

SHIFTING SANDS

HOW THE NORTH COAST IS REDEFINING
EGYPT'S REAL ESTATE SCENE

2025



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A B O U T INVESTIGATE

THE VOICE OF REAL ESTATE

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As we set our sights on the future, we are committed to fostering a dynamic ecosystem that propels the Egyptian real estate industry to new heights of success and prominence.

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ABOUT THIS REPORT

Egypt's North Coast, often celebrated as the "Jewel of the Mediterranean," has undergone a remarkable transformation over the last two decades. No longer merely a seasonal escape, it has blossomed into one of the nation's most dynamic and promising real estate frontiers. Its pristine beaches, abundant land, and escalating government and private sector investments are driving a significant shift, extending its appeal far beyond traditional summer allure.

This report from Invest-Gate delves into the latest developments shaping the North Coast, underscoring its increasing importance as a year-round destination for living, investment, and tourism. We aim to inform stakeholders, inspire decision-makers, and contribute to a more connected and prosperous coastal future. This comprehensive overview of the region's real estate landscape is presented across four key sections

These sections will explore government efforts and the development of New Alamein City as a prime example of integrated and environmentally conscious urban design. In addition to providing an in-depth examination of pivotal real estate projects currently reshaping Egypt's North Coast, with a primary focus on developments in **Ras El-Hekma** and **South Med**.

Our team conducts two surveys to study the market; the first one offers an overview of developer perspectives, critical market trends, and the competitive dynamics among private sector players. The second survey with consumers offers invaluable insights into buyer preferences, investment behavior, perceived challenges, and future expectations.

Lastly, the report will map out major projects in the North Coast from New Alamein City to Sidi Heneish, showcasing their location and areas. These projects reflect the region's diversification and ambitious vision for integrated coastal living.



SECTION I:

GOVERNMENT PROGRESS IN NEW ALAMEIN CITY

The Egyptian North Coast, traditionally recognized primarily as a premier summer destination, is currently undergoing a profound transformation. This strategic shift aims to establish the region as a sustainable, year-round integrated development hub. This ambitious vision aligns with a comprehensive governmental strategy designed to maximize the area's inherent natural and economic potential, thereby repositioning it as a catalyst for economic growth and a globally recognized tourist and investment destination. The government's notable achievements in this endeavour are the New Alamein development. This section will elucidate the most prominent of these governmental achievements within the area.

New Alamein City emerges as a quintessential example of integrated, intelligent, and environmentally conscious urban design. Occupying a substantial 48,917 acres, the city's strategic transformation from a predominantly seasonal destination to a robust, year-round residential, industrial, and tourism nexus is evident. Its residential offerings meticulously span socio-economic strata from affordable housing to high-end luxury, with a coastal area spanning over 7,770 acres, complementing industrial zones extending over 5,000 acres. The first development phase, encompassing 126 projects within 14,500 acres, notably includes 23 beach towers providing approximately 6,000 housing, commercial, and administrative units. The robust sales figures, with 15,295 units sold and a significant portion (6,396 units) already delivered, coupled with 11,320 housing units ready to be delivered, and the second phase providing 11,616 housing units, further signal sustained growth and comprehensive urban expansion.

Turning to the downtown projects covering 33.79 acres reveals within 1,320 housing units are distributed across 40 buildings, offering diverse layouts from 90 to 300 sqm. An additional 21.65 acres downtown extension features 896 housing units sized 125-245 sqm, with over 85% completion rate. This demonstrates a strategic approach to urban density and mixed-use development.

Highlighting the towering structures within New Alamein City, which significantly contribute to its modern urban landscape. 5 towers are situated across 835 acres, offering housing, commercial, and administrative units. The Iconic Tower, a 68-story structure reaching 250 m, occupies 465,000 sqm. 4 additional towers, each of them with 56 floors and 200 m height, are located on a 320,000 sqm parcel.

According to Beach Towers, 23 towers are under construction. Notably, the concrete structure work is completed in 18 of them, providing 6,300 housing units and various commercial units. Additionally, 7 marina towers

are targeted (5 under construction), comprising its 2,648 housing units.

Further examination of the North Coast's evolving landscape reveals key developmental strides exemplified by several ambitious undertakings. The 707-acre Mazarine project offers 7,956 varied units, many of which have already been completed and delivered. Focusing on the Latin area, this meticulously planned district spans 404 acres and comprises a diverse array of structures and housing units. It is strategically divided into 6 zones, collectively housing more than 10,500 housing units. Notably, construction within this area has reached full completion.

Marina 8, a substantial project encompassing 179 acres, offers 917 distinct housing units, ranging from Chalets to villas, within its 243 housing buildings. M8 by the Lake, covering 265,000 sqm, adds 1,183 units, including chalets, apartments, villas, and townhouses.

A paramount consideration for visitors to the North Coast is the provision of comprehensive entertainment amenities, a need robustly addressed within New Alamein City. A 50-acre entertainment area has been established, featuring a hotel, diverse commercial units, and a garage. The 260-acre Heritage City offers 70 service buildings, including a Roman theater, opera, mosque, church, a main lake, and others.

Focusing on housing initiatives, the Housing for All Egyptians initiative for middle-income brackets is instrumental in expanding and diversifying the residential unit supply. This includes the construction of 83 housing buildings and 1,992 units. A new announcement, Housing for All Egyptians 7, offers units of 100, 110, and 120 sqm. The Sakan Masr project comprises 4,096 units (1,177 delivered), ranging from 110 to 130 sqm. According to the distinguished housing project, the first phase offers 1,080 units across 45 completed buildings; Phase Two will add 840 units in 35 buildings.

Further enhancing its modern appeal to local and international visitors, the city is continuously developing projects such as a tourist walkway, an international medical center, and a high-speed electric train, among other projects. This section will highlight further details regarding the Egyptian government's achievements in the New Alamein area, according to data issued by reliable government sources such as the Cabinet and NUCA, up to June 2025.

CITY OVERVIEW



- > **7,770** acres Coastal Area
- > **5,000** acres Industrial Area
- > **3,000** acres Logistics Area
- > **5,000** acres Commercial & Service Area
- > **1,000** acres Research Centers & Universities Area



PHASE I



PHASE II



DOWNTOWN PROJECTS



33.79 acres
Area



40
No. of Housing Buildings



1,320
No. of Housing Units



90-300 sqm
Units Area



705
No. of Delivered Housing Units



13
No. of Delivered Commercial Units

DOWNTOWN EXTENTION



21.65 acres
Area



24
No. of Buildings



896
No. of Housing Units



125-245 sqm
Units Area



85%+
Completion Rate

TOWERS PROJECT



5
No. of Housing Towers



835 acres
Area



2,631
No. of Housing Units



231
No. of Commercial Units



114
No. of Administrative Units

ICONIC TOWER



68
No. of Floors



250 m
Height



465,000 sqm
Area



Concrete Structure Work is Completed
Current Status

OTHER 4 TOWERS



Each Tower: **56**
No. of Floors



Each Tower: **200** m
Height



Current Status



320,000 sqm
Area



Concrete Structure Work
is Completed
Completion Rate: **49%**
till **Jul. 2024**

CRYSTAL LAGOONS



7

No. of Islands

| BEACH TOWERS



23

No. of Underway Towers

18 TOWERS



6,300

No. of Housing Units



759

No. of Commercial Units



Delivery Date

Before **30 Jun. 2025** for
15 TowersBefore **31 Mar. 2026** for
The other **3** Towers

Concrete Structure Work is Completed

Current Status

MARINA TOWERS



7

No. of Target Towers



2,648

No. of Housing Units



5

No. of Underway Towers

| MAZARINE



707 acres

Area



7,956

No. of Housing Units

Chalets, Apartments
& Villas
Unit Types

Many Units are Completed & Delivered

Current Status

| LATIN AREA



404 acres

Area



6

No. of Zones



65

No. of Housing Complexes



10,597

No. of Housing Units



Concrete Structure Work is Completed

Current Status

| MARINA 8

**179** acres
Area**243**
No. of Buildings

Completion Rate

**917**
No. of Housing UnitsChalets, Apartments & Villas
Unit TypesBuildings: **50%**Utilities: **20%**

| M8 BY THE LAKE

**265,000** sqm
Area**330**
No. of Buildings**1,183**
No. of Housing UnitsChalets, Apartments, Villas & Townhouses
Unit Types

| ENTERTAINMENT AREA

**50** acres
Area

SUPPLY VOLUME

- No. of Buildings: **40**
- Units Area: **332-3,192** sqm
- Hotel (Area: **4,162** sqm)

- Garage (Capacity: **2,800** Cars)
- Commercial Units (Area: **84-731** sqm)

| HERITAGE CITY

**260** acres
Area**70**
No. of Service BuildingsMany Service Buildings
are Operating Now
Current Status

Include

- Main Lake
- Mosque
- Roman Theater

- Central Park
- Church
- Opera

- Cinema Complex
- Others

| INTERNATIONAL ALAMEIN UNIVERSITY

**150** acres
AreaAround EGP **11** bn
Investments

HOUSING INITIATIVES

HOUSING FOR ALL EGYPTIANS INITIATIVE FOR MIDDLE-INCOME


83

No. of Underway Buildings


1,992

No. of Underway Housing Units

7TH ANNOUNCEMENT


1,116

No. of Housing Units


100, 110 & 120 sqm

Units Area

SAKAN MASR


128

No. of Buildings


4,096

No. of Housing Units


1,177

No. of Delivered Units


110-130 sqm

Units Area


98%+

Completion Rate

DISTINGUISHED HOUSING PROJECT

PHASE I


45

No. of Buildings


1,080

No. of Housing Units



Completed

Current Status

PHASE II


35

No. of Buildings


840

No. of Housing Units



Underway

Current Status

OTHER PROJECTS

Total Length for Phase I & II:
14 km
Tourist Walkway

18 Barriers
Breakwater Project

Area: **44 acres**
International Medical
Center

250 km/ hour
High-Speed Electric Train

Capacity: **100,000 m³/ day**
Drinking Water Plant Using
Condensation Technology

Orasukolia Drainage and
Desalination Plant



SECTION II:

INVESTMENT APPEAL OF NORTH COAST

Egypt's North Coast has emerged as a significant magnet for both foreign direct investment (FDI) and local private sector developers, and this is evident through the development of major strategic projects in the region. One prominent example is the Ras El-Hekma project, which is a foreign investment from the UAE and represents an ambitious undertaking that aims to create an attractive tourism destination complete with comprehensive essential and recreational services. Another key development is the South Med project that spans an expansive area of 23 mn sqm, and exemplifies a successful partnership between the Egyptian government and one of the largest private sector companies, Talaat Moustafa Group.

This section will delve into the key details of both the Ras El-Hekma and South Med projects. Additionally, it will present the findings of a survey conducted by the R&A team with a sample of 30 private sector developers, reflecting their perspectives on investment and demand in the North Coast region.

FIRST: RAS EL-HEKMA CITY

THE DEAL OF RAS EL-HEKMA DEVELOPMENT



PROJECT INFORMATION



Source: SIS & Cabinet

SECOND: SOUTH MED PROJECT



Partnership with Private Sector (with TMG)

Type of the Project



West Alexandria, from Kilo **165** to Kilo **170**

Location

23 mn sqm
Area



EGP **1** tn
Total Investments



EGP **1.6** tn
Target Sales



Increase GNP by
EGP **2.4** tn
Contribution to GNP



2,000+
No. of Provided Hotel Rooms



1.6 mn
No. of Provided Job Opportunities

Source: Cabinet

THIRD: NORTH COAST DEVELOPERS' INSIGHT

Responding to significant interest in Egypt's burgeoning real estate sector, Invest-Gate's Research and Analysis (R&A) team has commenced a focused survey into the North Coast area. The study surveyed 30 Egypt-based developers to understand and analyze investment climate, demand trends, and business environment.

A: NORTH COAST INVESTMENT OPPORTUNITIES

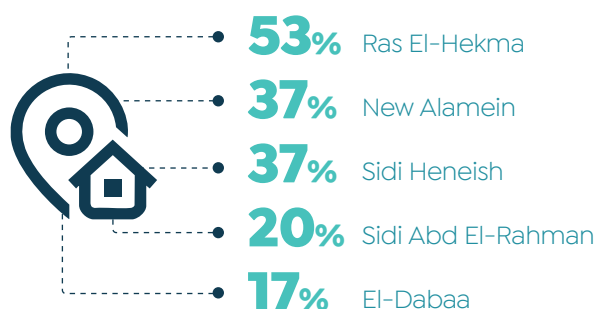
Looking closely at the North Coast, it is clear the vibe among developers is super positive. Our survey showed that nearly all of them—93% to be exact—see North Coast investments as excellent. A tiny segment, 7%, felt they were good, which still means positive.

Insights from our survey indicate that 53% of real estate developers consider Ras El-Hekma a highly appealing investment prospect. Similarly, 37% of developers recognize New Alamein City's substantial capabilities. Intriguingly, 37% of developers also express a preference for investing in Sidi Heneish, 20% of developers deem Sidi Abd El-Rahman a viable investment opportunity, while 17% show a predilection for the El-Dabaa region. This discernible diversification in developer investment preferences underscores the undeniable attractiveness of the North Coast real estate market and the burgeoning consumer demand for its properties.

EVALUATING INVESTMENT CLIMATE



HIGH-POTENTIAL INVESTMENT AREAS



Understanding the key motivations for real estate developers in the North Coast, the study illuminates the predominant factors guiding their investment strategies. 77% of our surveyed developers said that profitability of investment return emerges as the most significant draw. Following closely, increasing the demand for units (63% of respondents), strategic location also plays a crucial role, influencing 57% of developers' choices. Furthermore, development of infrastructure and facilities is a significant factor for 23% of developers. Finally, government support and incentives are noted by 17%, indicating their role in fostering a favorable investment climate.

INVESTMENT ATTRACTION FACTORS



Profitable
Investment
Return

77%



Increasing
Demand
for Units

63%



Location

57%



Development
of Infrastructure
& Facilities

23%

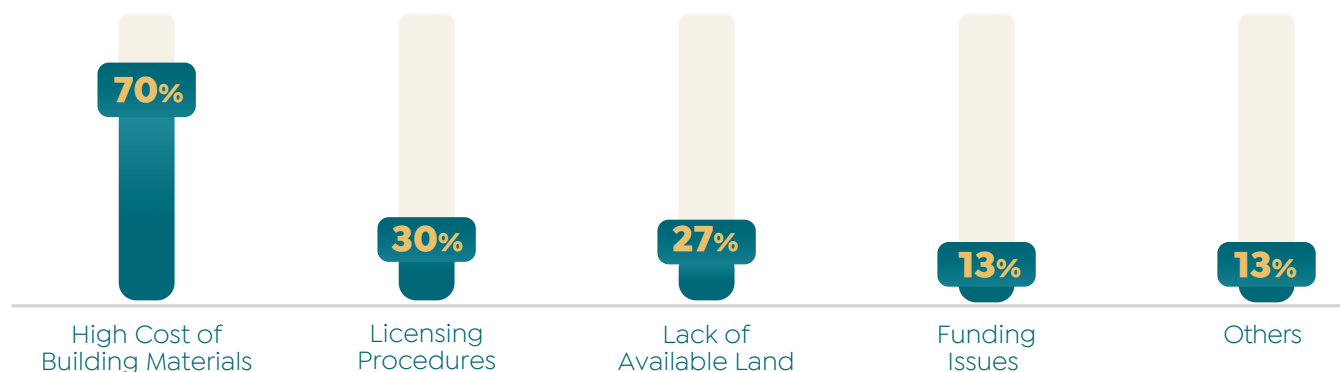


Government
Support
& Incentives

17%

While the North Coast continues to offer a compelling environment for real estate investment, developers concurrently navigate a series of significant operational challenges. A commanding 70% of surveyed developers cite the escalating cost of construction raw materials as their principal concern, directly affecting project viability and market competitiveness. Streamlining of licensing protocols remains a critical area, with 30% of developers identifying them as a notable impediment to development. The limited availability of suitable land parcels also presents a challenge for 27% of developers, pointing to potential supply-side bottlenecks. Concurrently, access to adequate financing and a miscellaneous category of other issues each constitute 13% of reported challenges.

REAL ESTATE DEVELOPMENT CHALLENGES



Regarding future investment forecasts, the prevailing sentiment among developers for the North Coast is overwhelmingly positive. A commanding 97% of developers participating in our survey anticipate an increase in investment activity in the coming period. In stark contrast, only 3% predict a reduction. Such a decisive consensus strongly indicates the perceived long-term viability and attractive growth opportunities inherent in the North Coast's property market.

EXPECTED FUTURE INVESTMENT

**B: TREND OF DEMAND IN THE NORTH COAST**

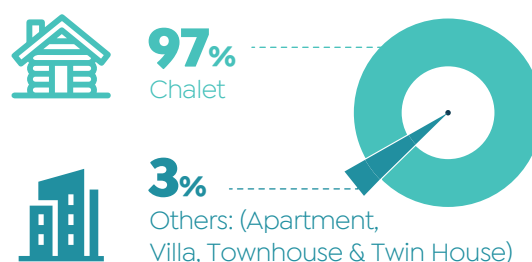
Turning attention to developer perceptions regarding consumer activity, the evaluation of unit demand across the North Coast reveals an impressively strong market. An overwhelming 87% of developers categorize the prevailing demand as high, indicative of significant consumer appetite and active acquisition. A mere 13%, however, consider demand to be moderate. This overwhelmingly positive assessment of demand critically reinforces the North Coast's stature as a highly desirable and exceptionally dynamic real estate investment locale.

UNITS DEMAND ASSESSMENT



Delving deeper into the specifics of this demand, an analysis of preferred unit types reveals a striking preference for chalets. A dominant 97% of developers report chalets as being in high demand compared to other unit types. This strong inclination towards chalets underscores a clear market preference for specific property configurations within the North Coast's vibrant real estate landscape.

UNITS OF HIGH DEMAND



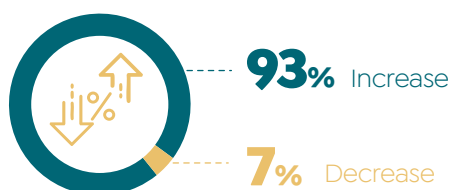
To achieve truly integrated development, it is imperative to analyze service demands in conjunction with unit preferences. Herein, entertainment facilities emerge as an absolute imperative, receiving unanimous endorsement from 100% of developers as a highly desired feature. Commercial establishments likewise exhibit considerable demand, with 77% of developers affirming their strong appeal. The provision of comprehensive security measures is also deemed critical by 60% of developers; the need for robust transportation solutions is articulated by 53%, emphasizing connectivity, while medical services are prioritized by 50% of developers. This collective prioritization of diverse services, particularly in the entertainment and commercial sectors, yields essential data for optimizing development strategies and bolstering the overall market appeal of the North Coast.

MOST SOUGHT SERVICES



Moving to future forecasts, 93% of our survey developers believe that demand in the North Coast will increase in the future, while the remaining 7% believe it will decrease.

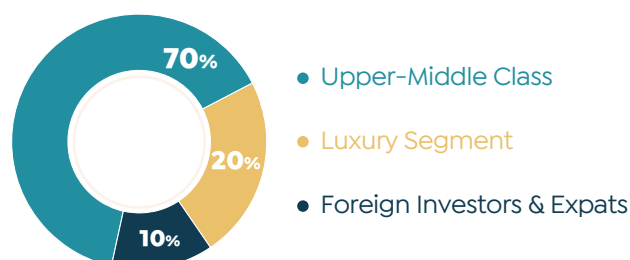
FUTURE DEMAND



C: SALES & MARKETING STRATEGIES

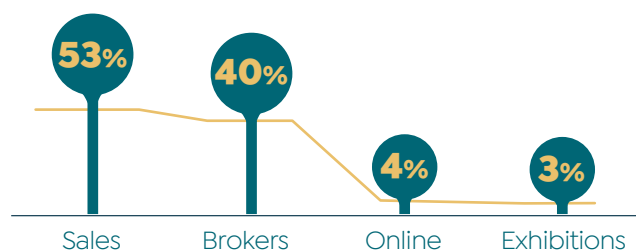
An examination of the target clientele for North Coast developments reveals a clear market segmentation. The upper-middle class represents the primary focus, with 70% of developers identifying them as their key demographic. The luxury segment also garners significant attention, targeted by 20% of developers. A notable 10% of developers are additionally focusing on foreign investors & expats, highlighting a growing international appeal. This strategic targeting across different affluent segments underscores the North Coast's broad appeal to diverse high-net-worth buyers.

TARGET CLIENTS



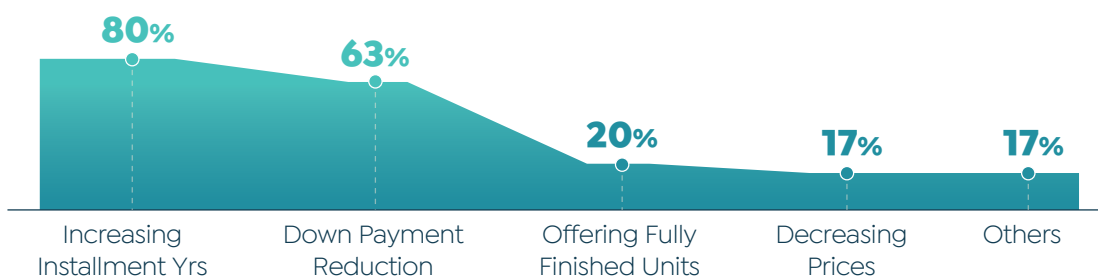
Concerning the efficacy of sales mechanisms in bolstering unit sales, the majority of companies prioritize the traditional sales departments, with 53% of developers attributing the largest role to this internal function. While brokers remain a significant channel, recognized by 40% of developers as instrumental. This data suggests a prevailing reliance on established sales structures, even amidst evolving digital marketing capabilities.

EFFICIENT SALES MECHANISM



Regarding the companies' strategies to boost demand, it was found that 80% of respondents believe that extending the installment years is the main motive for consumers. Moreover, decreasing the down payments and providing fully finished units are highlighted by 63% and 20%, respectively. 17% of surveyed companies are decreasing units' prices to push the demand cycle, and 17% of our respondents are considering other strategies to attract consumers.

SALES-BOOSTING OFFERS



Developers' insights into marketing channel efficiency reveal a strong consensus. A significant 97% of those surveyed consider digital marketing and social media platforms to be the most effective means of outreach. This pronounced preference demonstrates the prevailing trend towards digital engagement in real estate advertising. Conversely, traditional advertising campaigns are acknowledged by a mere 3% of developers, illustrating a clear move away from conventional methods in today's market.

EFFICIENT MARKETING CHANNEL



Despite the optimistic outlook on market growth and demand, developers face significant hurdles in sales and marketing. A vast majority, 90%, identify high market competition as their foremost challenge. This overwhelming consensus highlights the intensely competitive nature of the North Coast real estate sector, so the primary obstacle for sales and marketing efforts is the crowded market itself, rather than evolving consumer tastes or a lack of creative strategies.

MAJOR SALES & MARKETING CHALLENGES





SECTION III:

NORTH COAST CONSUMERS' PREFERENCES

To gain a comprehensive understanding of market dynamics and consumer behavior in Egypt's premier summer destination, the Invest-Gate R&A team conducted a targeted survey. This research involved 300 respondents and delved into their visitation habits, property preferences, investment attitudes, and the key factors influencing purchasing decisions for summer homes along the North Coast.

FIRST: COMPREHENSIVE OVERVIEW OF NORTH COAST

The North Coast continues to be a highly frequented summer escape for many Egyptians. An overwhelming 93% of respondents confirmed previous visits to the North Coast, clearly reflecting the region's strong consumer familiarity and enduring appeal.

PREVIOUS NORTH COAST VISITS



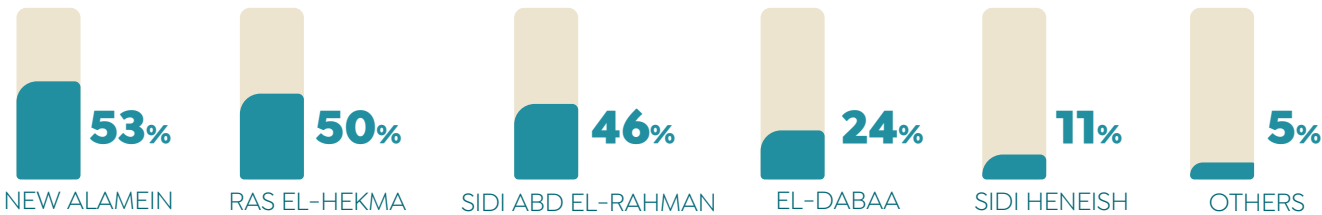
While the summer months are undeniably peak season, consumer preferences for visitation timing vary. A significant 65% prefer to visit exclusively during the summer, yet a substantial 30% are open to visiting year-round, indicating a growing interest in off-season enjoyment. A smaller segment, 5%, specifically targets visits during official holidays and festivals.

OPTIMAL TIMING FOR NORTH COAST VISITS



A detailed examination of regional appeal indicates significant market segmentation. New Alamein (53%), Ras El-Hekma (50%), and Sidi Abd El-Rahman (46%) are demonstrably the most sought-after destinations, reflecting their strong market positioning and escalating desirability. Meanwhile, localities such as El-Dabaa (24%) and Sidi Heneish (11%) appeal to a more selective or niche clientele, signifying a differentiated demand structure.

PREFERRED DESTINATIONS



Choosing the perfect summer destination involves a blend of practicalities and desires. Topping the list of priorities for consumers is proximity to the beach and pristine white sands (88%), followed closely by the desire for tranquility and privacy (67%), and access to vibrant entertainment and parties (65%). Other highly valued features include the availability of pools and aqua parks (63%) and assurances of quality infrastructure and services (53%).

KEY FACTORS FOR CHOOSING A COASTAL DESTINATION



Regarding the current state of services and infrastructure, feedback is largely positive. A strong majority, 89% of respondents, described service quality as good, with 10% offering a neutral assessment and only a minimal 1% rating it as poor.

EVALUATING SERVICES & INFRASTRUCTURE



Despite positive service perceptions, pricing remains a contentious issue for many visitors. A significant portion of respondents expressed concern, with 37% rating service prices as very high and another 39% as high, collectively pointing to widespread affordability challenges within the region.

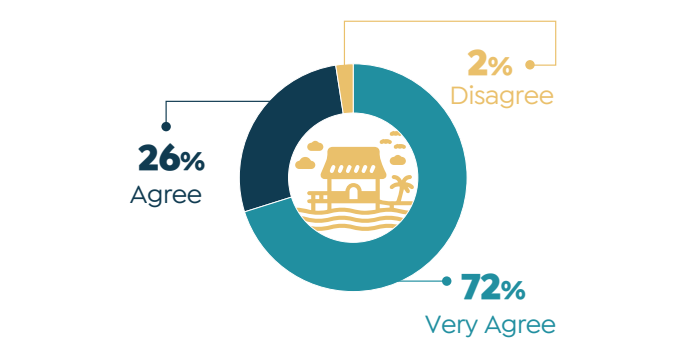
SERVICE PRICES APPRAISAL



SECOND: NORTH COAST SUMMER HOME DESIRES

An examination of consumer sentiment reveals a compelling aspiration for seasonal property ownership in the North Coast region. A robust majority of respondents unequivocally expressed substantial interest in acquiring property: 72% registered definite agreement, 26% indicated agreement, and a mere 2% expressed disagreement with this prospect, thereby validating the strong resonance of summer home ownership within this demographic.

OWNING SUMMER UNIT



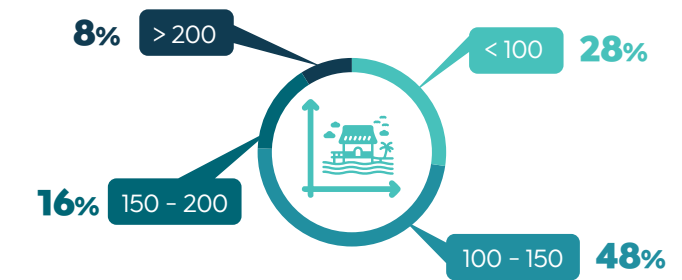
Regarding preferred unit types, chalets are demonstrably the predominant choice, accounting for a substantial 71% of preferences. This clearly underscores a strong inclination towards this particular style of vacation residence. Subsequently, apartments, villas, townhouses, and twin houses collectively garner a lesser preference, totaling 29%.

MOST PREFERRED UNIT TYPE



When considering a summer home, unit size is a crucial factor for potential buyers. Our data indicates a strong preference for moderately sized properties, ideal for getaways. Nearly half of respondents (48%) favor units between 100-150 sqm, while 28% prefer even smaller units, under 100 sqm.

PREFERRED UNIT AREA (SQM)



In contrast, larger units are significantly less popular for summer homes. Only 16% of buyers are interested in properties between 150-200 sqm, and a mere 8% consider units larger than 200 sqm. This highlights that buyers are seeking manageable, comfortable spaces for their summer retreats rather than expansive properties.

Beyond the physical property, certain services are considered indispensable for prospective homeowners seeking a comfortable summer retreat. Our findings indicate a strong demand for amenities that enhance both leisure and peace of mind.

Topping the list, entertainment facilities are deemed essential by a significant majority, with 91% of respondents prioritizing them. This highlights the desire for recreational options to fully enjoy their summer getaways. Closely following are robust security measures, considered crucial by 85% of potential buyers, underscoring the importance of feeling safe and secure in their summer homes. Additionally, convenient commercial facilities are a high priority for 71% of respondents, allowing for easy access to shopping and daily necessities.

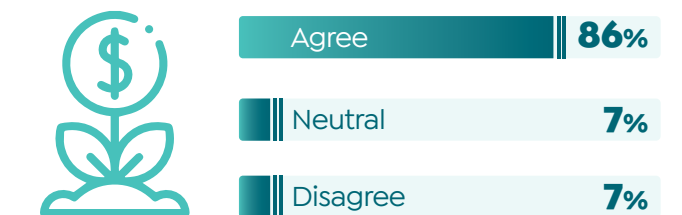
While still important, medical services (56%) and transportation (42%) are relatively less prioritized. This suggests that while buyers appreciate having these services available, their primary focus for a summer home is on enjoyment, safety, and convenience for day-to-day needs.

PRIMARY SERVICES SOUGHT



The North Coast property market is overwhelmingly seen as a sound investment. A significant 86% of respondents believe purchasing a summer unit here is a favorable investment opportunity. The remaining 14% are fairly split between those who are neutral and those who disagree, solidifying the highly optimistic outlook on North Coast real estate.

USING SUMMER UNIT FOR INVESTMENT



Regarding investment strategies, respondents exhibited varied approaches. A slight majority, at 52%, indicated a preference for a dual strategy encompassing both rental and resale. Conversely, a substantial 38% primarily focused on maximizing rental income. Notably, the resale-only option was selected by the smallest segment (10%), underscoring long-term sales without prior rental activity as the least favored investment modality.

PREFERRED INVESTMENT TYPE



Furthermore, a notable trend indicates a burgeoning perception that North Coast units could transcend their traditional role as seasonal retreats. Specifically, a significant majority of 56% of respondents expressed their conviction that these units possess the potential for permanent, year-round occupancy, thereby suggesting a fundamental re-evaluation of how properties within the region are perceived. Conversely, the remaining 44% of participants currently remain unconvinced regarding this prospective transformation.

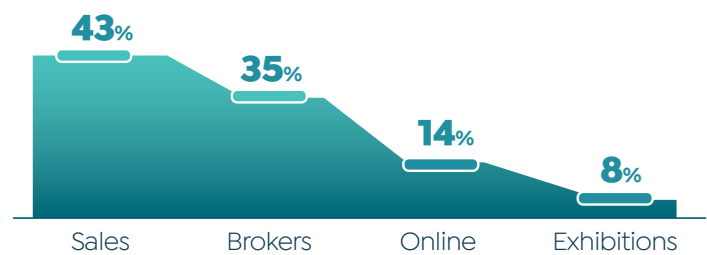
TURNING SECOND HOMES INTO PRIMARY RESIDENCES



THIRD: ANALYZING PURCHASE & PAYMENT BEHAVIOR

In the domain of real estate acquisition, consumer behavior reveals a multi-faceted approach to channel utilization. Analysis of current trends indicates that direct engagement with sales departments constitutes the primary purchasing conduit, representing a substantial 43% of transactions. Similarly, the role of real estate brokerage remains pivotal, facilitating 35% of property procurements. While online platforms (14%) and specialized exhibitions (8%) currently hold a more supplementary position, their consistent contribution underscores their evolving significance within the broader property market ecosystem.

PREFERRED PURCHASE METHOD



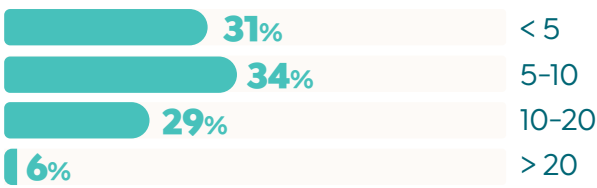
A thorough examination reveals that several critical factors exert substantial influence on the ultimate purchase decision. Paramount among these are the financial outlay, represented by price (86%), and location (82%), both of which demonstrably serve as primary determinants. Subsequent influential factors include the comprehensive provision of services (72%) and the adaptability of payment plans (58%). Interestingly, while possessing a lower weighting, the efficacy of post-purchase support, or after-sales services, continues to hold discernible importance for a substantial minority, specifically 37% of those surveyed.

KEY FACTORS FOR PURCHASE DECISION



Pricing sensitivity is high among potential buyers, with clear preferences for certain ranges. 31% prefer units priced below EGP 5 mn, 34% look for prices between EGP 5–10 mn, and 29% favor the EGP 10–20 mn range. Only a small segment of 6% is open to units priced above EGP 20 mn.

IDEAL PRICE FOR PURCHASING (EGP MN)



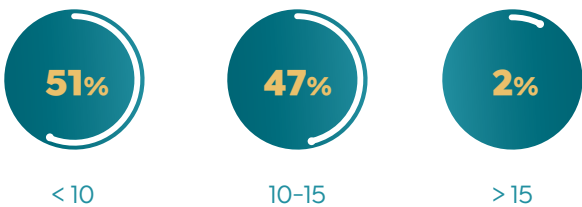
In the North Coast property market, installment plans are overwhelmingly the preferred payment method, accounting for 88% of all transactions. This highlights a strong buyer preference for structured payment options rather than lump-sum payments. A smaller segment, 12% of buyers, opts for cash payments. This indicates that while cash is still an option, the vast majority of purchasers leverage installment facilities, making them the dominant financial instrument in the market.

MOST SUITABLE PAYMENT METHOD



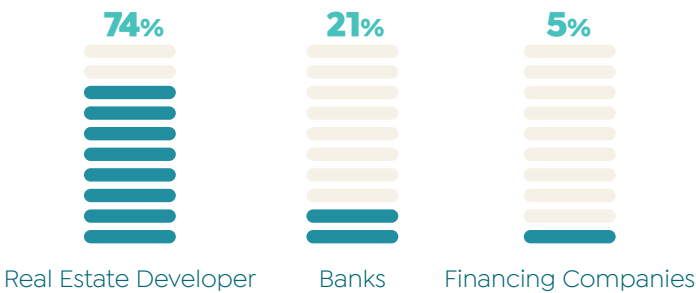
In the context of financing decisions, the preferred amortization period for installment plans emerges as a critical determinant. Our data indicates that a notable proportion, precisely 51%, prioritizes repayment timelines of less than 10 years, thereby suggesting a strategic preference for swifter financial independence or reduced long-term interest burdens. In contrast, a substantial segment, representing 47% of the cohort, demonstrates an acceptance of extended repayment schedules ranging from 10 to 15 years, potentially reflecting a prioritization of lower monthly commitments or a longer-term investment horizon.

THE BEST INSTALLMENT PLAN (YRS)



Concerning the entities offering these installment plans, real estate developers are overwhelmingly preferred, accounting for 74% of responses, which signifies robust confidence in their direct financing alternatives. In contrast, the involvement of conventional banking institutions and specialized financing entities is notably less prevalent, contributing only 21% and 5%, respectively, to the facilitation of these payment structures. This disparity suggests potential market gaps or differing consumer perceptions regarding accessibility and terms provided by each provider type.

PREFERRED INSTALLMENT ENTITY



Despite considerable interest, prospective purchasers encounter several notable impediments throughout the acquisition process. The predominant challenge, cited by a substantial 87% of respondents, is the high prices of property, which represent a significant barrier to market entry for numerous individuals. This is closely followed by apprehensions regarding market oversupply, affecting 48% of respondents, and limitations pertaining to installment terms impacting 45%. Furthermore, a notable 18% of respondents are constrained by the restricted availability of credit facilities from real estate financing institutions, thereby highlighting a demonstrable need for more accessible lending options.

MAJOR PURCHASE CHALLENGES









SECTION IV:

PRIVATE REAL ESTATE PROJECTS

NEW ALAMEIN CITY (STARTING FROM KILO 107)

 PROJECT NAME	 DEVELOPER	 AREA
ELO RESORT	Alchemy Developments	12 acres
GOLF PORTO MARINA	Amer Group	350 acres
ONE ALAMEIN	Amer Group	870 acres
SIA LAGOON	Arab Developers Holding	25 acres
SIA VILLAGGIO	Arab Developers Holding	100,000 sqm
ARCO LAGOON	ARCO Developments	33 acres
MAZARINE	City Edge Developments	707 acres
THE GATE TOWERS	City Edge Developments	264,000 sqm
DOWNTOWN NEW ALAMEIN	City Edge Developments	31 acres
NORTH EDGE TOWERS	City Edge Developments	XXX
BEACHFRONT TOWERS	City Edge Developments	42,000 sqm
LATIN DISTRICT ALAMEIN	City Edge Developments	404 acres
NORTH EDGE CABANAS	City Edge Developments	8 acres
NORTH SQUARE MALL	City Edge Developments	164,000 sqm
BLUE VALLEY	City Line Developments	30 acres
CITY VIEW NEW ALAMEIN	EDEN Development	5 acres
MARSEILIA LAND EL ALAMEIN	Marseilia Group	38 acres
WINTER	New Generation Developments (ngd)	37 acres
L'HIVER	New Generation Developments (ngd)	75 acres
ALMA	New Generation Developments (ngd)	135 acres
PALM HILLS NEW ALAMEIN	Palm Hills Developments	32 acres
IL-LATINI NEW ALAMEIN	Saudi Egyptian Developers	450 acres
SANTORINI SMOUHA ALAMEIN	Smouha Alamein Developments	90 acres
T RESIDENCE COMPOUND	TOREC Developments	20 acres

SIDI ABDELRAHMAN

 PROJECT NAME	 DEVELOPER	 LOCATION	 AREA
PLAGE	Mountain View Development	Kilo 120	900 acres
CRYSTA	Mountain View Development	Kilo 120	470 acres
MALAGA	Maalem Group	Kilo 124	105 acres
ZAHRA	Maamar El-Morshedy	Kilo 124	Approximately 990 acres
HACIENDA BAY	Palm Hills Developments	Kilo 124	593 acres
MARSEILIA BEACH 4 SIDI ABD EL-RAHMAN	Marseilia Group	Kilo 124.5	133 acres
STELLA DI MARE SIDI ABD EL-RAHMAN RESORT	Remco Tourism Villages Construction Company	Kilo 125	550,000 sqm
TELAL SOUL	Roya Developments	Kilo 129	562,000 sqm
LA VISTA CASCADA	La Vista Developments	Kilo 130	60-65 acres
RETAN	Cairo Global Construction Company (CGC)	Kilo 133	26 acres
MASAYA	EGYGAB Developments	Kilo 133	30 acres
GALINI	Doja Developments	Kilo 134	5 acres
SEASHELL SIDI ABD EL-RAHMAN	New Giza Developments	Kilo 134	300 acres
STELLA DI MARE HEIGHTS	Remco Tourism Villages Construction Company	Kilo 134	30 acres
SHAMASI SIDI ABD EL-RAHMAN	Serac Developments	Kilo 134	80 acres
ALURA SIDI ABD EL-RAHMAN	Serac Developments	Kilo 134	4 acres
CASCADIA NORTH COAST	Marseilia Group	Kilo 134.5	40 acres
BIANCHI ILIOS	Developer X	Kilo 135	400,000 sqm
AMWAJ	Al Ahly Sabbour Developments	Kilo 136	360 acres
Q NORTH	Q Developments	Kilo 136	4.6 acres
BLUMAR SIDI ABD EL-RAHMAN	Wadi Degla Developments	Kilo 138	270,000 sqm
HACIENDA RED	New Giza Developments	Kilo 139	80 acres
MARASSI	Emaar Misr	Kilo 140	6.5 mn sqm
HACIENDA WHITE	Palm Hills Developments	Kilo 140	116 acres
PLAYA GHAZALA	New Giza Developments	Kilo 141	700 acres
ZOYA GHAZALA BAY	Landmark Sabbour (LMD)	Kilo 142	148 acres
TELAL	Roya Developments	Kilo 142	851,000 sqm
GRAND RESORT	Cairo for Investment and Real Estate Development Company (CIRA)	Kilo 164	63 acres

EL-DABAA

 PROJECT NAME	 DEVELOPER	 LOCATION	 AREA
LASIRENA NORTH COAST	Lasirena Group	Kilo 165	55 acres
HACIENDA BLUE	Palm Hills Developments	Kilo 165	118 acres
SOUTHMED	Talaat Moustafa Group (TMG)	Kilo 165	23 mn sqm
D-BAY	Tatweer Misr	Kilo 165	200 acres
LA VISTA BAY	La Vista Developments	Kilo 166	310 acres
LA VISTA BAY EAST	La Vista Developments	Kilo 166	310 acres
SEAZEN NORTH COAST	AL QAMZI Developments	Kilo 170	204 acres
THE WATERWAY NORTH COAST (WWNC)	The Waterway Developments	Kilo 173	124 acres
D.O.S.E	Akam Al Rajhi Developments	Kilo 174	125 acres

RAS EL-HEKMA

 PROJECT NAME	 DEVELOPER	 LOCATION	 AREA
LVLS	Mountain View Development	Kilo 179	200 acres
EMIRATES HEIGHTS	Yafa Mac Developments	Kilo 179	125 acres
PALI NORTH COAST	Shahawi Properties	Kilo 180	75 acres
KATAMEYA COAST	Starlight Developments	Kilo 180	205 acres
SOUL	Emaar Misr	Kilo 181	700 acres
AZZAR ISLANDS NORTH COAST	Reedy Group	Kilo 182	400 acres
SA'ADA NORTH COAST	Horizon Egypt Developments	Kilo 183	125 acres
SALT	Tatweer Misr	Kilo 185	294.5 acres
THE SHORE	Abraj Misr	Kilo 186	180 acres
SAFIA	Il Cazar Developments	Kilo 186	180 acres
YOUD	Al Ahly Sabbour Developments	Kilo 187	114 acres
SEA VIEW NORTH COAST	Jdar Developments	Kilo 187	137 acres
HACIENDA WATERS	Palm Hills Developments	Kilo 190	161 acres

RAS EL-HEKMA

PROJECT NAME	DEVELOPER	LOCATION	AREA
MAR BAY	AL MARASEM Development	Kilo 191	640 acres
DIRECTION WHITE	Arabella Tourist and Urban Development	Kilo 192	290 acres
CALI COAST	Maven Developments	Kilo 193	245 acres
LAMERA RESORT	Sakkara Developments	Kilo 193	XXX
GAIA	Al Ahly Sabbour Developments	Kilo 194	284 acres
CITYSTARS	ARCO Developments	Kilo 194	743 acres
JUNE	Sixth of October for Development and Investment (SODIC)	Kilo 194	280 acres
LA VISTA RAS EL-HEKMA	La Vista Developments	Kilo 195	201 acres
THE MED	People & Places	Kilo 195	307 acres
SEASHELL RAS EL-HEKMA	New Giza Developments	Kilo 196	700 acres
SOLARÉ	Misr Italia Properties (MIP)	Kilo 199	386 acres
LYV CAESER RAS EL-HEKMA	Gates Developments	Kilo 200	206 acres
SWANLAKE NORTH COAST	Hassan Allam Properties	Kilo 200	208 acres
JEFAIRA	INERTIA Egypt	Kilo 200	653 acres
MOUNTAIN VIEW RAS EL-HEKMA	Mountain View Development	Kilo 200	500 acres
CAESAR	Sixth of October for Development and Investment (SODIC)	Kilo 200	192 acres
KOUN	Mabany Edris	Kilo 201	110 acres
PLAYA NORTH COAST	New Giza Developments	Kilo 204	250 acres
BLUES TIFFANY	Projects Real Estate Developments	Kilo 204	250 acres
OGAMI	Sixth of October for Development and Investment (SODIC)	Kilo 204	440 acres
EL GAWHARA RESORT	Sakkara Developments	Kilo 205	100 acres
REMAL NORTH COAST	Mezyan Real Estate Development	Kilo 208	63,000 sqm
HACIENDA WEST	Palm Hills Developments	Kilo 208	137 acres
MARSEILIA BEACH 5 RAS EL-HEKMA	Marseilia Group	Kilo 210	140 acres
MODON RAS EL-HEKMA	Modon	Kilo 210	12,000 acres
FOUKA BAY	Tatweer Misr	Kilo 211	250 acres

RAS EL-HEKMA

PROJECT NAME	DEVELOPER	LOCATION	AREA
MASYAF RAS EL-HEKMA	M Squared Developments	Kilo 212	103 acres
NAIA BAY	NAIA Developments	Kilo 212	470,400 sqm
SEASHORE	Hyde Park Developments	Kilo 214	240 acres
AZHA NORTH	Madaar Development	Kilo 214	250 acres
RAMLA	MARAKEZ	Kilo 215	400 acres

SIDI HENEISH

PROJECT NAME	DEVELOPER	LOCATION	AREA
EL ABD RESORT – SIDI HENEISH	El Abd	Kilo 220	585 acres
MARSA BAGUSH	Shehab Mazhar Company	Kilo 240	XXX
SILVERSANDS NORTH COAST	Ora Developers	Kilo 243	724 acres
SMERALDA BAY (S BAY)	Cleopatra Developments	Kilo 245	250 acres
CECILICA LAGOONS	Ibn Sina Hotels and Resorts	Kilo 245	123 acres
SUMMER NORTH COAST	Al Ahly Sabbour Developments	Kilo 246	864 acres
SKY NORTH	Ski Abu Dhabi	Kilo 246	430 acres
HACIENDA HENEISH	Palm Hills Developments	Kilo 247	420 acres
ALMAZA BAY	Travco Properties	Kilo 250	6.5 mn sqm
CRYSTALS NORTH COAST	Delta Developments	Kilo 258	194 acres
JAMILA NORTH COAST	New Jersey Developments	Kilo 263	130 acres
GARAWLA ISLAND	Emtelak For Real Estate And Tourism Development	Kilo 270	160 acres
CELEBRATION NORTH COAST	Amer Group	Kilo 272	40 acres
BEIT AL BAHR RESORT	BAM Joint Venture	Kilo 272	450 acres

**Note: All Projects are Updated till Jul.24, 2025*

Source: Invest-Gate R&A Team, Coldwell Banker, Aqarmap & Nawy

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