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

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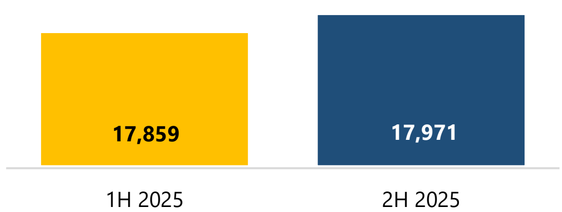
The REHDA Property Industry Survey (PIS) for 2H 2025 and the Market Outlook 2026 were conducted by REHDA Institute from December 2025 to February 2026 among REHDA members in Peninsular Malaysia, with participation from 166 members.

Residential Launches and Sales Performance

37% of respondents launched their projects in the second half of 2025 (1H 2025: 31%), totaling 17,971 units, marginal increase from 17,859 units in the previous half year.

Chart 1: Overall Units Launched



Source: RI Research

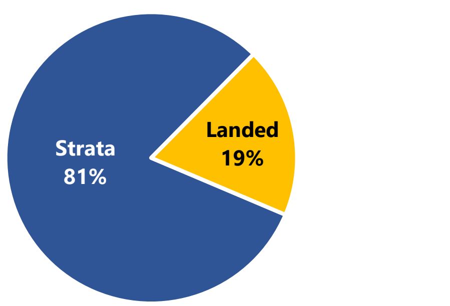
In the second half of 2025, sales performance recorded a total of 3,784 units sold, with a take-up rate of 21%, (1H 2025: 38%).

Chart 2: Overall Units Sold

Source: RI Research

Strata units dominated new residential launches in 2H 2025 at 14,560 units, up 18% from 12,348 units in 1H 2025.

Chart 3: Units Launched – Property Category



Source: RI Research

By property type, serviced residence recorded the highest number of units launched and sold in 2H 2025, followed by apartment / condominium and 2–3 storey terrace.

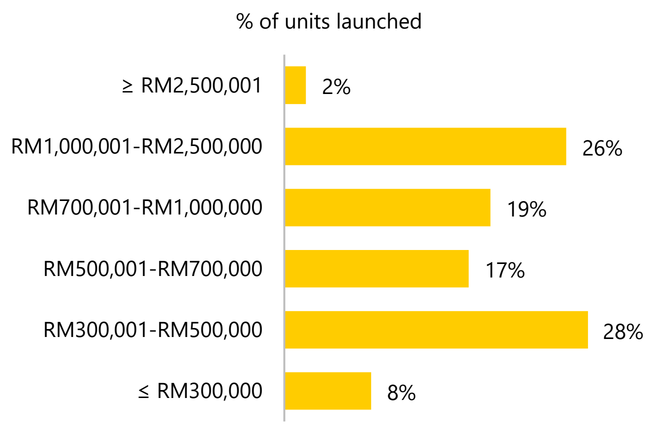
Table 1: Top 3 Units Launched & Units Sold - Property Type

Period	1H 2025	2H 2025
Units Launched	1. Serviced Residence 2. Apartment / Condominium 3. 2-3 Storey Terrace	1. Serviced Residence 2. Apartment / Condominium 3. 2-3 Storey Terrace
Units Sold	1. Apartment / Condominium 2. Serviced Residence 3. 2-3 Storey Terrace	1. Serviced Residence 2. Apartment / Condominium 3. 2-3 Storey Terrace

Source: RI Research

Of the total units launched in 2H 2025, 36% were priced RM500,000 and below and only 2% of new launches were recorded for units priced at RM2,500,001 and above.

Chart 4: Units Launched - Average Selling Price



Source: RI Research

The RM300,001 to RM500,000 price range dominated new residential launches across most States in Peninsular Malaysia, while respondents in Kelantan, Perlis, Pahang and Penang reported no new project launches in 2H 2025.

Table 2: Most Launched Selling Price – State

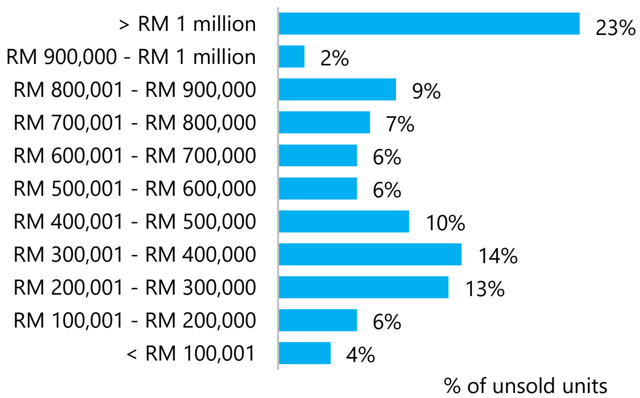
State	Most Launched Selling Price (2h 2025)	Location
Perak	≤ RM300,000	Batu Gajah
Melaka	RM300,001–RM500,000	Alor Gajah
Kedah	RM300,001–RM500,000	Kuala Muda
Terengganu	RM300,001–RM500,000	Kuala Terengganu
N. Sembilan	RM300,001–RM500,000	Nilai
WPKL	RM500,001–RM700,000	Segambut
Johor	RM1,000,001–RM2,500,000	Johor Bahru
Selangor	RM1,000,001–RM2,500,000	Shah Alam

Source: RI Research

Unsold Completed Residential Units

As at 31st December 2025, 60% of respondents reported they had unsold completed residential units, with 23% priced above RM1 million and the same proportion at RM300,000 and below.

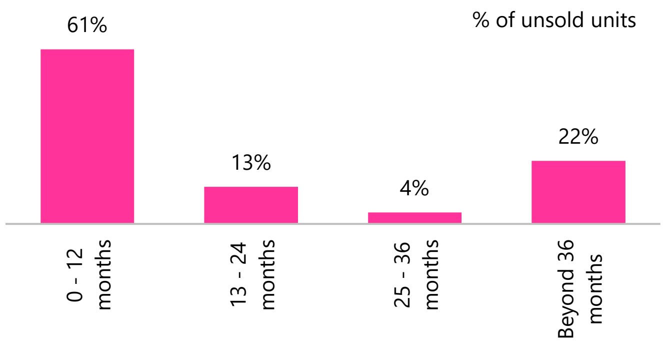
Chart 5: Unsold Completed Residential Units – Price Range



Source: RI Research

In terms of aging, 61% of unsold completed residential units are under 12 months old, while 22% are over 36 months old.

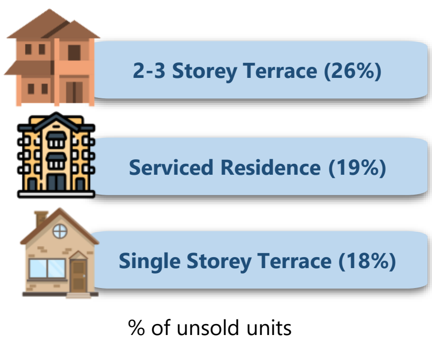
Chart 6: Unsold Completed Residential Units – Ageing



Source: RI Research

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

Figure 1: Unsold Completed Residential Units – Property Type

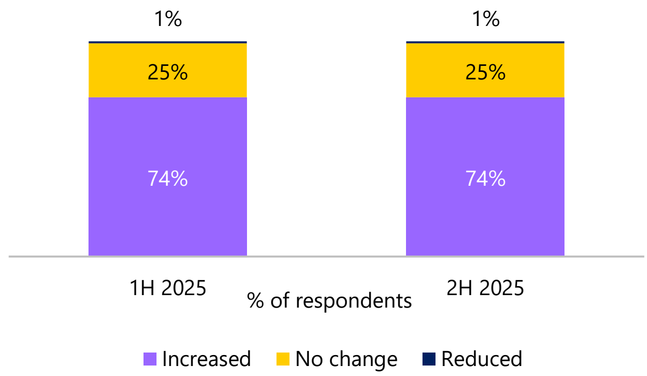


Source: RI Research

Business Operations

74% of respondents indicated an increase in overall business costs in both the first and second half of 2025.

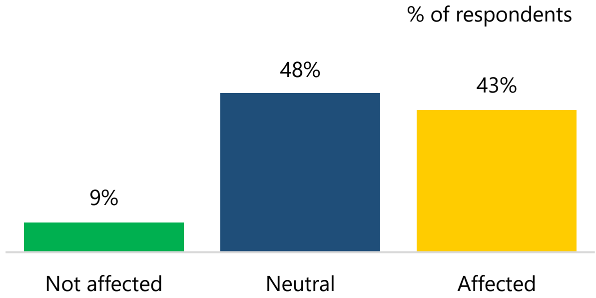
Chart 7: Cost of Doing Business



Source: RI Research

In 2H 2025, 48% of respondents reported a neutral condition, while 43% indicated that they were affected by the economic conditions.

Chart 8: Impact of Economic Conditions



Source: RI Research

Among those affected, 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, reducing the scale of launches and delaying projects due to weak demand.

Figure 2: Main Cost Cutting Measures

OPERATION

1. Freeze recruitment
2. Less benefits / perks
3. Retrenchment

PRODUCTION / DELIVERY

1. KIV / Reschedule Launching of planned project
2. Reduce the scale of launches
3. Delay projects due to poor demand

Source: RI Research