



Philippines: A Rising Hub for Branded Residences Investment Property Buyers

Metro Manila market set to increase by 62% with over 2,300 new units in pipeline

“The Philippines branded residences market is experiencing a significant maturation, impacted by urbanization and a post-pandemic shift in lifestyle changes. The market is poised for a high level of growth. C9 Hotelworks research shows a 105% increase in the pipeline, translating to an additional 5,599 units supplementing the current supply of 5,319 units. Metro Manila, accounts for 43% of the total upcoming branded residences projects, underscoring the metropolis's draw as a center for high-end residential development.

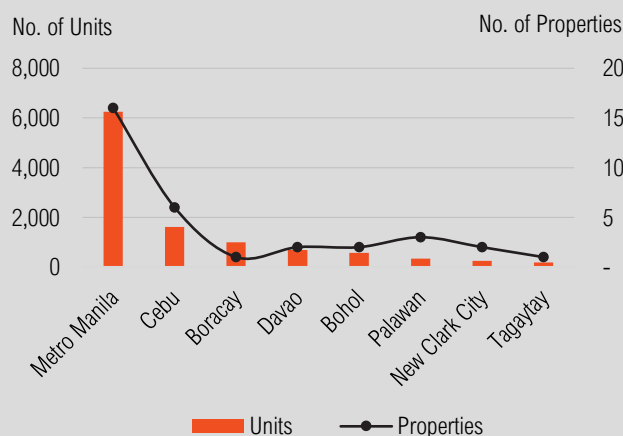
Recent trends indicate a pivot toward smaller, more efficient unit sizes in newer projects, reflecting a nuanced approach to changing consumer preferences, and a strategy by developers to drive volume sales with entry level products. This shift dovetails with the broader transition towards mixed-use developments that are focused to attract buyers with branded products at premium pricing points.

Geographically, the Philippines' branded residences market exhibits a pronounced contrast between urban and resort locations. Urban areas, led by Metro Manila, overwhelmingly favor condominiums, while much of the new incoming supply in the Visayas and Palawan is mostly resort-based as part of a hospitality operation. This highlights the varied market dynamics, with Metro Manila appealing to those seeking an urbanized lifestyle, while the resort areas offer leisure-style living and vacation homes. Both segments reflect the country's rapidly diversifying real estate offerings.

As the Philippines' branded residences segment in location and product type we expect a continued inflow of global brands. These brands mirror a real estate sector that is rising in prominence on an international scale moving forward.”

by Bill Barnett, Managing Director, C9 Hotelworks

Philippines Branded Residences



Note: Number of properties and units indicated above include both existing and pipeline projects

Source: C9 Hotelworks Market Research

Market Trends

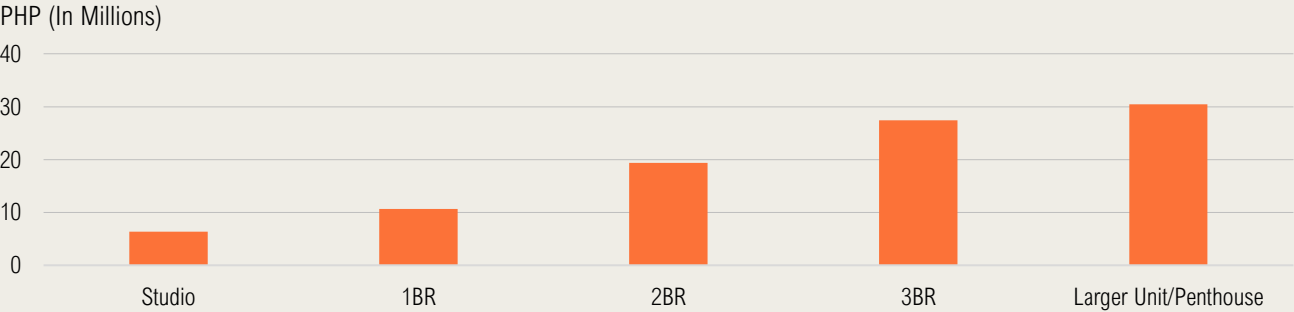
- A rental program or option is important for branded residence sales, catering to local buyers' preference for financing options. Urban branded residences mainly appeal to Filipino buyers, while resort properties are favored by foreign retirees, OFW's and vacation homeowners.
- Metro Manila leads in branded residences supply for both existing and pipeline projects with 16 properties and 6,246 units, constituting 57% of the total market share in the country.
- The market is set to see an increase in branded residences from regional or local brands, particularly in mid- to upscale segments, aiming to attract investment buyers and diversify the market.

Branded Residences Market Review

Price Indicators

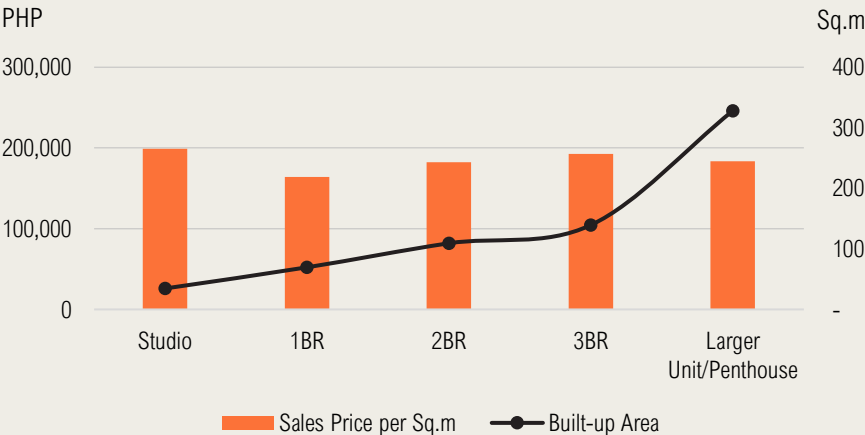
Unit price per square meter tends to decrease as the unit size increases, starting from PHP198,980 for studios to PHP 183,434 for larger units and penthouses.

Median Unit Price by Configuration (Primary Market)



Source: C9 Hotelworks Market Research

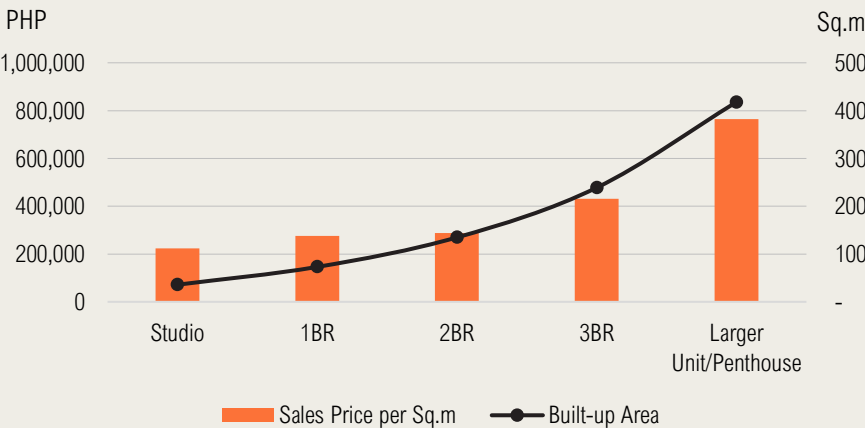
Median Sales Price & Size (Primary Market)



Primary Market vs. Secondary Market

- Median prices and price per square meter in the primary market are generally lower (PHP 19.4 million per unit and PHP 183,434 per sq.m) compared to the secondary market (PHP 42.3 million per unit and PHP 287,641 per sq.m).
- Units in the primary market have a smaller median built-up area (109.5 sq.m) relative to those in the secondary market (135 sq.m), indicating a market shift towards investment products.

Median Sales Price & Size (Secondary Market)

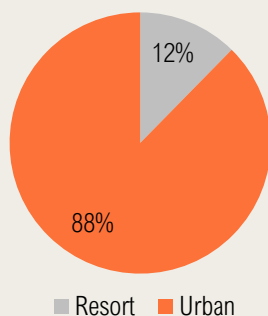


Source: C9 Hotelworks Market Research

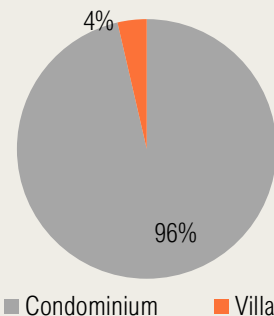
Branded Residences Market Review

Supply

Resort vs. Urban



Condominium vs. Villa

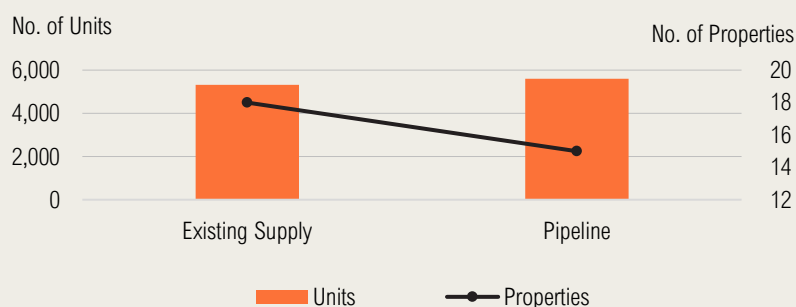


Location

Urban locations dominate the market with 9,516 condominium units, largely attributed to mega mixed-use projects that incorporate multiple high-rise buildings.

Source: C9 Hotelworks Market Research

Existing Supply vs. Pipeline



Supply

A 105% growth projected in branded residences with 5,599 units in the pipeline.

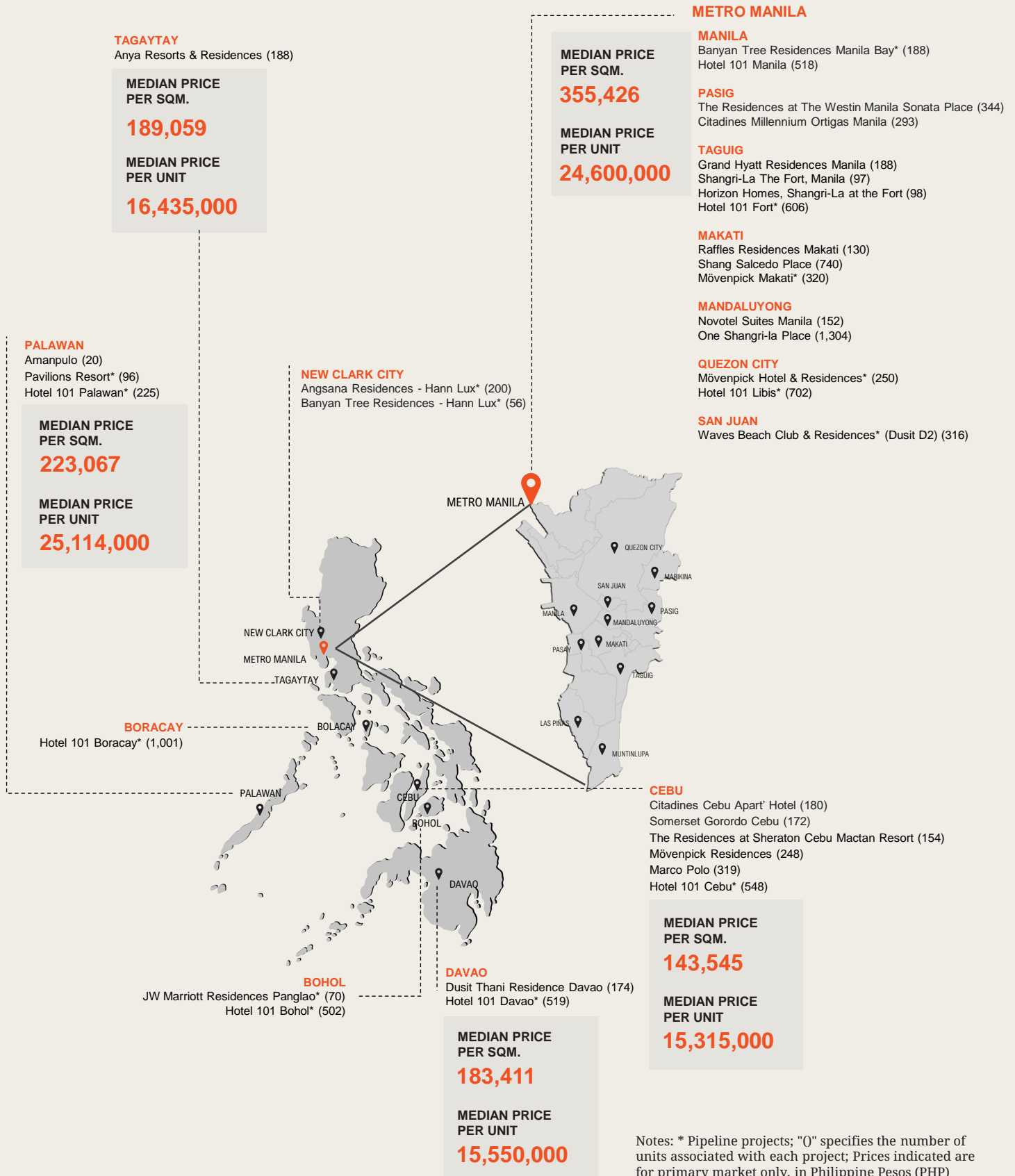
Source: C9 Hotelworks Market Research

Pipeline

Branded Residences Projects	Location	Units	Opening Year
Pavilions Resort	Palawan	96	2025
Banyan Tree Residences	New Clark City	56	2026
Angsana Residences	New Clark City	200	2026
Banyan Tree Residences Manila Bay	Manila	188	2027
JW Marriott Residences Panglao	Bohol	70	2027
Mövenpick Makati	Makati (Metro Manila)	320	TBA
Mövenpick Hotel & Residences	Quezon City (Metro Manila)	250	TBA
Waves Beach Club & Residences (Dusit D2)	San Juan (Metro Manila)	316	TBA
Hotel 101 Fort	Taguig (Metro Manila)	606	TBA
Hotel 101 Davao	Davao	519	TBA
Hotel 101 Bohol	Bohol	502	TBA
Hotel 101 Cebu	Cebu	548	TBA
Hotel 101 Palawan	Palawan	225	TBA
Hotel 101 Libis	Quezon City (Metro Manila)	702	TBA
Hotel 101 Boracay	Boracay	1,001	TBA
Total		5,599	

Source: C9 Hotelworks Market Research

Philippines Branded Residences



Notes: * Pipeline projects; "(O)" specifies the number of units associated with each project; Prices indicated are for primary market only, in Philippine Pesos (PHP)

Source: C9 Hotelworks Market Research

Philippines Branded Residences by Location



Notes: Number of properties and units indicated above include both existing and pipeline projects

Source: C9 Hotelworks Market Research

C9 Hotelworks Company Limited
9 Lagoon Road, Tambon Chernohtalay,
Thalang Phuket 83110 Thailand
T +66 (0)76 325 345/6
E info@c9hotelworks.com
www.C9hotelworks.com

Founded in 2003, C9 Hotelworks is a leading hospitality consulting group, specializing in hotels, branded residences, real estate, and mixed-use developments across the Asia Pacific and Indian Ocean regions. Known for its bespoke and innovative solutions, the firm is dedicated to enhancing value and maximizing potential in each project. C9 Hotelworks boasts a diverse portfolio, encompassing over 700 projects in 110 locations, serving a wide array of clients from globally recognized brands to distinctive independent establishments.