

An aerial photograph of a coastal scene. In the foreground, waves with white foam wash onto a sandy beach. A long wooden pier extends from the shore into the ocean. The water transitions from shallow turquoise near the shore to deeper blue further out. The sky is filled with soft, white clouds, and the sun is low on the horizon, creating a warm, golden glow over the entire scene.

NORTH COAST REAL ESTATE REPORT

INVESTIGATE
— RESEARCH & ANALYSIS —

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Abstract

The North Coast Real Estate Report provides an in-depth comprehensive analysis of the North Coast area obtained through updated market data, including the current and upcoming projects along with their investment value.

The report will comment on the high potential of the North Coast investment market from New Al-Alamein to Marsa Matrouh Cities. The research is covering all aspects of the North Coast destination such as the infrastructure, private and public developments, and urban development. This report also includes a public survey, generating feedback from regular homebuyers.

The North Coast Real Estate Report showcases the area's actual investment value, being a top seasonal destination compared to other coastal destinations, where the demand still remains higher than the supply.

About North Coast

Egypt's northern coastline "North Coast" stretches from Al Dekheila to Marsa Matrouh for about 1,050 kilometers, deeming it one of the longest Mediterranean coastlines in North Africa; yet it remained abandoned, comprising a hotel or two up until the 1980s, when the Housing and Development Bank (HDB) in Egypt started funding residential compounds for second homebuyers. Then on, the private sector came along.

In the 1990s, the North Coast became among locals and Arabs one of the top summer destinations with HDB's Marina Al-Alamein resort compound. The Marina phenomenon was to become a fully-integrated city for permanent residence. It was supposed to have schools, university, and some mixed-use complexes. In the late 1990s, some developers from the private sector developed some hotels inside Marina Al-Alamein, like Amer Group's Porto Marina, to which the developer acquired land within the Marina premises and added his own residential units.

Given the Marina model, many developers jumped in the North Coast early 2000s to build on that and attempted to fix many errors in that model. Today, the development of the rest of the North Coast from Al-Alamein until Marsa Matrouh is progressing with the speed of light and all are racing to have their versions of integrated communities and maybe, collectively, they can make the North Coast an all-year-round destination and open to the rest of the world... "The Egyptian Riviera."



North Coast Developments

Note

Missing data, if applicable, was not mentioned based on the developers' request. All projects' data provided in this report has been approved by the developing companies. The collection, arrangement, analysis, and assembly of all content is our exclusive property.

New Al-Alamein City



TOTAL AREA

48,000
acres



INDUSTRIAL & LOGISTICS AREAS

8,000
acres



RESIDENTIAL DISTRICTS

14



INHABITANTS

3 mn



PUBLIC BEACH

14
km



INTERNATIONAL MEDICAL CENTER

44
acres

HOTELS



TOTAL AREA

7,770
acres

ROOMS

20,000

FIRST PHASE



RESIDENTIAL UNITS

10,000



TOTAL AREA

8,000
acres



INHABITANTS

750,000



INVESTMENTS

USD **4-5** bn



JOBS

280,000



Al-Alamein University For Science & Technology

75
acres



INFRASTRUCTURE COST

EGP **2.3** bn



ROADS

110
km



WATER SUPPLY NETWORKS

100
km



SEWAGE NETWORKS

83
km



IRRIGATION NETWORKS

153
km



RAINWATER DRAINAGE NETWORKS

123
km



ELECTRICITY NETWORKS

580
km

TWO MAIN SECTORS

COASTAL & URBAN SECTOR

international tourism center, hotels, resorts, Arab Academy For Science Technology & Maritime Transport, regional services center

CULTURE SECTOR

open museum, international park, galleries, opera, Roman amphitheater, scientific research center

Amwaj

Developer: Al-Ahly Real Estate Developments



LAND SIZE

350
acres



BUILT UP AREA

18%



LOCATION

Alexandria-Marsa
Matrouh Road, km 137

TOTAL NUMBER
OF PHASES

4

CONSTRUCTION
PHASE

4

UNITS INFORMATION

Weighted Average
Price/ Unit:
(for the whole project)
2,172,547



Price **1,950,000**

Apartments



Price **5,250,000**

Twin Houses



Price **8,900,000**

Stand Alone Villas

(Price: Average Price/ Unit Type)

Blues Tiffany

Developer: Projects Real Estate Developments



LAND SIZE

248
acres



BUILT UP AREA

35%

(The information above is for the whole project)



LOCATION

Alexandria-Marsa
Matrouh Road, km 204

TOTAL NUMBER
OF PHASES

4

CONSTRUCTION
PHASE

1

UNITS INFORMATION

PHASE 1

1,678
Total Units

70%
Total Sales

Weighted Average
Price/ Unit:
(for the whole project)
919,130



Apartments

Units **98%**
Sales **70%**
Price **856,667**



Twin Houses

Units **2%**
Sales **86%**
Price **4,600,000**

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Bo Islands – Sidi Abdel-Rahman

Developer: Maxim Real Estate Investments



LAND SIZE

900
acres



LOCATION

Alexandria-Marsa
Matrouh Road, km 120

TOTAL NUMBER
OF PHASES

2

CONSTRUCTION
PHASE

2

UNITS INFORMATION

4,150
Total Units

94%
Total Sales

Weighted Average
Price/ unit:
(for the whole project)
3,744,590



Apartments

Units **81%**
Sales **94%**
Price **2,540,000**



Stand Alone Villa

Units **19%**
Sales **90%**
Price **8,750,000**

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Citystars Al Sahel

Developer: ARCO



CITYSTARS
AL SAHEL الساحل



LAND SIZE

743
acres



LOCATION

Alexandria-Marsa Matrouh Road, km 90

TOTAL NUMBER
OF PHASES

4

CONSTRUCTION
PHASE

2

(The information above is for the whole project)

UNITS INFORMATION

PHASES 1 & 2

1070
Total Units



Apartments



Town Houses



Twin Houses



Stand Alone Villa

Coast 82

Developer: Hyde Park Developments



LAND SIZE

255
acres



BUILT UP AREA

12%



LOCATION

Alexandria-Marsa
Matrouh Road, km 207

TOTAL NUMBER
OF PHASES

2

CONSTRUCTION
PHASE

2

UNITS INFORMATION

1200
Total Units



Price **2,571,875**

Apartments



Price **3,182,500**

Chalets



Price **5,850,000**

Twin Houses



Price **16,200,000**

Villas

(Price: Average Price/ Unit Type)

Fouka Bay

Developer: Tatweer Misr



LAND SIZE

215
acres



BUILT UP AREA

16%
acres



LOCATION

Marsa Matrouh-Alexandria
Road, km 75

TOTAL NUMBER
OF PHASES

4

CONSTRUCTION
PHASE

4

UNITS INFORMATION

1682
Total Units

86%
Total Sales

Starting
Price/ Unit:
2.5 mn



Units **63%**
Sales **89%**

Chalets



Units **16%**
(not launched)

Service
apartment



Units **4%**
Sales **75%**

Town Houses



Units **7%**
Sales **81%**

Twin Houses



Units **11%**
Sales **76%**

Stand-alone Villas

(Units: Percentage of Total Units)

Greek and Diplomats Ras El-Hikma

Developer: Mountain View



LAND SIZE

150
Acres



LOCATION

Ras El-Hikma, Alexandria-Marsa
Matrouh Road, km 198

TOTAL NUMBER
OF PHASES

1

CONSTRUCTION
PHASE

1

UNITS INFORMATION

800

Total Units

95%

Total Sales

Weighted Average
Price/ Unit:
(for the whole project)
2,543,750



Apartments

Units **63%**
Sales **96%**
Price **1,400,000**



Town Houses

Units **13%**
Sales **95%**
Price **3,600,000**



Twin Houses

Units **6%**
Sales **90%**
Price **4,500,000**



Stand Alone Villa

Units **19%**
Sales **95%**
Price **5,000,000**

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Hacienda West

Developer: Palm Hills Developments



LAND SIZE

116
acres



LOCATION

Marsa Matrouh-Alexandria
Road, km 84

UNITS INFORMATION

297

Total Units



Chalets



Cabins



Twin Houses



Villas

Jefaira

Developer: Inertia

INERTIA



LAND SIZE

1,310
acres



BUILT UP AREA

18%

(The information above is for the whole project)



LOCATION

Al-Dabaa Road, km 20

TOTAL NUMBER OF PHASES

8-10

CONSTRUCTION PHASE

3

(Each phase is an independent cluster)

UNITS INFORMATION

PHASES 1,2,3

1139
Total Units

70%
Total Sales

Weighted Average Price/ Unit:
(for the whole project)
7,068,704



Units **10%**
Price **2,450,000**

Apartments



Units **63%**
Price **3,200,000**

Chalets



Units **11%**
Price **6,050,000**

Twin Houses



Units **16%**
Price **25,519,642**

Stand Alone Villa

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

KAI SAHEL

Developer: Misr Italia Properties

MISR ITALIA PROPERTIES

Kāī SAHEL



LAND SIZE

207
acres



BUILT UP AREA

12%

(The information above is for the whole project)



LOCATION

Ras El-Hikma, Alexandria-
Marsa Matrouh Road,
km 221

TOTAL NUMBER OF PHASES

5

CONSTRUCTION PHASE

2

UNITS INFORMATION

PHASES 1&2



Units **25%**

Chalet/Apartments



Town Houses



Twin Houses



Stand Alone Villa

Units **75%**

(Units: Percentage of Total Units)

Katameya Coast

Developer: Starlight Developments



LAND SIZE
155
Acres

BUILT UP AREA
17%

(The information above is for the whole project)

LOCATION
Alexandria-Marsa
Matrouh Road, km 180

TOTAL NUMBER OF PHASES
2

CONSTRUCTION PHASE
1

UNITS INFORMATION

PHASE 1

380
Total Units

80%
Total Sales

Price Range
(for the whole project)
4-40 mn



Condos/Penthouses

Units **10%**



Twin Houses



Stand Alone Villa

Units **90%**

(Units: Percentage of Total Units)

La Vista Bay

Developer: La Vista Developments



LAND SIZE
220
Acres

BUILT UP AREA
15%

LOCATION
Alexandria-Marsa
Matrouh Road, km 170

TOTAL NUMBER OF PHASES
1

CONSTRUCTION PHASE
1

UNITS INFORMATION

More than 50%
Total Sales



Apartments

Price **2,966,667**



Town Houses

Price **5,250,00**



Twin Houses

Price **8,000,000**



Stand Alone Villa

Price **11,000,000**

(Price: Average Price/ Unit Type)

Malaaz

Developer: Sodic



LAND SIZE

200
Acres



BUILT UP AREA

18%



LOCATION

Ras El-Hikma Alexandria-Marsa
Matrouh Road, km 193

UNITS INFORMATION

950
Total Units



Apartments

Units **25%**
Sales **90%**
Price **4,150,000**



Town Houses

Units **75%**
Sales **65%**
Price **5,400,000**



Twin Houses

Units **75%**
Sales **65%**
Price **6,950,000**



Stand Alone Villa

Units **75%**
Sales **65%**
Price **12,000,000**

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Marassi

Developer: Emaar Misr



LAND SIZE

1,600
acres

UNITS INFORMATION



Apartments

The Greek Village
Blanca
Catania
Verdi
Marina
Marina West
The Address



Town Houses

The Greek Village
Arezzo
Isola



Twin Houses

Veneto
Salerno
Blanca
Arezzo
Verdi
Isola



Stand Alone Villa

Veneto
Salerno
Vectoria
Blanca
Valencia
Verona
Arezzo
Verdi
Safi
Cella
Isola

Mena 5

Developer: Mena Developments



LAND SIZE
50
Acres

BUILT UP AREA
25%

TOTAL NUMBER OF PHASES
2

CONSTRUCTION PHASE
2

UNITS INFORMATION

116
Total Units

70%
Total Sales

Weighted Average Price/ unit:
(for the whole project)
3,232,759



Units **69%**
Price **2,100,000**



Units **31%**
Price **5,750,000**

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Seashell Playa

Developer: New Giza



LAND SIZE
280
Acres

BUILT UP AREA
12%

LOCATION
Ghazala Bay, Alexandria-Marsa
Matrouh Road, km 141

TOTAL NUMBER OF PHASES
2

CONSTRUCTION PHASE
2

UNITS INFORMATION

800
Total Units



Price **3,500,000**



Price **5,000,000**

(Price: Average Price/ Unit Type)

The Shore

Developer: Abraj Misr Urban Development



LAND SIZE
112
acres



BUILT UP AREA
59%



LOCATION
Alexandria-Marsa
Matrouh Road, km 186

TOTAL NUMBER OF PHASES
2

CONSTRUCTION PHASE
1

UNITS INFORMATION



Price **2,100,000**

Apartments



Price **5,200,000**

Twin Houses



Price **11,000,000**

Stand Alone Villas

(Price: Average Price/ Unit Type)

White Bay

Developer: Pact



LAND SIZE
70
acres



BUILT UP AREA
15%



LOCATION
Sidi Heneish, Alexandria-Marsa
Matrouh Road, km 230

TOTAL NUMBER OF PHASES
4

CONSTRUCTION PHASE
2

(The information above is for the whole project)

UNITS INFORMATION

PHASES 1 & 2

365
Total Units

82%
Total Sales

Weighted Average
Price/ Unit:
(for the whole project)
4,807,637



Units **81%**
Sales **80%**
Price **3,950,000**

Chalet



Units **8%**
Sales **89%**
Price **5,500,000**

Town Houses



Units **4%**
Sales **94%**
Price **8,700,000**

Twin Houses



Units **7%**
Sales **92%**
Price **11,375,000**

Stand Alone Villa

(Price: Average Price/ Unit Type, Units: Percentage of Total Units)

Pre-Launch

El Masyaf

Developer: M2 Developments



LAND SIZE **171** Acres

LOCATION **Fouka Road 10 km (Marsa Matrouh-Alexandria)**

BUILT UP AREA **17%**

TOTAL UNITS **1000 +**

TOTAL NUMBER OF PHASES **3**

CONSTRUCTION PHASE **1**

Staggered chalets

Price **1,950,000**

Beachfront Villas

Price **8,300,000**

Family Houses

Price **12,000,000**

Twin Houses

Price **4,500,000**

Stand-alone Villas

Price **6,500,000**

(Price: Starting Price/ Unit Type)

Gaia

Developer: Al-Ahly Real Estate Developments



LAND SIZE **284** Acres

LOCATION **50 kilo from Amwaj**

TOTAL UNITS **2500**

North Edge Towers

Developer: City Edge



LOCATION **Al-Alamein, Alexandria-Marsa Matrouh Road, km 107**

5 TOWERS

300+ Units /Tower

Apartments

Starting Price **2,695,500**

Paros

Developer: Mountain View



LAND SIZE **48** Acres

LOCATION **Ras El-Hikma, Alexandria-
Marsa Matrouh Road, km
198**

STARTING PRICE **1,500,000**

Waterway North Coast

Developer: Equity Real Estate Developments



LAND SIZE **58.3** Acres

BUILT UP AREA **16%**

LOCATION **Alexandria-Marsa Matrouh
Road, km 186**

TOTAL UNITS **380**

Town house **57%**

Twin Houses **25%**

Stand Alone villa **18%**

Zoya

Developer: Landmark Sabbour



LAND SIZE **62** Acres

LOCATION **Ghazala Bay, Alexandria-Marsa Matrouh Road, km 142**

BUILT UP AREA **20%**

TOTAL UNITS **360**

TOTAL NUMBER OF PHASES **2**

CONSTRUCTION PHASE **1**

Chalets

Twin Houses

Stand-alone Villas

Price Range **2.65 - 25 mn**

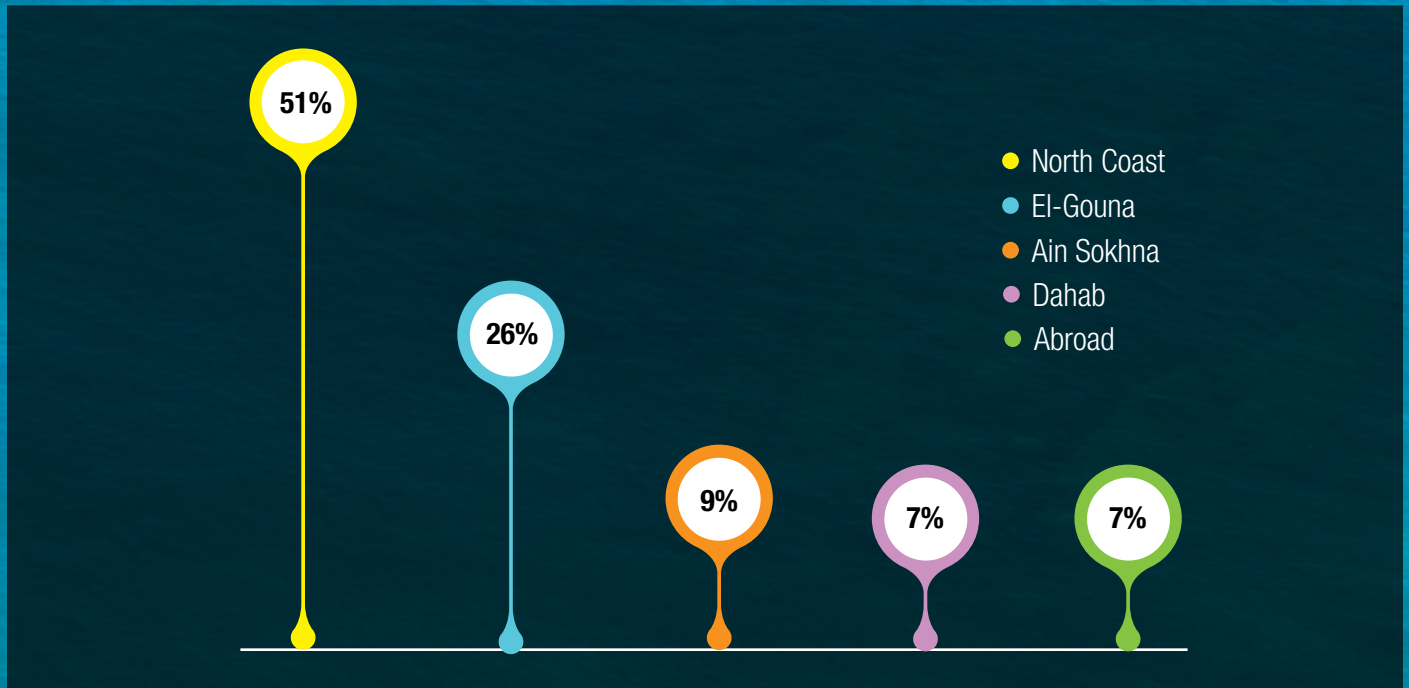


North Coast **Analysis**

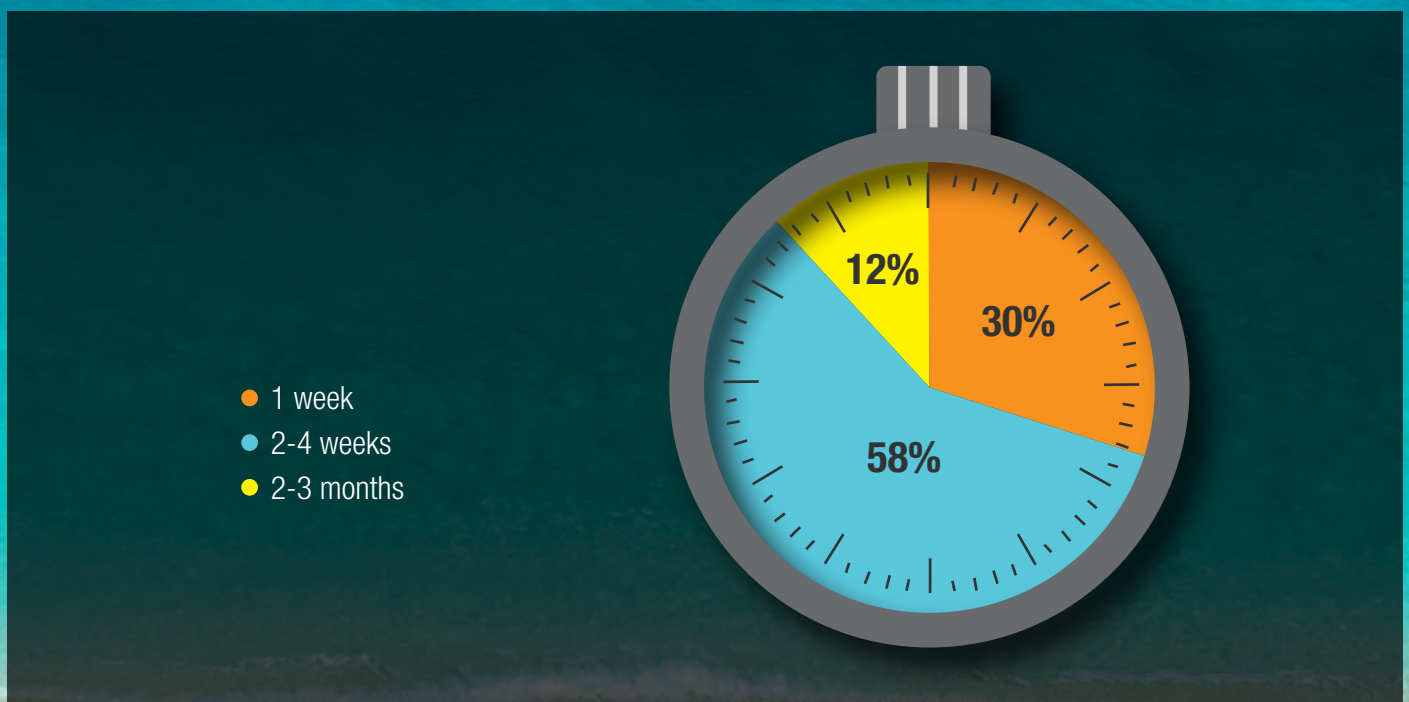
North Coast Analysis

Vacation Spots Analysis

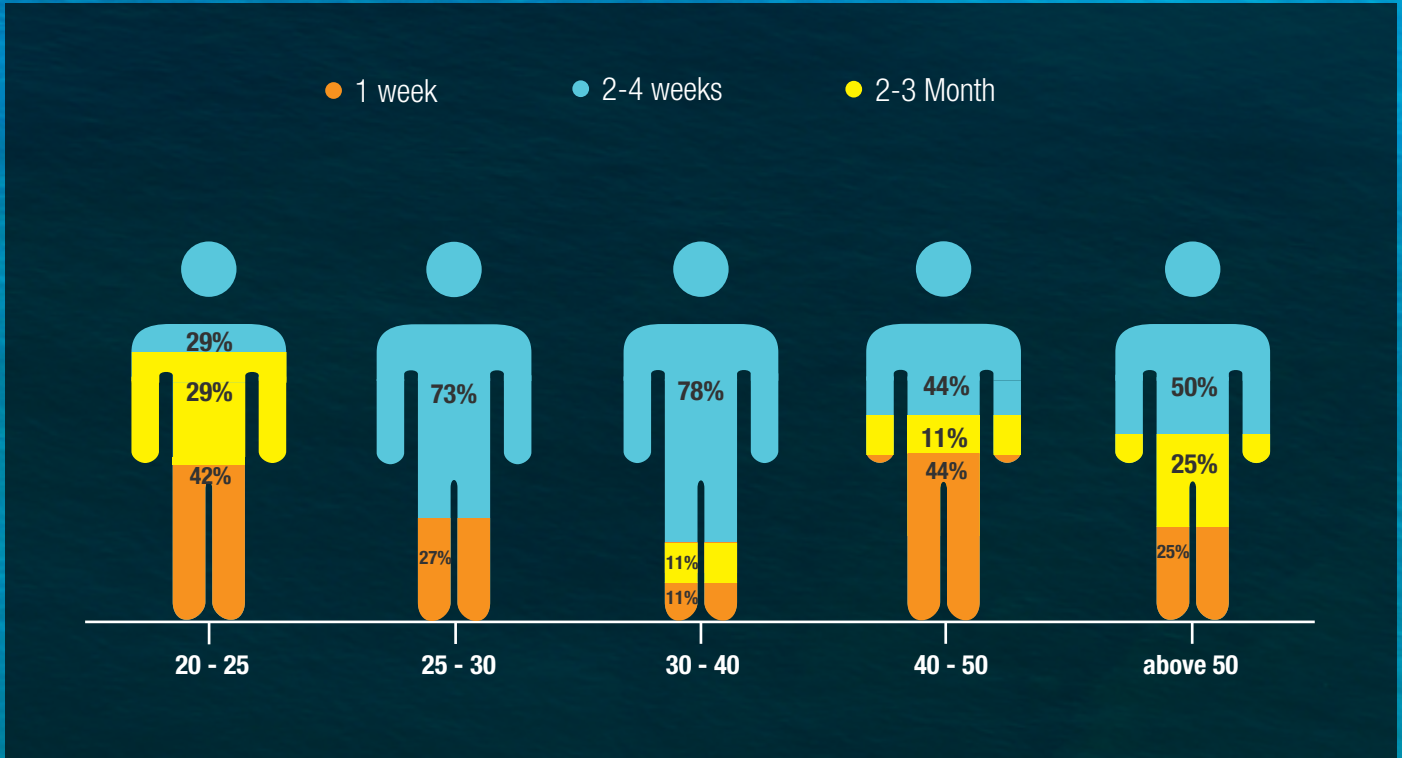
Top Preferred Vacation Spots



Time Spent In North Coast Annually



Time Spent in North Coast Annually (across age categories)



Total Number Of Projects

24 Projects

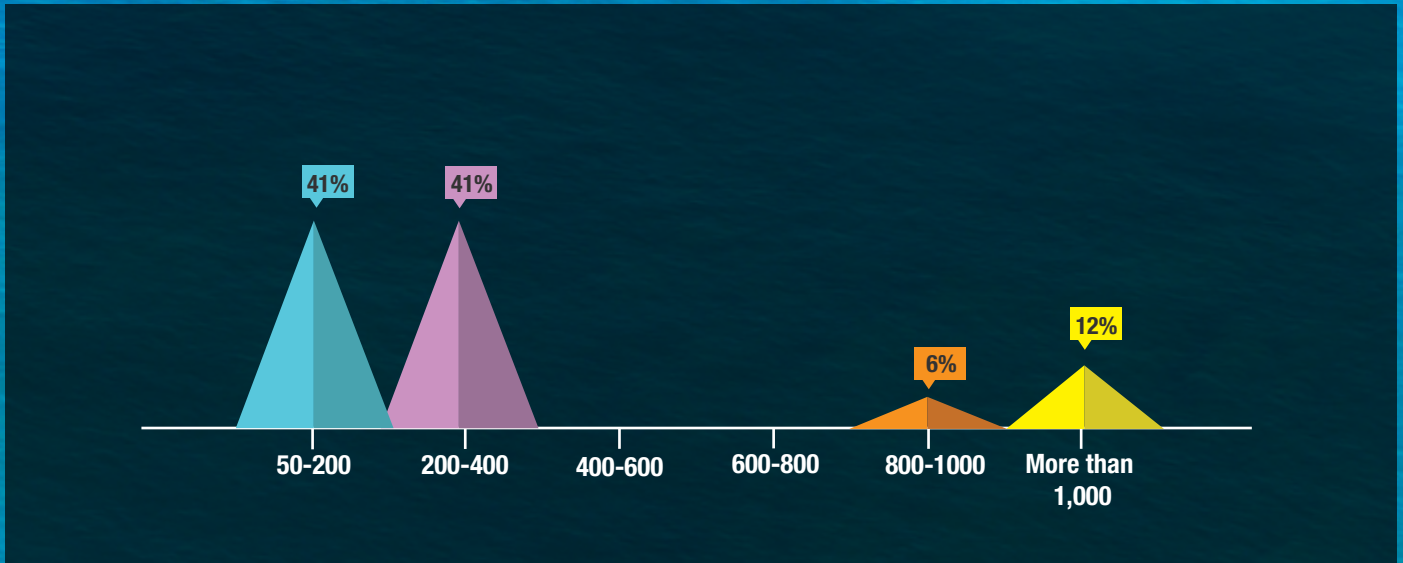


available



pre – launched

North Coast Projects Compound Land Size (acres)



Sales Percentage & Average Price (per unit)

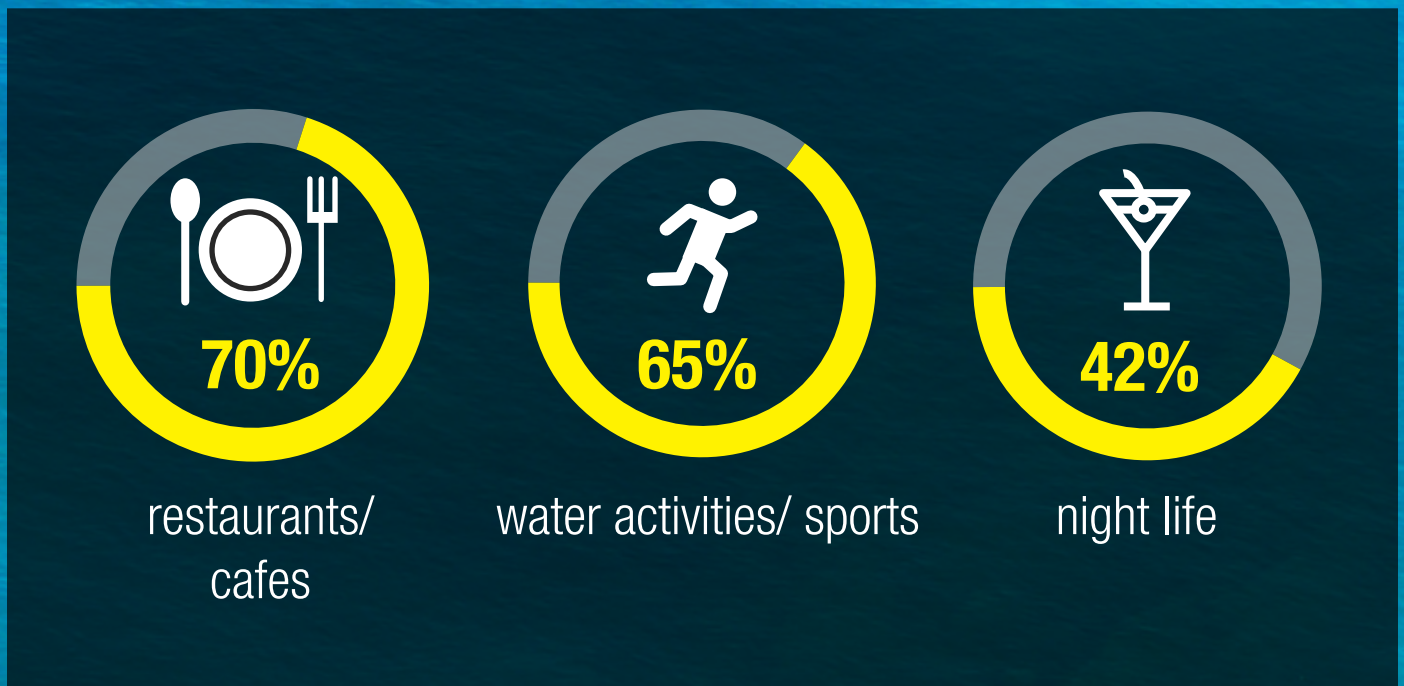


Down Payments

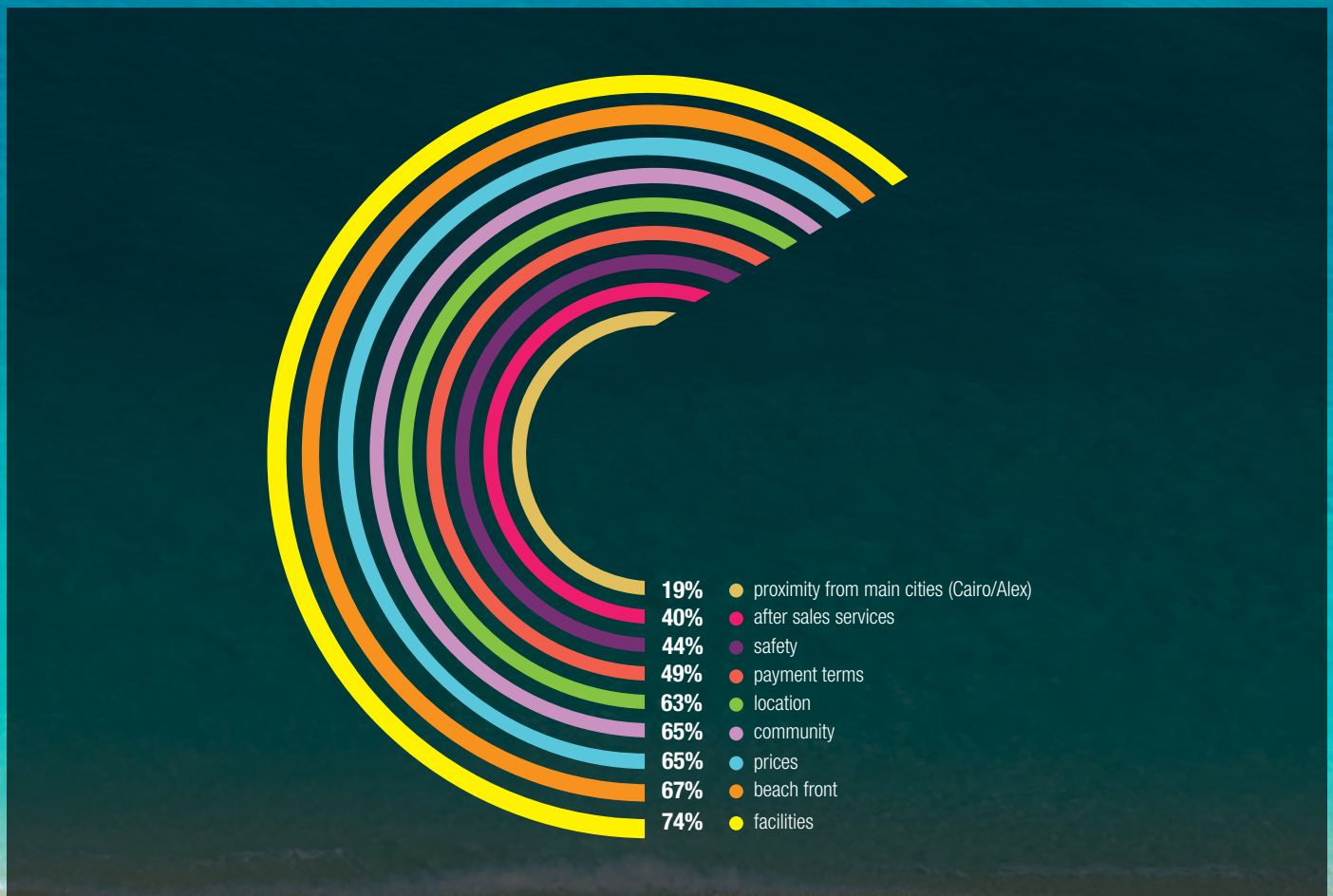


Homebuyers' Preferences

Top Activities



Top Attractive Features Of Compounds



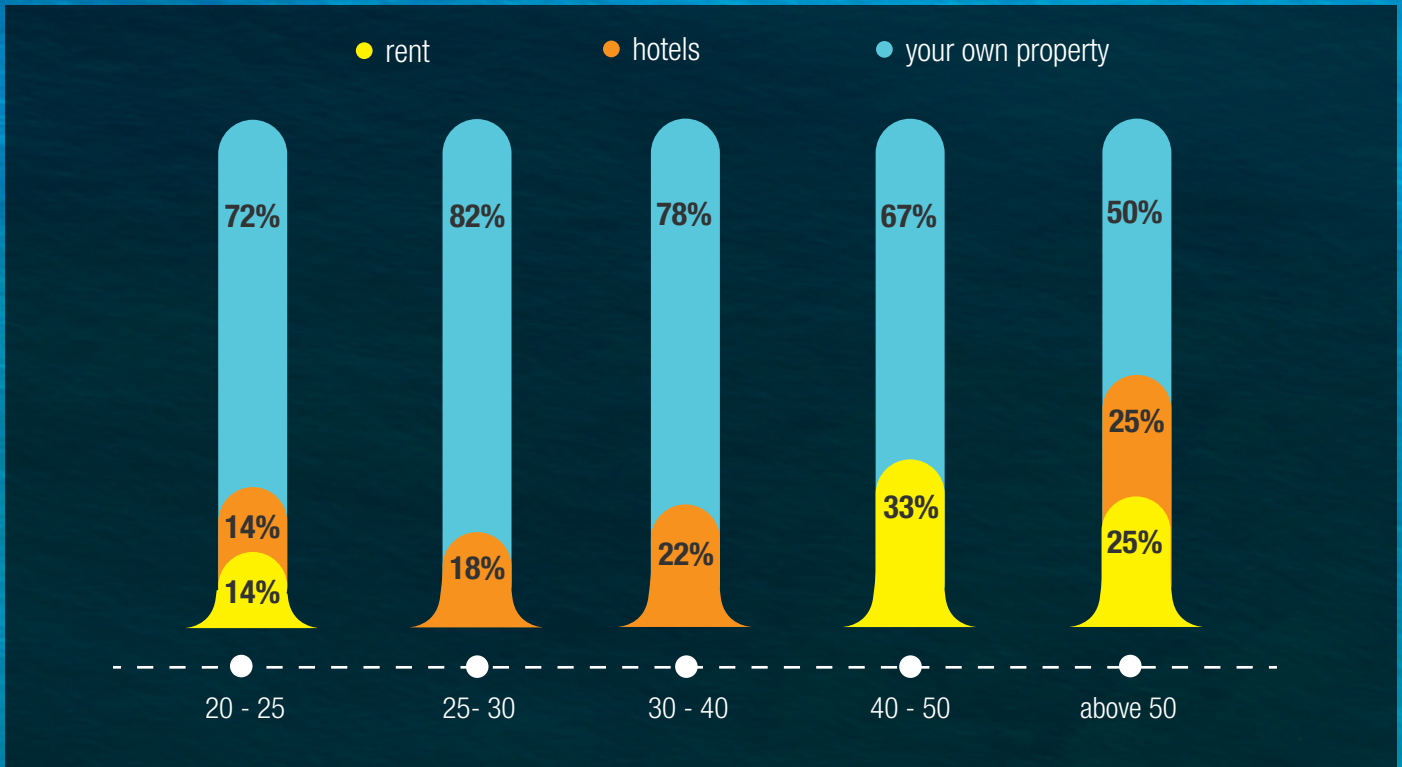
Top Units' Features



Top Payment Plans (across age categories)



Accommodation In North Coast (across age categories)

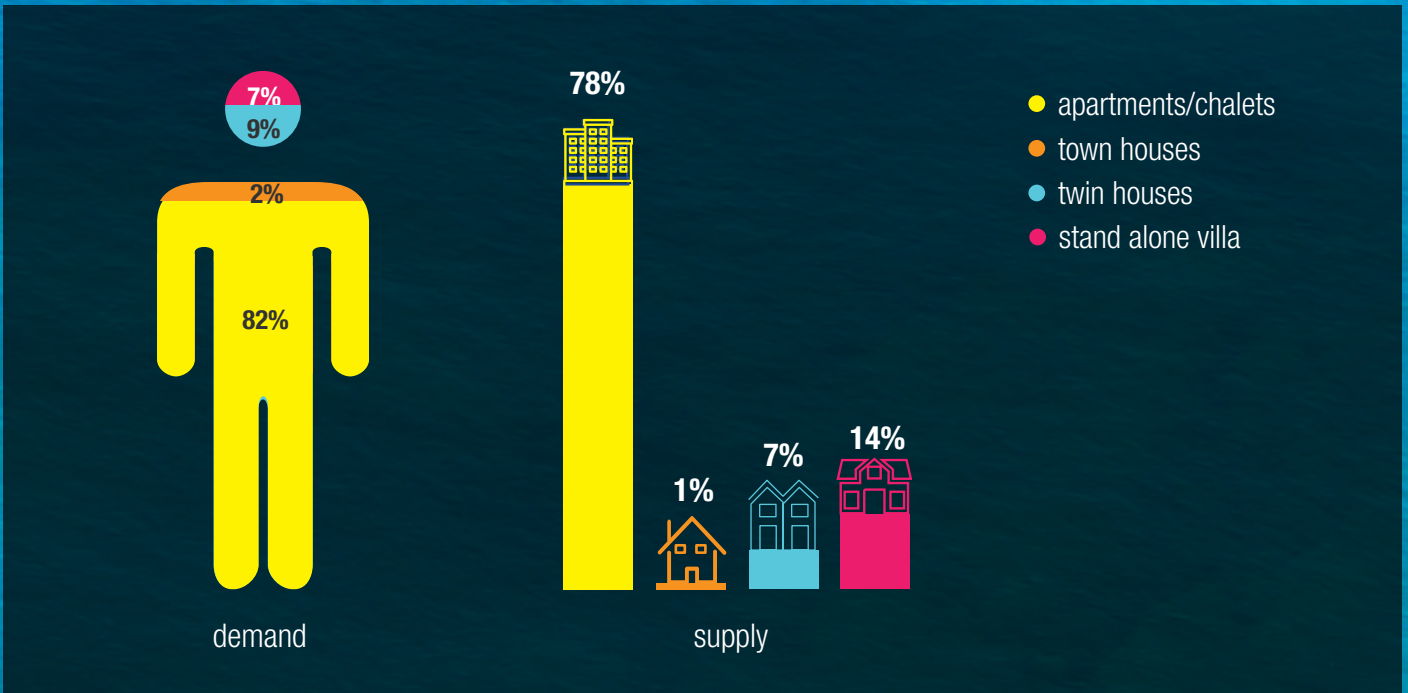


Why Do People Own Second Homes? (across age categories)

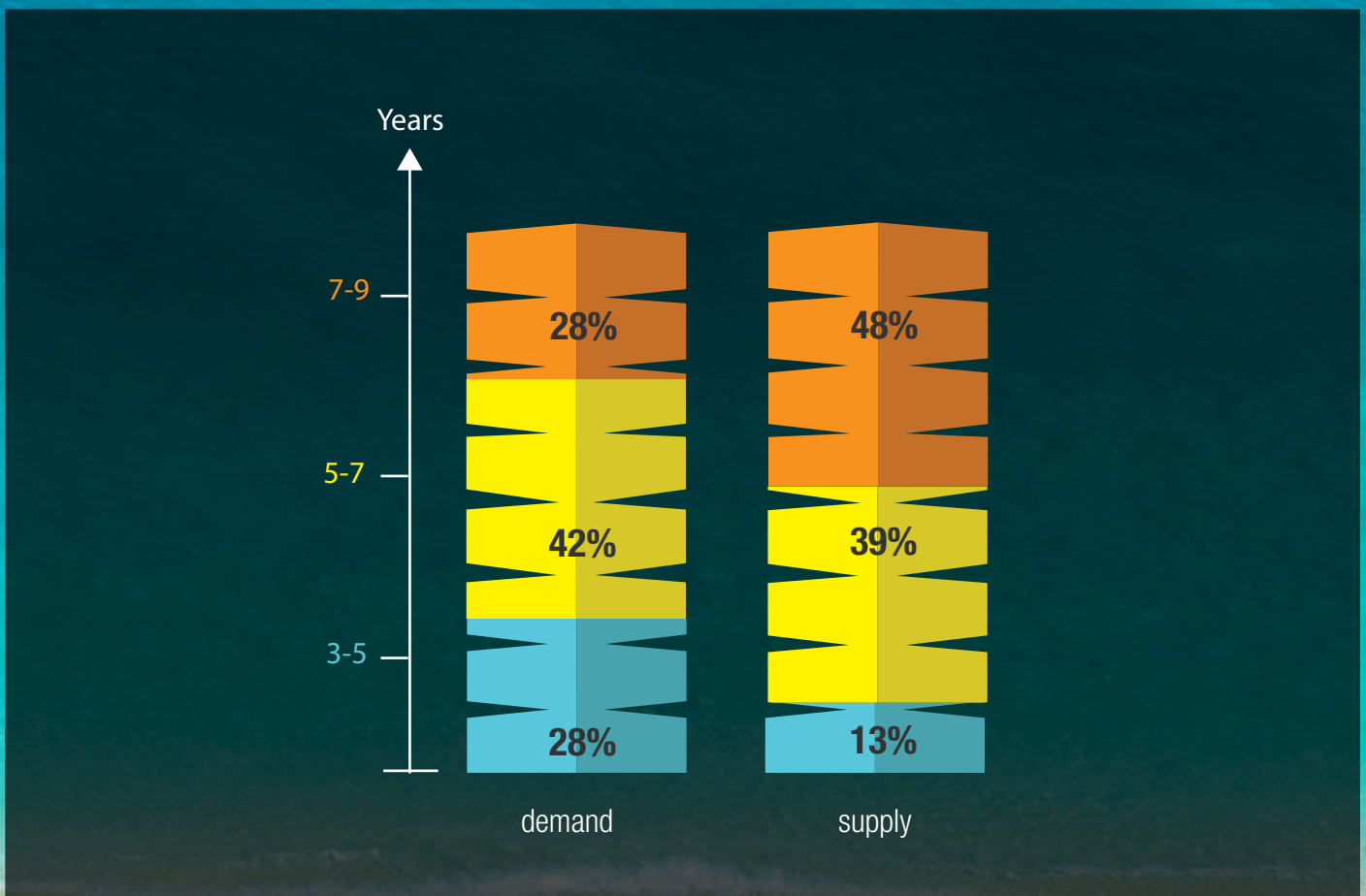


Demand & Supply In North Coast

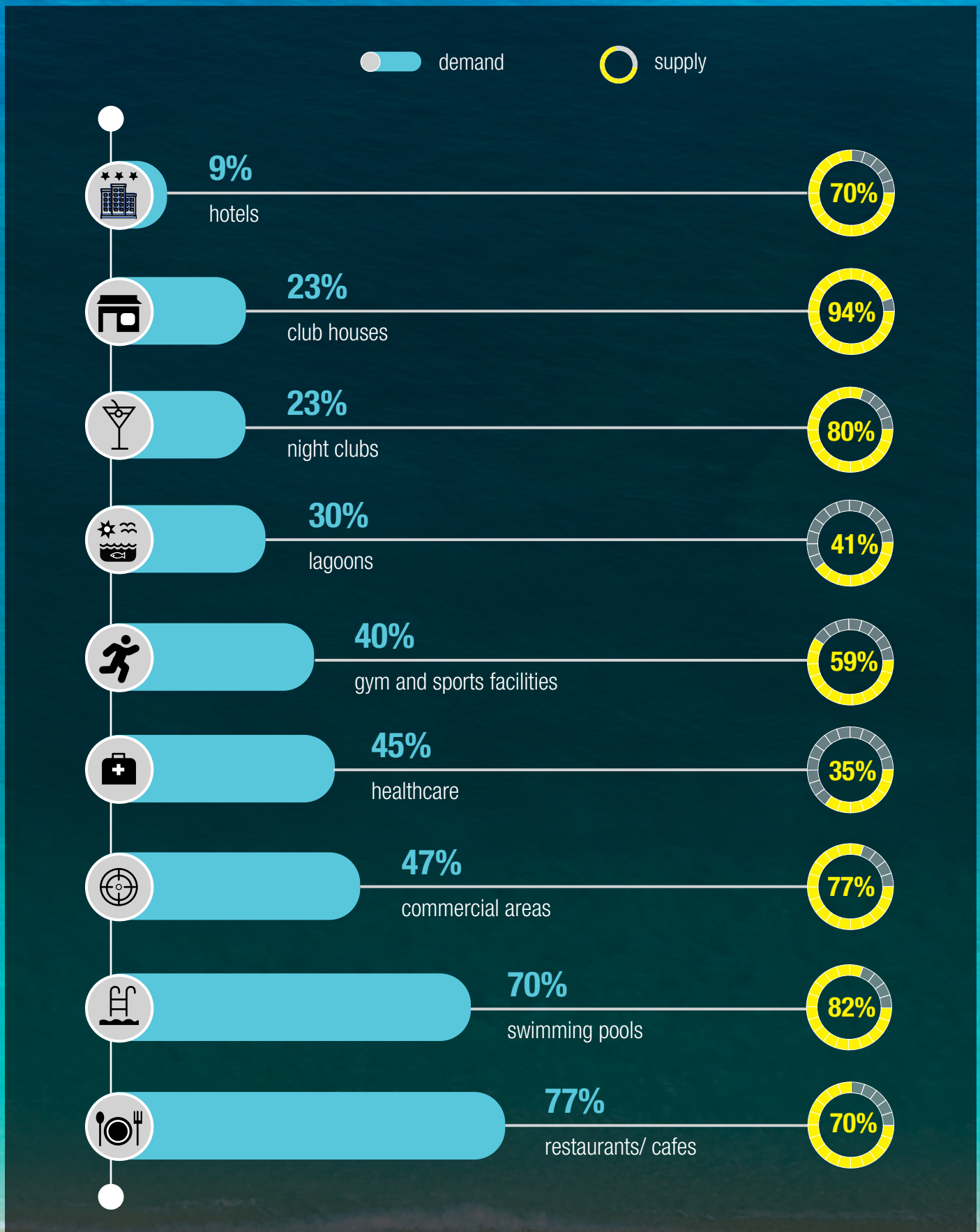
Unit Types



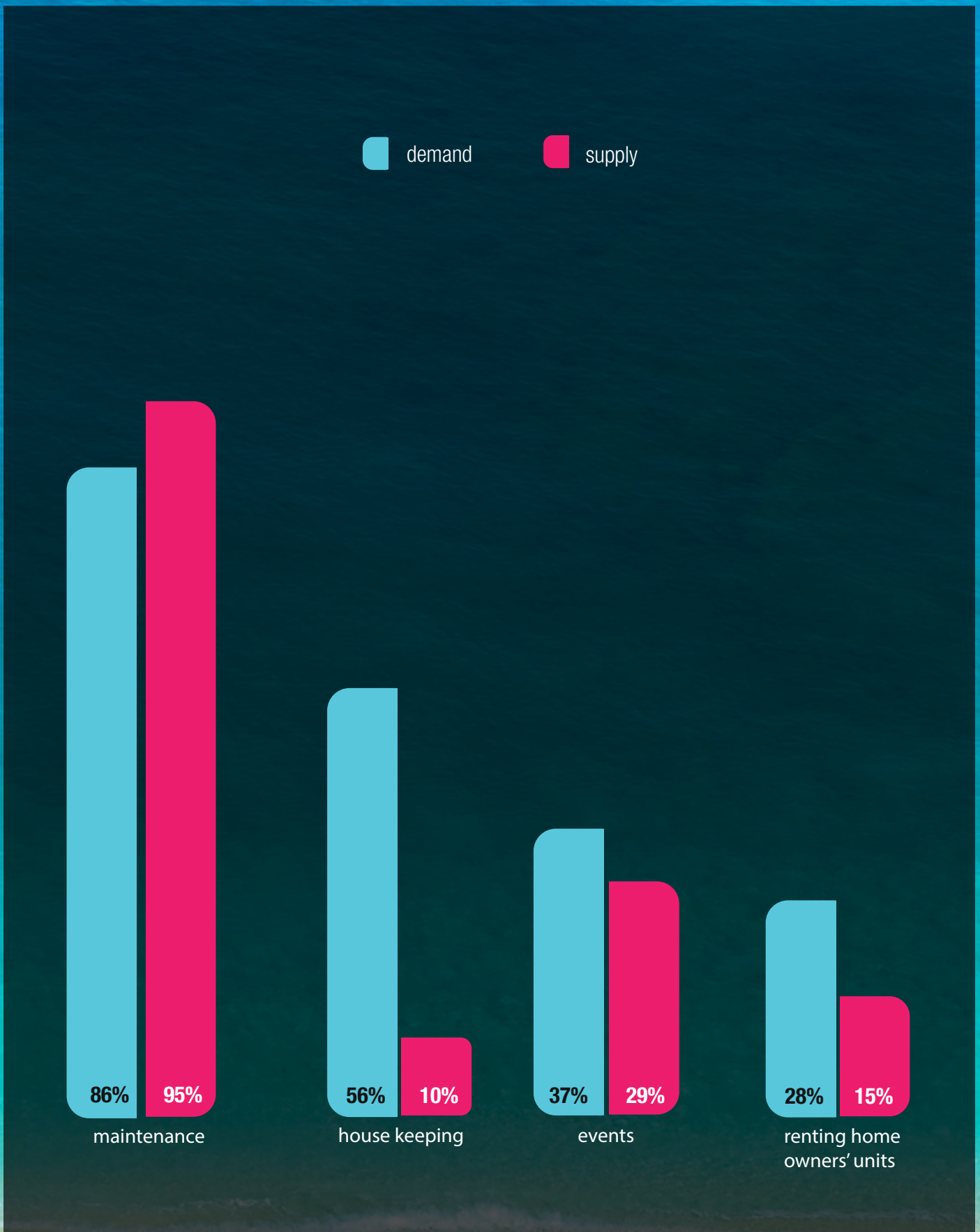
Payment Plans



Top Facilities

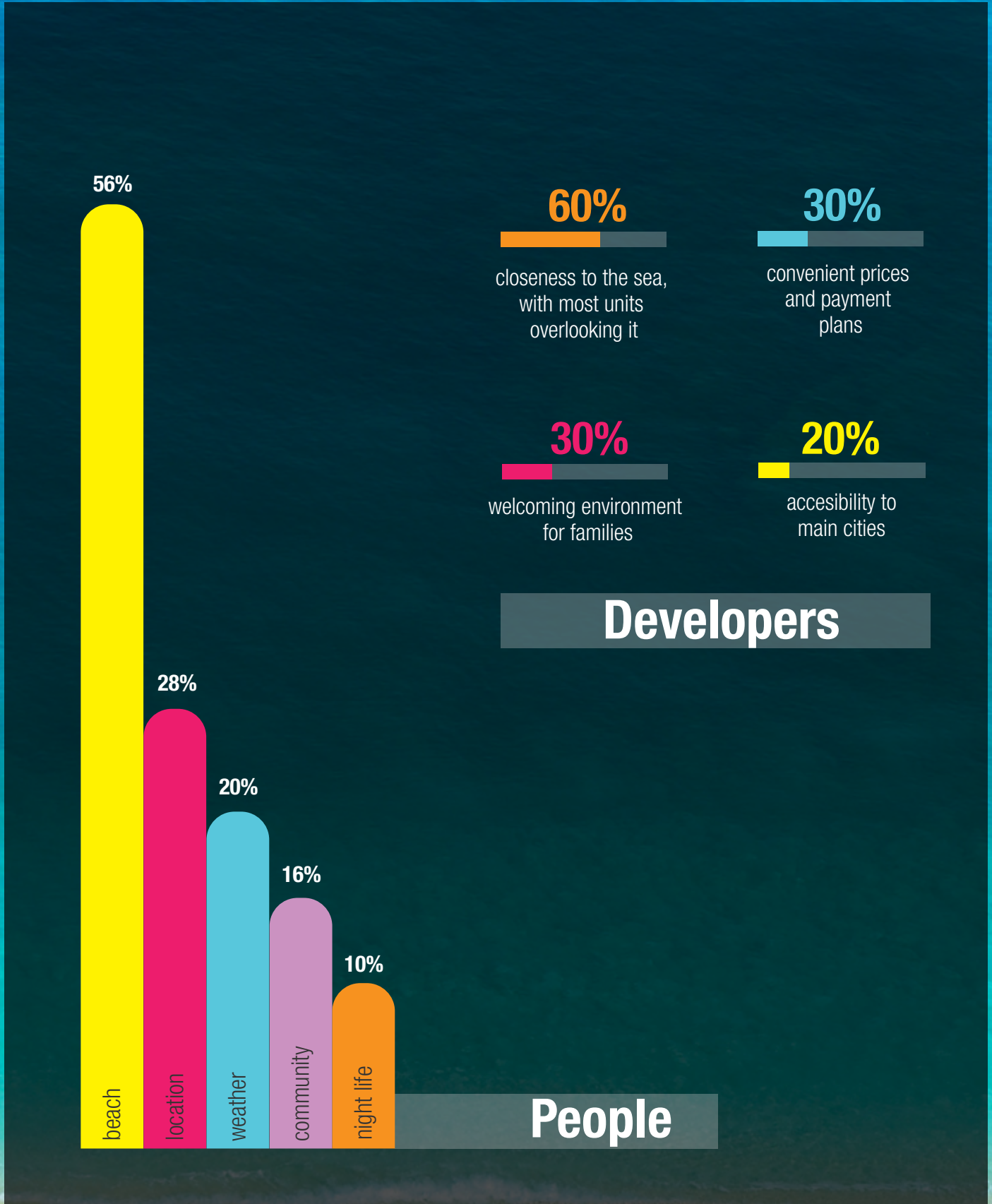


Top After-Sales Services

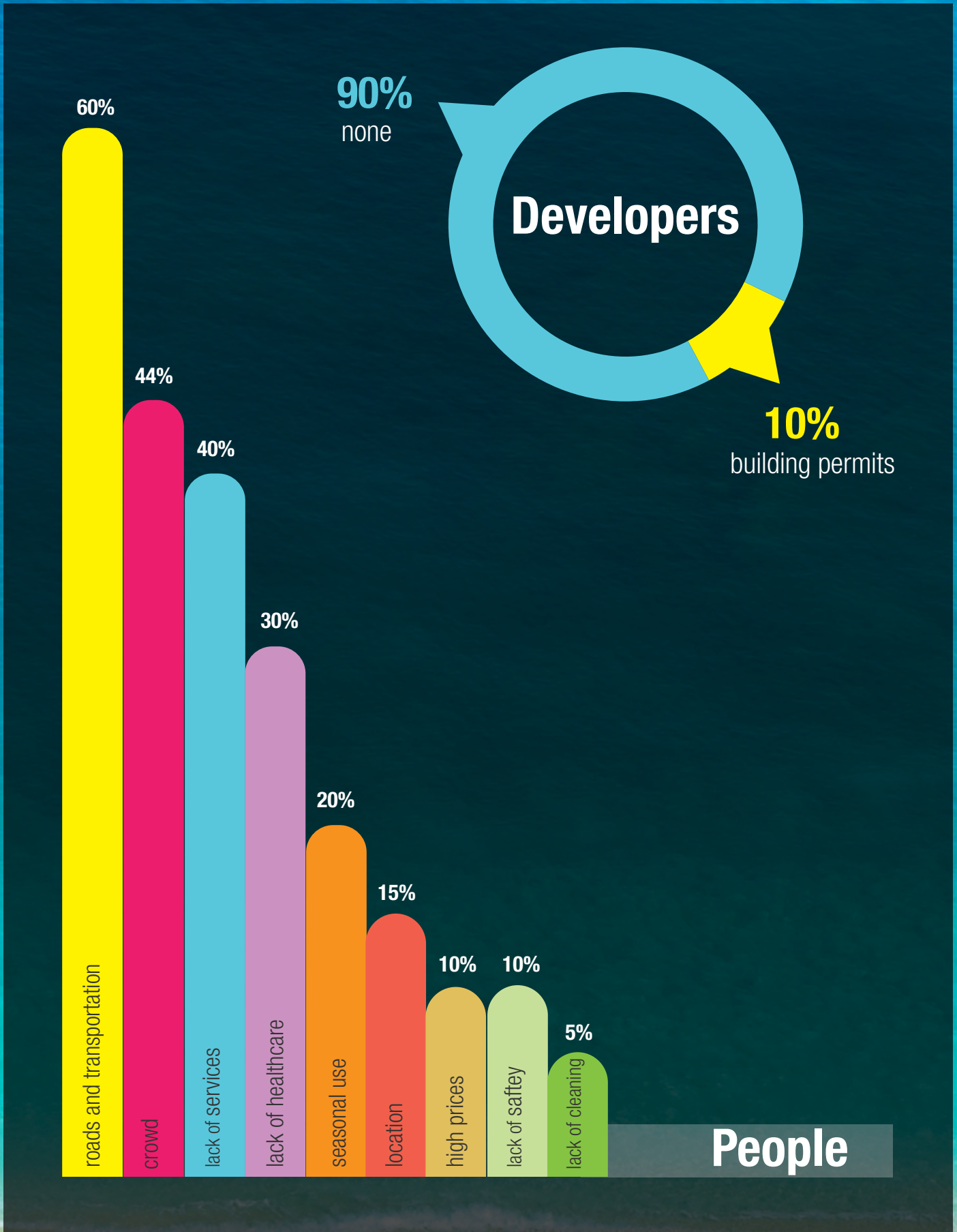


North Coast SWOT Analysis

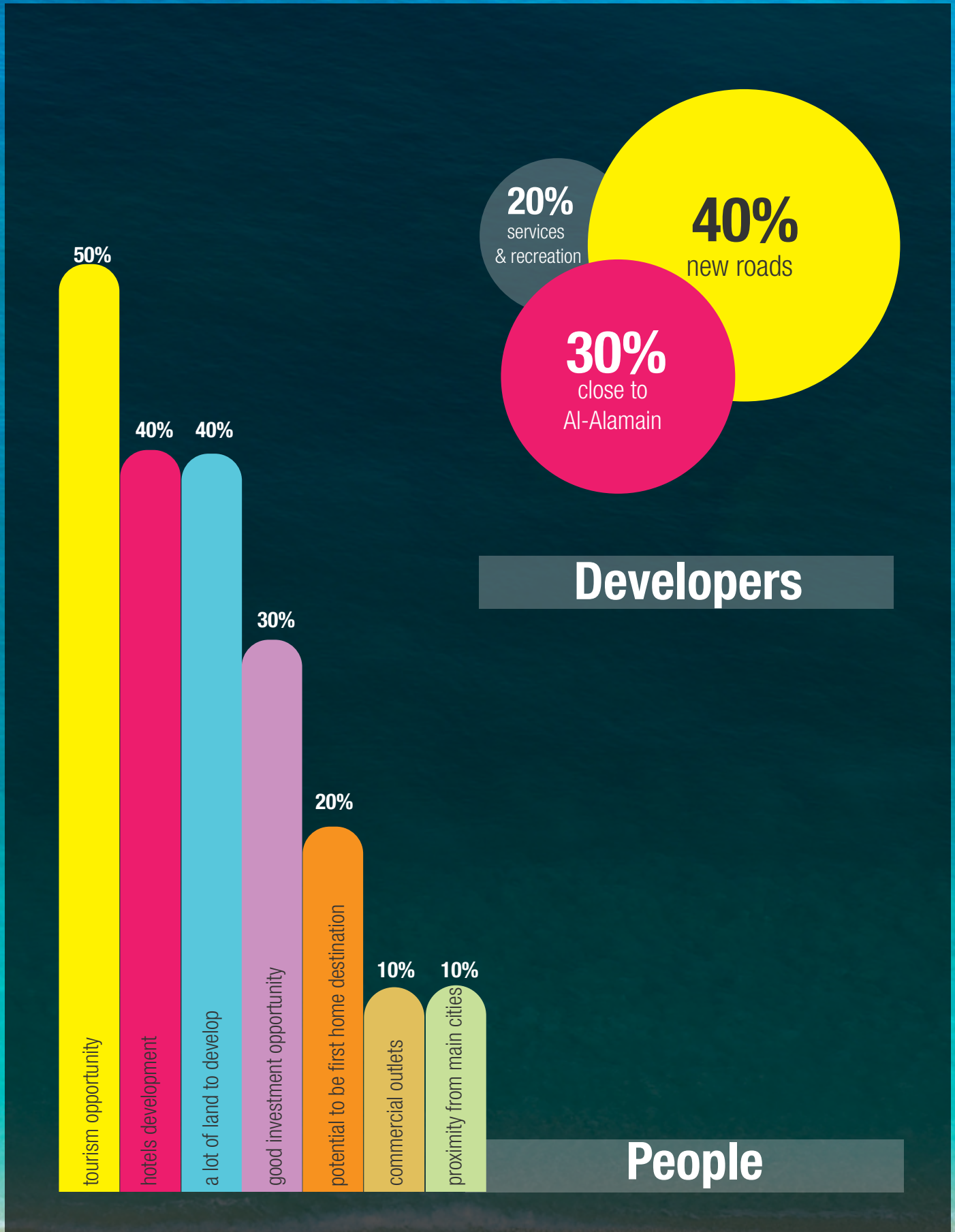
Strengths



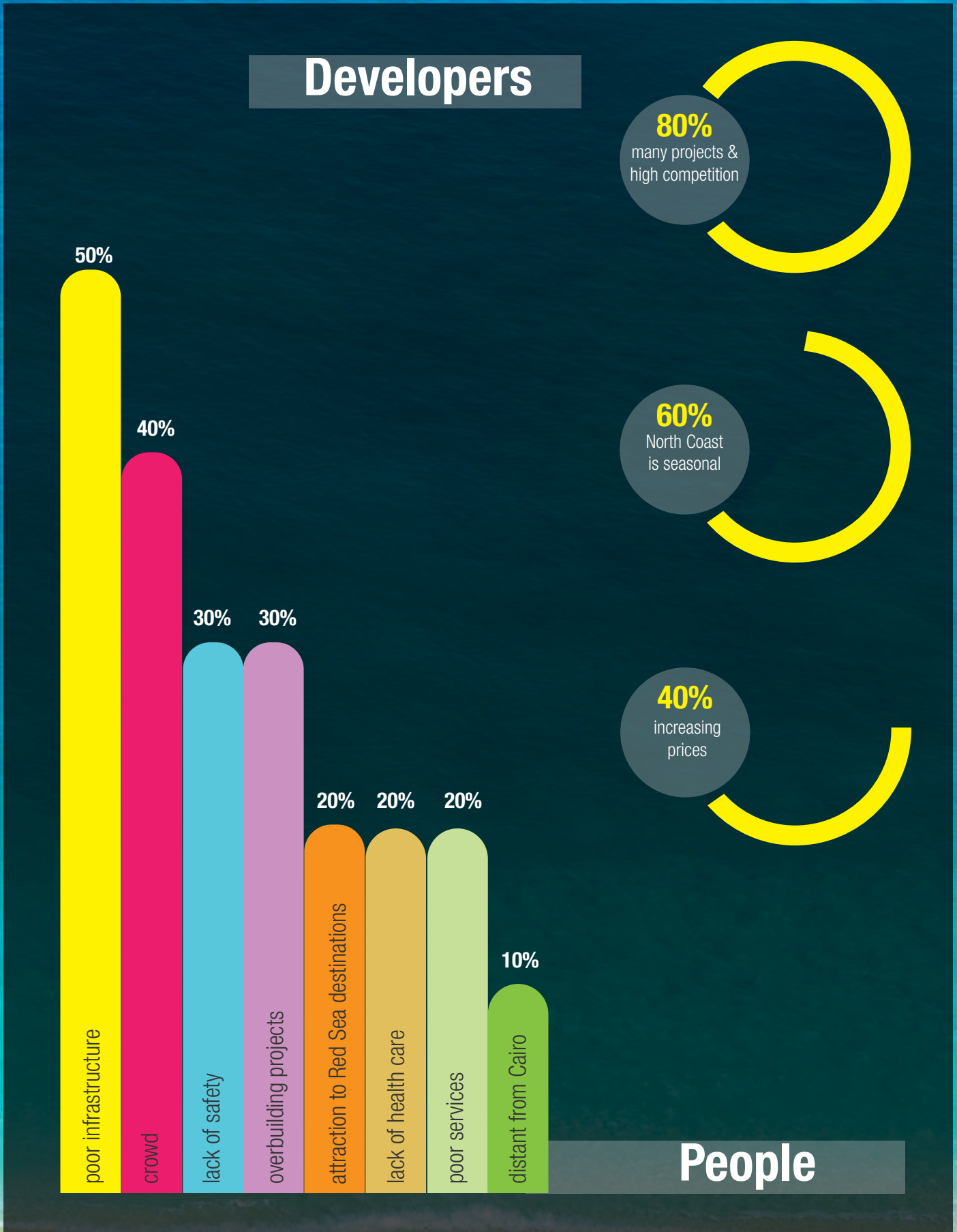
Weaknesses



Opportunities



Threats



Research Findings

- North Coast is the top coastal destination among Egyptians. Most of the people spend around two to four weeks annually.
- People of ages (25-40) stay the longest periods in the North Coast.
- Big developers in the market are investing in the North Coast with over 30 development projects in the area from New Al-Alamein to Marsa Matrouh.
- The majority of available projects are sold out rapidly.
- An estimated 79% of the current supply of units was sold out.
- Developers are offering a wide range of choices in the unit types, facilities, services in their compounds, which are meeting people's preferences.
- There is an increasing demand of 82% in smaller-sized- units (apartments-chalets)
- The supply of smaller-sized units reached 78%.
- The top three features at any new development project are: Club houses, swimming pools, and night clubs.
- The top activities preferred by the public are restaurants/cafes, water activities, and night life with 70% focus on restaurants/ cafes.
- People think that there are a lot of strengths and opportunities in the area like the location, weather, community, and beaches, among its proximity from main cities. On the other hand, crowd, overbuilding of compounds, and the lack of healthcare services remain a threat.
- Some developers believe that high competition and the difficulty of extracting building permits remain.

References

● Representatives From The Following Developing Companies:

- Abraj Misr Developments
- Al Ahly Sabbour for Real Estate Developments
- ARCO Developments
- City Edge Developments
- Emaar Misr
- Eqity Real Estate Developments
- Hyde Park Developments
- Inertia Developments
- La Vista Developments
- Landmark - Sabbour
- M2 Developments
- Maxim Developments
- Mena Developments
- Misr Italia Properties
- Mountain View (DMG)
- New Giza
- Pact Real Estate
- Palm Hills Developments
- Projects Real Estate Development
- SODIC
- Starlight Developments
- Tatweer Misr

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● People Survey

About Invest-Gate Research & Analysis

INVEST-GATE is broadening its multi-platform information services to cater to the expanding real estate industry and its needs by acquiring a Market Research & Analysis Department that is responsible for gathering real market data to build up a comprehensive database that will be regularly updated to produce up-to date market sensors. The department will be responsible for the following products and services:

- Market Reports
- Customized Market Reports
- Customized Newsletter
- Business Directory

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