500,000	Jasin
Penang	RM500,001-RM700,000	Butterworth
Johor	RM500,001-RM700,000	Johor Bahru
N. Sembilan	RM500,001-RM700,000	Seremban
Selangor	RM500,001-RM700,000	Shah Alam
WPKL	RM1,000,001-RM2,500,000	Pantai Sentral

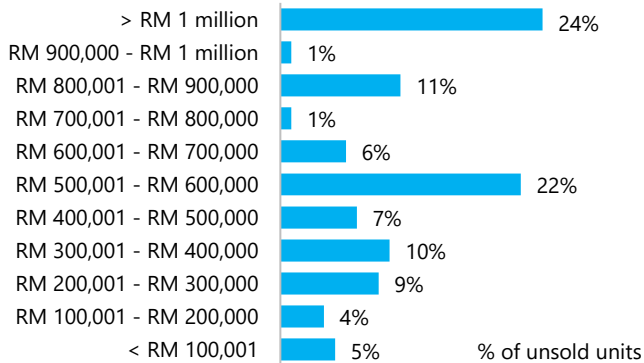
Source: REHDA Institute Research

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Unsold Completed Residential Units

As of 30th June 2025, 52% of respondents reported having unsold completed residential units, with 24% of these units priced above RM1 million and 22% priced between RM500,001 and RM600,000.

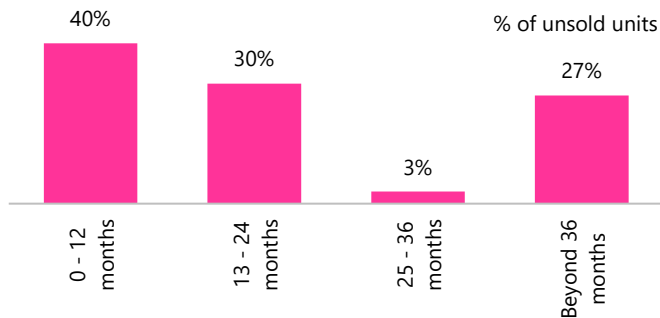
Chart 5: Unsold Completed Residential Units – Price Range



Source: REHDA Institute Research

In terms of aging, 40% of the unsold completed residential units are less than 12 months old.

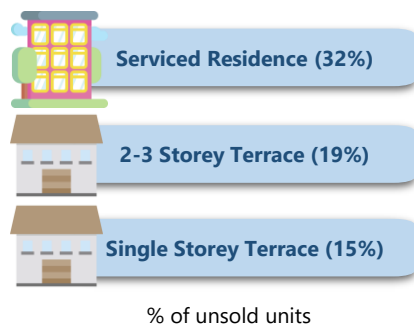
Chart 6: Unsold Completed Residential Units – Ageing



Source: REHDA Institute Research

Serviced residences recorded the highest number of unsold completed residential units, followed by 2-3 storey terraces and single storey terrace.

Figure 1: Unsold Completed Residential Units – Property Type

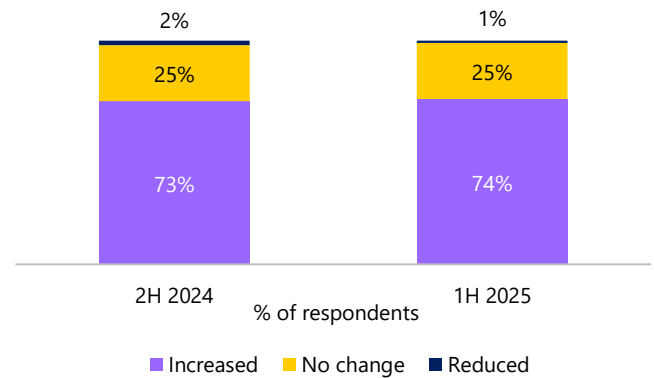


Source: REHDA Institute Research

Business Operations

The majority of respondents reported an increase in overall business costs, with 73% in 2H 2024 and 74% in 1H 2025.

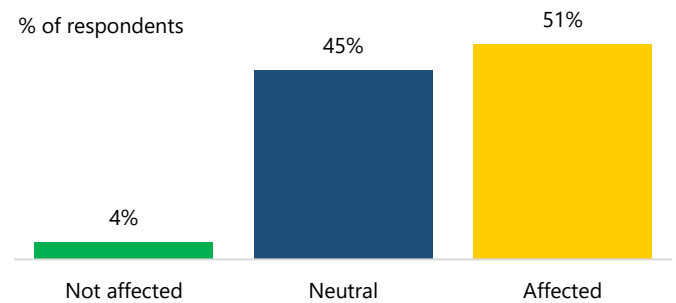
Chart 7: Cost of Doing Business



Source: REHDA Institute Research

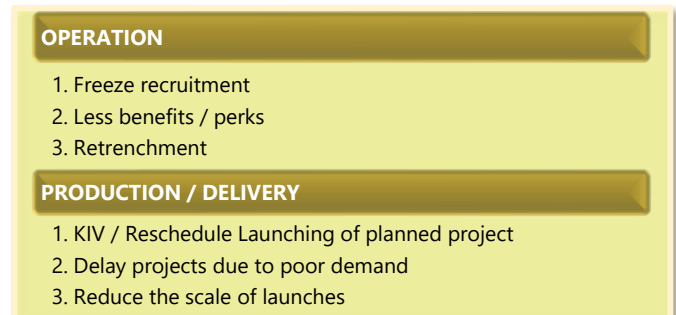
In 1H 2025, 51% of respondents reported being affected by economic conditions. The primary cost-cutting measures in operations included a recruitment freeze, reduced benefits or perks and retrenchment. Meanwhile, in production and delivery, respondents implemented measures such as postponing or rescheduling planned project launches, delaying projects due to weak demand and reducing the scale of launches.

Chart 8: Impact of Economic Conditions



Source: REHDA Institute Research

Figure 2: Main Cost Cutting Measures



Source: REHDA Institute Research