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The Egyptian real estate market is undergoing a profound transformation, one that reflects not only changes in urban development but also in the behaviors and trends of its key stakeholders. This issue explores the evolving landscape, focusing on the shifting priorities of young buyers, the changing strategies of investors, and the growing prominence of new living and working models.

A major area of focus is the changing housing preferences among Egypt's youth, particularly Generation Z. For this generation, housing is no longer just about ownership or location, it's about lifestyle, flexibility, and connectivity. Young people today value integrated communities that offer security, convenience, and social engagement. As a result, there's a growing demand for gated communities and smart cities that blend residential, commercial, and recreational spaces into one cohesive experience. Developers are now challenged to cater to these emerging expectations by offering not just homes, but complete living environments.

Meanwhile, real estate investors are also rethinking their approach. The traditional emphasis on land value and sqm pricing is giving way to a more nuanced evaluation of projects which one that considers rental yields, long-term growth potential, and community integration. Economic shifts, inflation, and changing consumer habits are pushing investors to seek developments that are future-proof and adaptable.

One of the clearest trends shaping the market is the rise of mixed-use developments. These projects, which combine living, working, and leisure spaces, are redefining urban planning across Egypt, from the New Capital to New Alamein and beyond. Mixed-use communities are not just about convenience; they reflect a deeper move toward sustainable, inclusive urbanism.

Finally, we spotlight the emerging concepts of co-living and co-working, two trends gaining traction among urban youth and professionals alike. While both prioritize community, flexibility, and affordability, they also raise questions about space ownership, privacy, and long-term viability. Are these concepts merely trends, or do they represent a fundamental change in how people live and work? Through expert analysis and real-life case studies, we offer a comparative look into how these models are being received and implemented locally.

This issue is both a reflection of where Egypt's real estate market stands today and a forward-looking exploration of where it might be headed. Whether you are a developer, investor, policymaker, or simply someone curious about the future of urban living in Egypt, we hope you find this edition both insightful and thought-provoking.

Monica William

MANAGING EDITOR
Email: mwilliam@invest-gate.me

General Manager & BD Director
Managing Editor
Editor and Content Writer
Senior English Writer/Translator
Arabic Writer
English Writer/Translator
Market Research Analysts

Market Research Supervisors

Art Director
Senior Graphic Designer
Motion Graphic Designer
Web Master
Social Media Specialist
Accountant
Database Executive
Operations Manager / GM Assistant
Distribution Officers

Safaa Abdel Bary
Monica William
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PUBLISHER MOHAMED FOUAD

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Tower No. 12 - Bavaria
Compound, Ring Road in
front of Sama Tower - 1st Floor

(+202) 27498191 - 27498192

(+20) 27498190

info@invest-gate.me

investgateofficial

Invest-Gate

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TO ADVERTISE WITH US
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Prime Minister Reviews Procedures to Facilitate License Acquisition



Prime Minister Dr. Mostafa Madbouly held a meeting to review the procedures for facilitating the issuance of various licenses, Invest-Gate reports.

The meeting was attended by Dr. Amr Talaat, Minister of Communications and Information Technology; Dr. Manal Awad, Minister of Local Development; Eng. Sherif El Sherbini, Minister of Housing, Utilities, and Urban Communities; Dr. Khaled Soufi, Chairman of the Egyptian Organization for Standardization and Quality; Major General Hazem Farouk, Director General of Civil Protection; Dr. Nahed Youssef,

Chairwoman of the Industrial Development Authority; Dr. Mohamed Masoud, Chairman of the Housing and Building National Research Center; Eng. Mahmoud Badawi, Assistant Minister of Communications and Information Technology for Digital Transformation Affairs; and officials from various concerned authorities.

Madbouly noted that the meeting aims to follow up on steps that will contribute to further facilitating the procedures for obtaining various licenses, in an effort to encourage establishments to regularize their status and rectify their positions.

He stressed the need for simplified guidelines regarding the requirements for issuing licenses and for updating various codes, especially those related to civil protection.

Additionally, he emphasized the necessity of an automated system for the procedures and steps involved, which would facilitate the fulfillment of requirements for license applicants, ensuring that facilities are constructed properly and in accordance with applicable standards, while also regularizing the status of existing ones.

Madbouly highlighted the ongoing efforts within the framework of digital transformation to simplify procedures for obtaining a variety of services.

In this context, he called for the creation of a digital platform to govern the various procedures related to obtaining licenses, particularly those concerning civil protection requirements.

He also stressed the importance of unifying the fees for obtaining licenses across all governorates for various establishments, whether industrial, commercial, or otherwise.

Housing Minister Meets with The Official Egyptian Real Estate Platform Officials' to Review Future Cooperation on Digital Transformation

Eng. Sherif El Sherbini, Minister of Housing, Utilities, and Urban Communities, met with Mr. Ahmed Elbatrawy, Founder and CEO of The Official Egyptian Real Estate Platform, and his team to explore opportunities for cooperation in digital transformation, Invest-Gate reports.

The meeting was attended by officials from the Ministry and the New Urban Communities Authority.

El Sherbini emphasized the importance of maximizing the role of the platform, particularly within the framework of the Unified Real Estate National ID Law in Egypt.

He highlighted the need to form a working group comprising the Ministry of Housing, its affiliated entities, The Official Egyptian Real Estate Platform, and all relevant stakeholders, given the importance of combining efforts to achieve the law's objectives. The platform's establishment marks the beginning of efforts to implement this initiative.

El Sherbini noted the integration between the ministry and the platform regarding the offering and provision of data for the 400,000 housing units included in the latest

offering. Databases for all units developed in new cities will also be made available on the Platform, which represents the second phase of this initiative. Cooperation will follow a set roadmap, progressing phase by phase to create a comprehensive database for real estate in Egypt.

He stated, "We aim to convert all manual transactions conducted by the new city authorities and ministry agencies regarding the units into electronic transactions in the coming period, in collaboration with The Official Egyptian Real Estate Platform. This is our ambition for the near future, to ensure a complete digital transformation of all transactions related to the units."

During the meeting, El Sherbini received a detailed presentation on the working mechanism of the platform, comparable global experiences, the desired goals of launching the platform, and the expected outcomes for the Egyptian real estate sector.

He reiterated his commitment to providing full support to the Platform, aiming to regulate and govern the real estate system while developing new, constructive plans to attract and



encourage foreign investment in Egypt, whether through real estate exports or marketing within the country.

For his part, Elbatrawy expressed his satisfaction with the meeting, noting that The Official Egyptian Real Estate Platform aims to regulate the presentation and trading of real estate products, as well as facilitate the rapid exchange of information in the real estate market regarding Egyptian products. It serves as an information center for Egyptian real estate, a database, and an integrated system that seeks to establish a central real estate market to facilitate transactions for stakeholders and citizens.

Hyde Park Developments Launches Phase Two of Hyde Park Central in New Cairo



Hyde Park Developments has announced the launch of the second phase of its Hyde Park Central project in Sixth Settlement, New Cairo, introducing a new collection of residential apartments with varied sizes to suit a wide range of customers, Invest-Gate reports.

This comes on the heels of the remarkable success of the project's first phase, which achieved significant sales in record time—a reflection of the growing demand for Hyde Park's developments and the high level of trust clients place in the company's offerings and investment returns.

The launch aligns with Hyde Park Developments' 2025 investment strategy, which includes releasing new units within its existing projects and exploring new investment opportunities to meet rising market demand. It also reinforces the company's commitment to supporting

urban development in Egypt's new cities by building fully integrated residential communities.

"We are moving forward with our 2025 strategy, which includes acquiring new land to expand our portfolio and launch additional projects," said Amin Serag, Managing Director of Hyde Park Developments. "Our choice of Sixth Settlement stems from the area's strong potential, given its infrastructure, proximity to key services, and location near the New Capital."

Serag noted that the strong sales from the first phase, despite stiff competition in the area, affirm customers' confidence in the company's integrated housing experience and contemporary unit designs. The company is working to complete licensing procedures, with construction slated to begin early next year and timely delivery a top priority.

LMD Launches Ambitious 150-Acre Mixed-Use Project in West Cairo, Marking a Strategic Milestone in Integrated Urban Development

Landmark Developments (LMD), one of the premier real estate developers, specializing in creating transformative residential and commercial experiences, is proud to announce its official expansion into West Cairo with the launch of a new 150-acre mixed-use development, combining residential and commercial spaces in one vibrant, future-ready community. Strategically located for optimal accessibility and convenience, the project is designed with modern urban planning principles to foster dynamic, fully integrated living and working environments, Invest-Gate reports.

This milestone reflects LMD's commitment to selecting prime locations that not only meet market demand but also contribute to the enhancement of their surrounding areas. Through careful planning and design, the company aims to offer clients and the broader community an exceptional and seamless living experience. By integrating residential comfort with commercial vibrancy, the West Cairo development serves as a model of what the future of urban communities can look like comfortable, inclusive, and fully integrated.

Building on the remarkable success of its flagship projects in New Cairo and the North Coast, LMD is entering West Cairo to meet the increasing demand for integrated, well-designed spaces that cater to modern lifestyles. The new west

development will feature a balanced mix of residential units and commercial hubs, offering residents and investors a seamless, community-centered experience.

"Following our exceptional success in New Cairo and the North Coast, we're excited to bring our vision to West Cairo, an area with great potential and growing demand," said Eng. Amr Sultan, (Founder and CEO of LMD) "At LMD, our vision extends far beyond transforming physical spaces into thriving communities. We strive to create environments that elevate living standards, offering endless possibilities while prioritizing safety, comfort, and luxury, all in one place. This new project embodies all of that and manifests our mission to create innovative, inclusive communities that transform how people perceive their living and working spaces."

The project is being developed in collaboration with top-tier architects, engineers, and strategic partners, ensuring LMD's trademark attention to detail, design excellence, and sustainability. Each element of the development—from layout to landscaping—has been crafted to reflect the company's core values of quality, innovation, and community.

With a growing portfolio that includes standout projects such as Stei8ht, 3sixty, There, One Ninety, W The Residences Cairo, and Zoya on the North Coast, LMD continues to cement its



position as a market leader. This new West Cairo development reflects the company's strategic expansion plans and its vision to redefine urban living across Egypt.



FROM VISION TO REALITY

THE NC JOURNEY AT MIPIM 2025

Eng. Khaled Abbas, Chairman and Managing Director of the Administrative Capital for Urban Development (ACUD) participated in MIPIM 2025 conference, held in Cannes, France, from March 11 to 14, 2025. This conference is one of the most prominent global events specializing in the real estate sector.

This year's conference focuses on the concept of sustainability in real estate, showcasing the latest innovations and global trends aimed at creating sustainable cities and projects that balance urban development with the preservation of environmental resources.

Notably, Eng. Khaled Abbas participated in a talk entitled "A Dream Come True," which focused on the transformative milestones of the NC from its inception to the present day. He also took part in a panel discussion titled "African Real Estate - Navigating Sustainability and Urbanization," highlighting the challenges and unique opportunities within the NC.

In this context, Abbas stated, "This is the first time a company owns a city in Egypt; all other cities belong to the government. From the very beginning of the idea of the NC, ACUD has been responsible for owning, operating, and managing the city."

"Our master plan is built on three main pillars: sustainability, green initiatives, and smart technology. For the first time, we are creating a city in Egypt that embodies these principles," Abbas added.

He discussed sustainability in the NC, noting that it is one of ACUD's main goals across various aspects. "We have our own regulations in place, as well as incentives for developers focusing on LEED certification for new buildings. 30% of government buildings are powered by solar panels."

He expressed pride in having one of the largest towers, known as the 'Forest Tower,' which is the first zero-carbon tower in the NC. It will utilize green energy for 25% of its power needs. Moreover, our infrastructure is designed to be smart, minimizing waste and optimizing resources such as water.

Abbas emphasized that investing in sustainability may require initial expenditures, but the returns in quality of life for residents are significant. "We are constructing the largest district cooling plant in Egypt, which will be fueled by 50% natural gas. Additionally, we have established a central management center for the city's infrastructure, aimed at reducing resource consumption and minimizing water waste."

In terms of green spaces, he stated, "We are developing one of the largest parks in the world, spanning almost 1,000 acres. This park will provide a vibrant space for residents to live and enjoy leisure activities."

Regarding the reason for building the NC, he highlighted that the answer lies in the significant challenges Egypt faces, particularly the annual population growth rate of 2.5%, which translates to over 2.5 mn newborns each year. "This is a substantial figure, and we need to address it by creating new urban areas. Over the past decade, we have developed more than 20 new cities to accommodate this growth."

He explained that this initiative is aimed at the new generations. "Today, nations are focusing on technology, sustainable practices, and health. This shift marks a new era for younger generations, who now prioritize living in quality environments. The entire country is now centered around the new capital, including the Parliament, the Senate, and even the President. Last year, we hosted numerous summits in the NC."

Abbas showcased about the latest updates of NC in 2024. He explained that the entire government is now operating from the NC. Most of the parliament has moved to the NC, and the Senate will relocate next month. The presidential office is ready, and we hosted many summits last year in the NC, the most recent being the Arab Summit last week. The dream has come true, as over 15,000 people are now living in the NC. We are set to begin the infrastructure for Phase 2 due to high demand from developers in the private sector, with 70% of the land already allocated for this phase. He noted that the strong demand for the NC prompted us to plan for Phase 2.

Abbas emphasized that the demand is primarily coming from Egyptians, as the population exceeds 100 mn and increases by more than 2.5 mn each year. This creates investment opportunities in residential, commercial, office, health, and education sectors, among others.

He highlighted that we started building the NC because the population increase presents a significant challenge. According to the strategic development plan for 2050, the population is expected to reach 180 mn, necessitating accommodation for this growth. We also studied various new capitals around the world, such as Astana and Brasília, and found that their main challenge is their distance from established hometowns, which makes people reluctant to move. In contrast, the NC is situated just 50 km from the old capital and 50 km from the Suez Canal corridor, facilitating its development and encouraging people to relocate.

He stated that our goal is to build a futuristic city, as 60% of our population consists of youth. Our master plan is built on three main pillars: green, sustainable, and smart.

Abbas pointed out that the NC is fully integrated with smart technology; we have two centers: one for infrastructure management and another for safety and security. Regarding sustainability, the smart infrastructure helps reduce waste and optimize resource use, and all internal transportation systems are environmentally friendly.

He added that the master plan for the NC was developed in 2016, and we began construction in 2017 when the area was entirely desert.

On the sidelines of the exhibition, Invest-Gate conducted a press interview with Eng. Khaled Abbas. He discussed the importance of ACUD's participation in MIPIM 2025 and the latest developments related to its projects.

Abbas explained that ACUD's participation in the exhibition for the third consecutive year aims to showcase what has been achieved on the ground. All investment opportunities in the New Capital (NC) have become a tangible reality following the completion of the entire infrastructure, allowing any investor to purchase land and begin implementing their projects immediately.

He added that the NC offers diverse activities, such as cooling plants, which represent promising investment opportunities, as well as major entertainment projects, most notably the "Green River," which is now ready for operation.

Abbas emphasized that participation in the exhibition reflects the continuous development witnessed by the NC year after year, as well as the seriousness and commitment to implementing projects. This demonstrates that they are not merely theoretical plans, but rather initiatives executed to the highest standards.

Regarding project implementation rates, Abbas indicated that they are experiencing rapid growth. The exhibition represents an ideal opportunity to showcase the initial outputs of phase 2 and engage with developers and investors to understand their requirements, ensuring they are met in the upcoming phases.

He also expressed pride in the success of the NC project, emphasizing that it has become the headquarters of state administration, housing all its institutions. The recent hosting of the Arab Summit is a major event that demonstrates the NC's readiness to host significant gatherings in record time.

Abbas pointed to the substantial progress made in implementing the water station in the capital, explaining that it is a massive investment project costing approximately EGP 40 bn and is expected to be completed by the end of this year. He also revealed future plans to offer more land to investors and real estate developers in the near term.

Regarding ways to attract local and international investors, Abbas emphasized that the developments taking place in the NC are now clear to all, along with the facilities the company provides to investors, such as issuing licenses through a unified authority. This enhances the NC's attractiveness compared to other regions, encouraging investors to choose it as their preferred destination for projects.

As part of ACUD's commitment to sustainability, he explained that the NC was designed to be smart, sustainable, and green, relying on solar energy for 30% of government buildings and 50% on the roofs of residential buildings. Sustainability plans also include water reuse through a wastewater treatment plant under construction, with more than 15 sqm of green space allocated for each citizen.

Abbas pointed out that the NC aims to reduce water waste, currently at 27%, to only 7% to 10%, reflecting the project's commitment to sustainability and environmental efficiency standards.

He added that the NC is managed through a unified smart control center, along with another center in cooperation with the Ministry of Interior, to ensure the highest levels of safety and rapid response to emergencies, whether they are security-related, health-related, or concerning fire services.

Regarding the development of the transportation system, Abbas revealed a comprehensive plan to integrate modern transportation systems and connect the New Capital with Greater Cairo. He noted the presence of an advanced transportation network, which includes the capital's own internal transportation company, as well as the operation of the electric train in cooperation with the Ministry of Transportation.

He also mentioned that the monorail project is nearing completion, representing a significant addition that will strengthen the connection between the capital and Greater Cairo.

Additionally, Abbas stated that the NC will benefit from the high-speed train project, scheduled for completion early next year. This project will provide an integrated network connecting major cities such as Cairo, Giza, Nasr City, and 6th of October City, enhancing the efficiency of public transportation and achieving integration between various urban areas.

CELEBRATING



CELEBRATING 8 YEARS OF INSIGHTFUL REAL ESTATE COVERAGE

As we celebrate Invest-Gate's 8th anniversary, we would like to extend our heartfelt thanks to our dedicated readers, partners, and industry stakeholders who have supported us throughout this journey. Your continued engagement has been the driving force behind our commitment to delivering accurate, timely, and insightful coverage of Egypt's real estate market.

Since our launch, our mission has been to stay ahead of the curve. Invest-Gate has worked tirelessly to provide comprehensive updates on market developments, track key trends, and highlight the evolving dynamics of the real estate sector. Our mission has always been to serve as a reliable source of knowledge and analysis for industry professionals, investors, and enthusiasts alike.

This year marked a major milestone with the launch of the **Invest-Gate ACE Awards 2024**, an Invest-Gate first. The event celebrated innovation and excellence in real estate, honoring leading developers and pioneers who have contributed significantly to the industry.

Over the past eight years, we have proudly hosted around **25** roundtable discussions, bringing together top executives, developers, and policymakers to exchange ideas and shape the future of the sector. We have also published **41** in-depth analytical reports, backed by credible data and detailed market insights, offering a deeper understanding of challenges and opportunities.

Our efforts include the release of **87** editions of the Invest-Gate magazine, each issue covering a wide array of topics that reflect the pulse of the real estate landscape. Additionally, we have issued **56** editions of our Market Watch, a specialized brief that shows key figures, trends, and strategic insights shaping the sector today.

Since 2017, we have consistently published our bilingual newsletter in both Arabic and English, ensuring wide access to the most important updates and developments in the real estate sector. In 2019, we introduced a dedicated Arabic weekly edition to better serve our local readership. This year, we took a significant step forward by revamping the newsletter's structure enhancing its content, layout, and delivery to provide a more engaging and streamlined reading experience. Additionally, our website remains fully bilingual, available in both Arabic and English, reflecting our ongoing commitment to accessibility and inclusivity.

As we look ahead, Invest-Gate remains committed to being the go-to platform for real estate intelligence in Egypt. We promise to continue delivering high-quality content that empowers our audience with knowledge and drives informed decision-making.

Thank you for being part of our journey. Here's to many more years of growth, innovation, and impact.



CO-LIVING & CO-WORKING SPACES: A NEW TREND IN REAL ESTATE SECTOR?

BY **ABDALLH GAMAL**

In an era where the boundaries between personal and professional lives are increasingly blurred, co-living and co-working have emerged as innovative solutions to modern urban challenges. These models integrate living and working spaces, catering to the evolving needs of digital nomads, remote workers, and urban dwellers seeking flexibility, community, and affordability. Their growing popularity is reshaping global real estate markets, driving demand for mixed-use developments and transforming traditional investment strategies.

The economic impact of this trend is substantial. According to a 2024 report by the Global Co-working Unconference Conference (GCUC), the co-working industry contributes over \$26 bn annually to the global economy. As demand for flexible spaces rises, developers and investors are increasingly focusing on hybrid environments that blend residential and professional facilities, further driving the transformation of urban landscapes.

Understanding Co-Living and Co-Working

Co-living refers to shared living arrangements where individuals have private rooms but share communal spaces, amenities, and resources.

Typically, residents have private bedrooms but share common areas such as kitchens, lounges, and workspaces. This model fosters a sense of community, encourages collaboration, and often includes shared values or interests among residents. In 2024, the global co-living market was valued \$7.82 bn and is projected to grow at a CAGR of 13.5% through 2030. While initially popular among millennials and young professionals, co-living is increasingly attracting older adults, including baby boomers and retirees, seeking community and social interaction.

Co-working, by contrast, provides shared workspaces where individuals from diverse professional backgrounds collaborate in a communal



setting. These spaces provide essential office amenities, foster networking opportunities, and promote a collaborative atmosphere. As of 2024, there are nearly 41,975 co-working spaces worldwide, serving a mix of freelancers, entrepreneurs, and small businesses.

The Rise of Integrated Co-Living and Co-Working Spaces

The integration of co-living and co-working spaces—often termed "coplaces"—has gained momentum as a response to the increasing demand for flexible and community-oriented lifestyles. These hybrid spaces allow residents to live and work under the same roof, eliminating commutes and improving work-life balance. The COVID-19 pandemic accelerated the adoption of remote work, further fueling demand for such integrated environments. As remote work became the norm, individuals sought living arrangements that could accommodate both their personal and professional needs, leading to the proliferation of co-living and co-working spaces worldwide.

The appeal of these spaces extends beyond digital nomads to startups, freelancers, and even corporate teams looking for dynamic environments to foster creativity and efficiency. Real estate developers and urban planners are increasingly recognizing the potential of these models to reshape modern urban living. In the United Kingdom, the co-living sector has grown significantly, with London accounting for 82% of the total UK market—highlighting strong urban demand for integrated living solutions.

Impact on Real Estate Demand

The rise of shared living and working spaces is reshaping urban real estate dynamics, influencing demand for residential and commercial properties in several ways:

1. Increased Demand for Mixed-Use Developments

Real estate developers are increasingly focusing on hybrid residential-commercial properties that cater to the lifestyle needs of modern professionals. Traditional office spaces and rental apartments are being transformed into flexible, multi-use environments that blend work and living functions. This trend is particularly evident in global cities where high real estate costs and limited space drive the need for efficient land use. For instance, co-working spaces now occupy approximately 5% of office space in major metropolitan areas, up from 2% five years ago.

2. Urban Revitalization & Adaptive Reuse

Many co-living and co-working spaces are established within repurposed buildings, particularly in historic city centers. The conversion of underutilized office spaces, hotels, and industrial buildings into community-driven living and working environments is revitalizing urban districts. This adaptive reuse approach aligns with sustainable development goals, preserving architectural heritage while meeting modern demands.

3. Changing Rental & Property Ownership Trends

The popularity of co-living reduces the demand for traditional long-term rental housing, as many professionals and digital nomads prefer the flexibility of short-term, all-inclusive accommodations. For commercial real estate, co-working spaces provide an alternative to conventional office leasing, with businesses opting for pay-as-you-go models rather than committing to long-term leases. This shift is prompting property owners to rethink leasing strategies and develop more adaptable rental models. Notably, the number of co-workers worldwide has surpassed 5 mn, reflecting the rising demand for flexible work environments.

4. Potential Challenges for Real Estate Markets

While the trend is promising, it also presents challenges. Regulatory frameworks in many cities are not yet fully adapted to co-living and co-working developments, leading to zoning restrictions and legal uncertainties. Additionally, cultural acceptance varies, with some regions more open to communal living than others. Infrastructure requirements, such as high-speed internet and shared facilities, also play a crucial role in determining the success of these spaces. Furthermore, the rapid expansion of co-working spaces poses challenges to traditional office leasing models in the commercial real estate sector.

Co-Living & Co-Working Spaces in Egypt

The concept of integrated co-living and co-working spaces in Egypt is still emerging but has strong potential, particularly in Cairo. Downtown Cairo's revitalization, driven by initiatives like the Khedival Cairo Development Project, is transforming historic buildings into modern, multi-purpose spaces.

This trend, along with heritage restoration efforts, creates opportunities for integrated co-living and co-working spaces. Repurposing historic buildings for hybrid use could attract young professionals and startups, reshaping Cairo's urban landscape while preserving its architectural heritage.

Simultaneously, the demand for co-working spaces is rising. Egypt accounts for 27% of co-working spaces in North Africa, ranking second in the region. Popular spaces like, MQR Heliopolis, and Startup Haus Cairo cater to a growing workforce of freelancers and entrepreneurs. The total number of co-working spaces in Cairo has steadily increased, indicating a shift toward flexible work environments.



THE IMPACT OF YOUTH PREFERENCES ON SHAPING THE REAL ESTATE MARKET

BY **YOMNA TAMER KHATER**

TRANSLATED BY **MONICA WILLIAM**

Understanding real estate statistics, preferences, trends, and behaviors associated with different generations is essential to uncover the diverse needs and priorities shaping the housing market. The age of the buyer significantly influences their housing preferences, and generational differences play a major role in creating new trends and behaviors within the market.

According to the official population clock of Egypt's Central Agency for Public Mobilization and Statistics (CAPMAS), the population of Egypt reached approximately 107 mn in April 2025. Furthermore, CAPMAS states that the average number of youth (aged 18–29) is around 21.1 mn (51.9% males and 48.1% females), representing about 19.9% of the total population. According to the Ministry of Planning and Urban Development, individuals under 44 years of age constitute about 60% of the population. Amid changes in demographic structures globally and locally, the youth category (aged 18 to 44), including Millennials and

Generation Z, is imposing a different pattern of housing demand in terms of unit size, location, and financing methods.

To accurately analyze the impact of youth preferences on the housing market, this generation can be divided into subgroups based on their housing needs: young professionals without children (DINKOs – Dual Income, No Kids) and young families (Early Nesters). This classification was introduced in a 2020 UK-based study titled Housing Options and Solutions for Young People, targeting those aged 20–34.

Youth Preferences in Home Buying

According to the 2025 Home Buyers and Sellers Generational Trends Report by the National Association of REALTORS (NAR), youth housing preferences depend on several factors, the most important of which include:

1. Location and Proximity to Work

Young people prefer to live near their workplaces or public transportation. Approximately 40% of Millennials consider commuting costs a “very important” factor in choosing a location. In addition, 53% of young buyers prefer to live close to their family or friends.

2. Space and Practical Design

Youth are less interested in large spaces and more focused on practical design. They tend to favor medium or small-sized homes that suit their independent lifestyles or the early stages of marriage.

3. Condition of the Property

Many buyers aged 26–34 prefer move-in-ready homes that are well-prepared, as these offer comfort and stability without requiring renovation. Studies show that 64% of these buyers consider the quality of the property and the surrounding area to be the most influential factors in their decision-making.

4. Technology and Search Methods

While real estate agents remain a preferred option due to their expertise, digital tools now play a central role. Around 31% of young people find AI useful during the home-buying process, and 41% use social media platforms such as Facebook, Instagram, and TikTok to search for homes, follow trends, and interact with agents.

5. Financing

Despite relatively high income levels in the U.S., housing prices are also elevated. Many young buyers have had to cut back on entertainment and non-essential goods to save for down payments. Around 60% of young buyers indicated that finding a suitable home at an affordable price was the biggest challenge in their home-buying journey.

The Impact of Youth Preferences on the Real Estate Market and Housing Supply

1. Change in Types of Units Offered

Amid rising real estate prices and living costs, small apartments and studios have become more practical options for developers to offer. Many young people live alone or with a partner without children, making large spaces unnecessary and financially burdensome due to maintenance and utility costs. The growing trend of “minimalist living” has also contributed to the preference for smaller but more efficient spaces.

2. Direct Impact on Real Estate Locations

Due to youth preferences for housing near transportation hubs—40% of Millennials consider commuting costs highly important—property prices have increased in urban areas close to transit stations, universities, and workplaces, while demand has decreased in isolated locations unless these are well-developed and connected to services.

3. Shift in Marketing Methods

Developers are now required to market properties online and via social media. According to the 2024 Future of Real Estate Report

by RE/MAX and Canvas8, 41% of young generations (Millennials and Gen Z) use platforms such as Facebook, Instagram, and TikTok to search for real estate and follow market trends. The use of virtual reality (VR) to showcase properties has also become a real competitive advantage.

4. Changes in Payment Methods

Many young people face reduced purchasing power, especially due to student debt and high living costs. As a result, they are pressuring the market (developers) to provide innovative solutions for high housing prices. This includes shared ownership; studies show that 15% of Americans have co-purchased homes with someone else to manage the high costs. Concepts like “partial ownership” and “co-housing” have become common in most European countries. In Saudi Arabia, government initiatives such as the “Sakani” program aim to enhance homeownership among young citizens. Developers have also collaborated with banks to offer installment-based payment options.

The Impact of Youth Preferences on Housing Supply in Egypt

The Egyptian real estate market possesses unique characteristics that distinguish it from regional and international markets, yet it shares important commonalities. Global demand patterns, such as increased reliance on smart solutions and high property ownership costs, are becoming relevant locally as well.

One of Egypt’s most notable market features is the demographic weight of its youth population, which now represents the largest share and comes with significantly different needs and preferences compared to previous generations. With increasing awareness of market opportunities, exposure to global experiences through technology, travel, and education, this group has developed distinct expectations in housing—many of which align with global youth preferences.

While traditional real estate projects in Egypt once focused on spacious villas and conventional apartments, developers are now shifting toward studio units and smart apartments. This shift directly results from evolving demand among youth. Given the lower income levels among this demographic and their limited ability to fully finance homes, developers have introduced various installment plans tailored to their needs.

Additionally, the Egyptian government has launched several housing finance initiatives (e.g., the 3% and 8% mortgage initiatives) to meet the demands of young homebuyers. It has also implemented public housing projects such as Social Housing, Sakan Misr, Dar Misr, and Janna Misr to cater to a wide range of youth needs. The government is also working to improve public transportation in and around new cities to meet the desire among young people to live in affordable, well-serviced urban areas.

Conclusion

Youth have become the driving force of real estate demand. They are reshaping the market with new concepts in flexibility, design, financing, and technology. Despite ongoing economic challenges, this demographic remains a key engine of growth in real estate development. Over the next decade, their bargaining power and influence on market trends are expected to increase. They are no longer just consumers of real estate products but active partners in defining and shaping the future of the sector.

01 Updates 2024 REAL ESTATE MARKET

HOUSING FOR ALL EGYPTIANS INITIATIVE



"HOUSING FOR ALL EGYPTIANS 5" ANNOUNCEMENT



HOUSING FOR ALL EGYPTIANS FOR MIDDLE-INCOME



HOUSING FOR ALL EGYPTIANS FOR LOW-INCOME

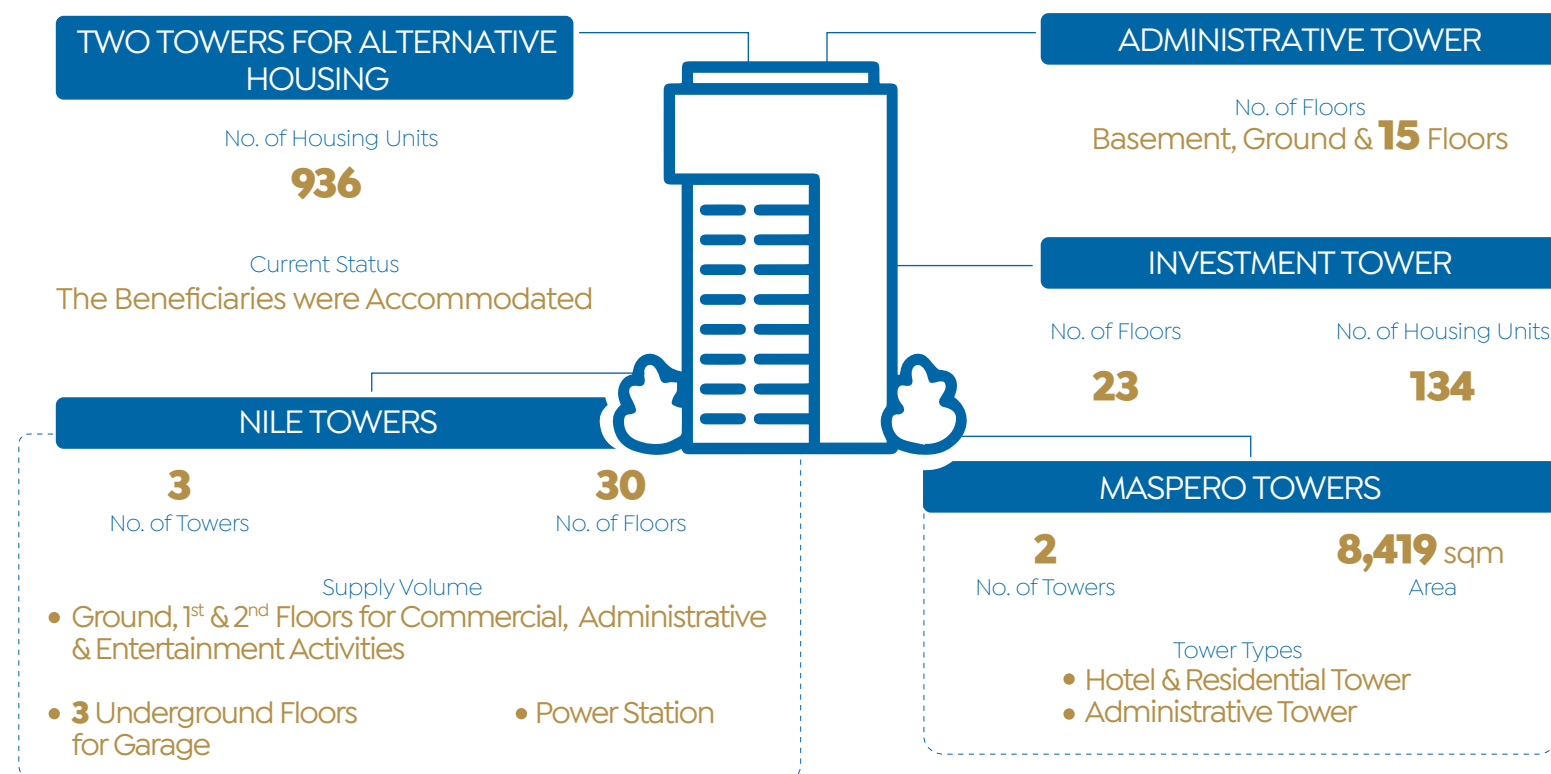


LOCAL DEVELOPMENT PROGRAM IN UPPER EGYPT



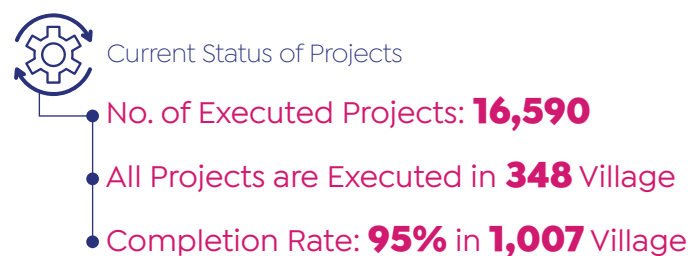
Source: Cabinet

MASPERO TRIANGLE DEVELOPMENT PROJECT



HAYAH KARIMA INITIATIVE

PHASE I



UPPER EGYPT





NEW CITIES Updates 2025



NEW CAPITAL (NC)

CENTRAL BUSINESS DISTRICT



20
NO. OF TOWERS

► CRESCENT TOWERS



4 Connected Towers
NO. OF TOWERS



Up to **64 m**
HEIGHT

► 5 RESIDENTIAL TOWERS



152-200 m
HEIGHT



1,700
NO. OF HOUSING UNITS

► 10 MIXED-USE TOWERS



80-175 m
HEIGHT

► ICONIC TOWER



400 m
HEIGHT

NEW ALAMEIN

HOUSING FOR ALL EGYPTIANS INITIATIVE



83
NO. OF UNDERWAY BUILDINGS



1,992
NO. OF UNDERWAY HOUSING UNITS

DOWNTOWN TOWERS



5
NO. OF TOWERS

03 Updates 2025

PRIVATE REAL ESTATE PROJECTS



NEW COMMERCIAL PROJECTS / 1 PROJECT

INVEST MALL

Developer: Capital Edge Developments



5th Settlement
LOCATION



1,100 sqm
AREA



18-180 sqm
UNITS AREA



NEW MIXED-USE PROJECTS / 2 PROJECTS

DISTRICT 9

Developer: Next Developments



West Cairo
LOCATION



70,000 sqm+
AREA



EGP 1 bn+
INVESTMENTS



**Commercial, Administrative,
Entertainment & Sports Spaces**
UNIT TYPES

NORM SPACES

Developer: Mazaya Developments



MU23, NAC
LOCATION



6,700 sqm
AREA



Starting-> 60 sqm
RESIDENTIAL UNITS AREA



**3 Underground, Ground
& 9 Floors**
NO. OF FLOORS



60
NO. OF HOTEL-STYLE
RESIDENTIAL UNITS



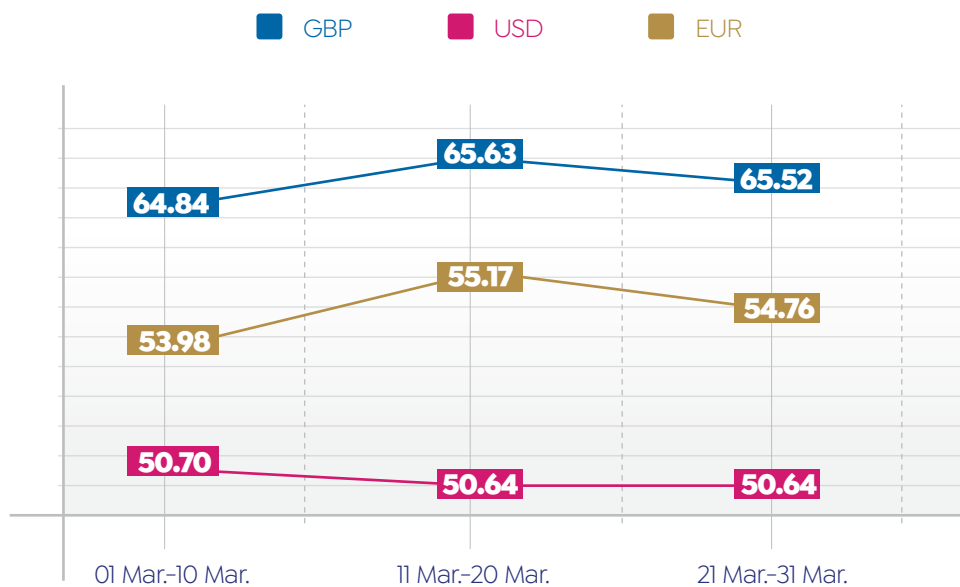
Q3-2025
CONSTRUCTION DATE



Updates 2025

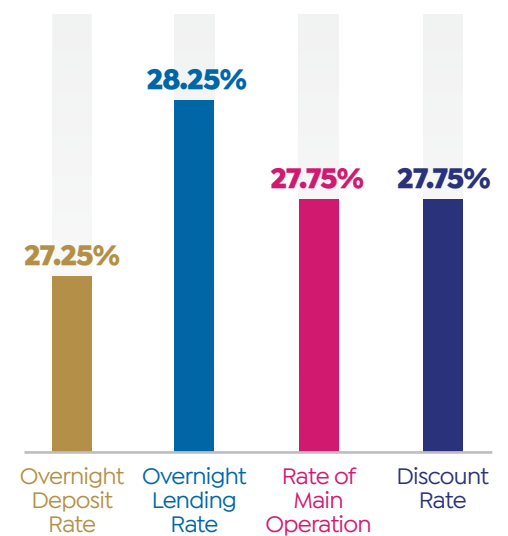
ECONOMIC SNAPSHOT

EXCHANGE RATES

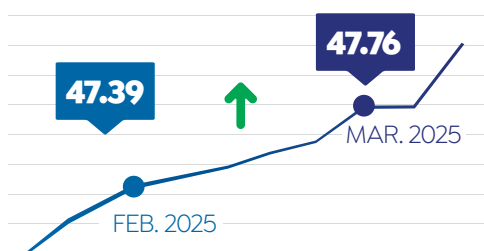


INTEREST RATES

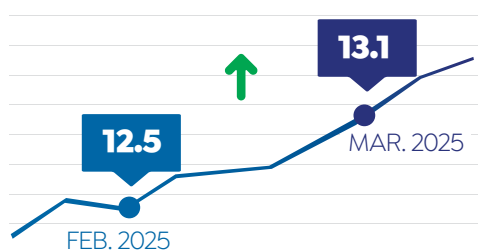
* MPC Meeting was Held on Feb. 20, 2025



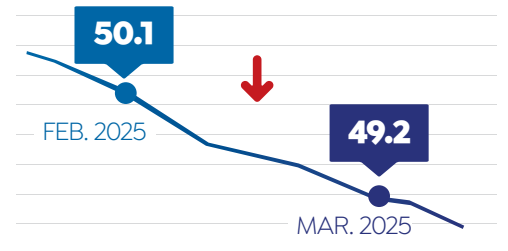
NET INTERNATIONAL RESERVES (USD BN)



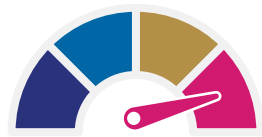
ANNUAL HEADLINE INFLATION RATE (%)



PURCHASING MANAGERS' INDEX (PMI)



EGYPT CREDIT RATING



RATING

Caal

MOODY'S

OUTLOOK

Positive

B-

S&P GLOBAL

Positive

B

FITCH

Stable

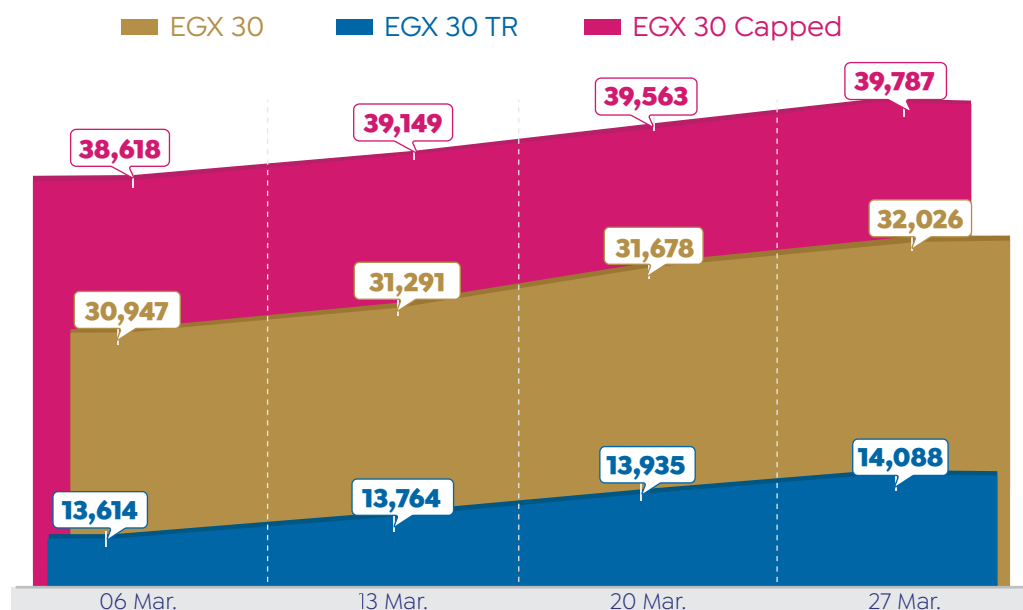
* According to Last Review Date on Feb. 19, 2025

* According to Last Review Date on Oct. 18, 2024

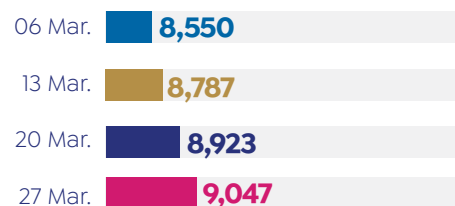
* According to Last Review Date on Nov. 01, 2024

Source: CBE, CAPMAS, Moody's, S&P Global & Fitch

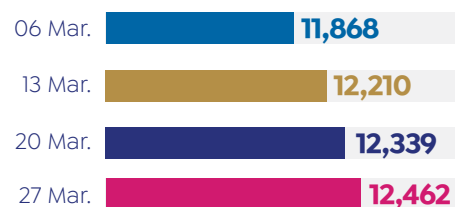
EGX INDICATORS



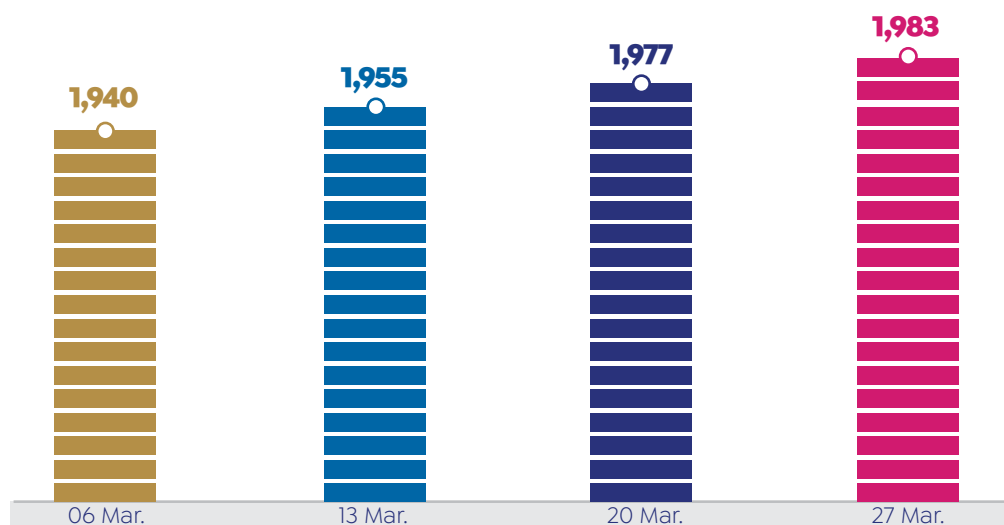
EGX 70 EWI



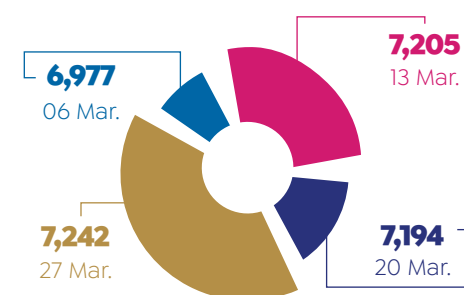
EGX 100 EWI



T-BOND



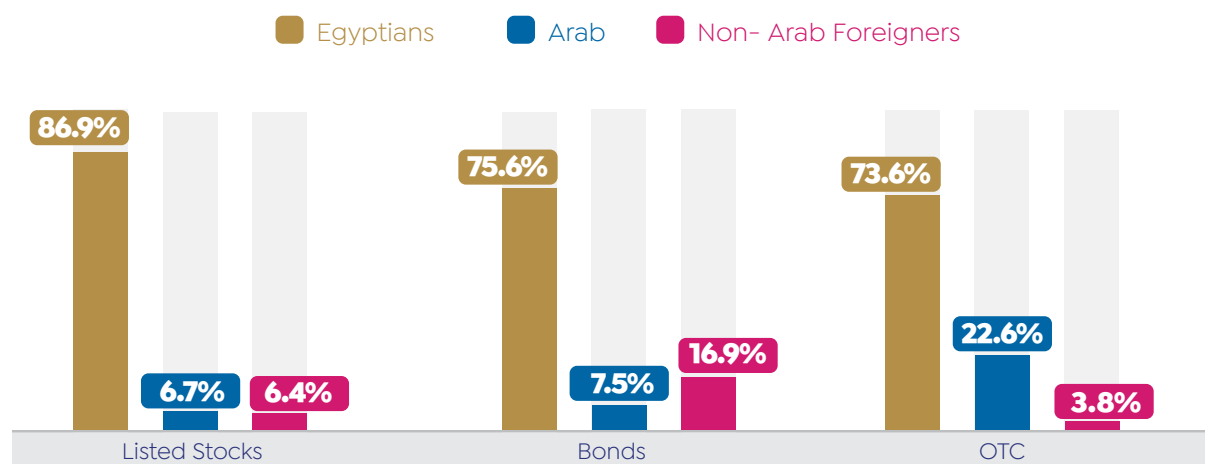
SP/EGX ESG



TAMAYUZ



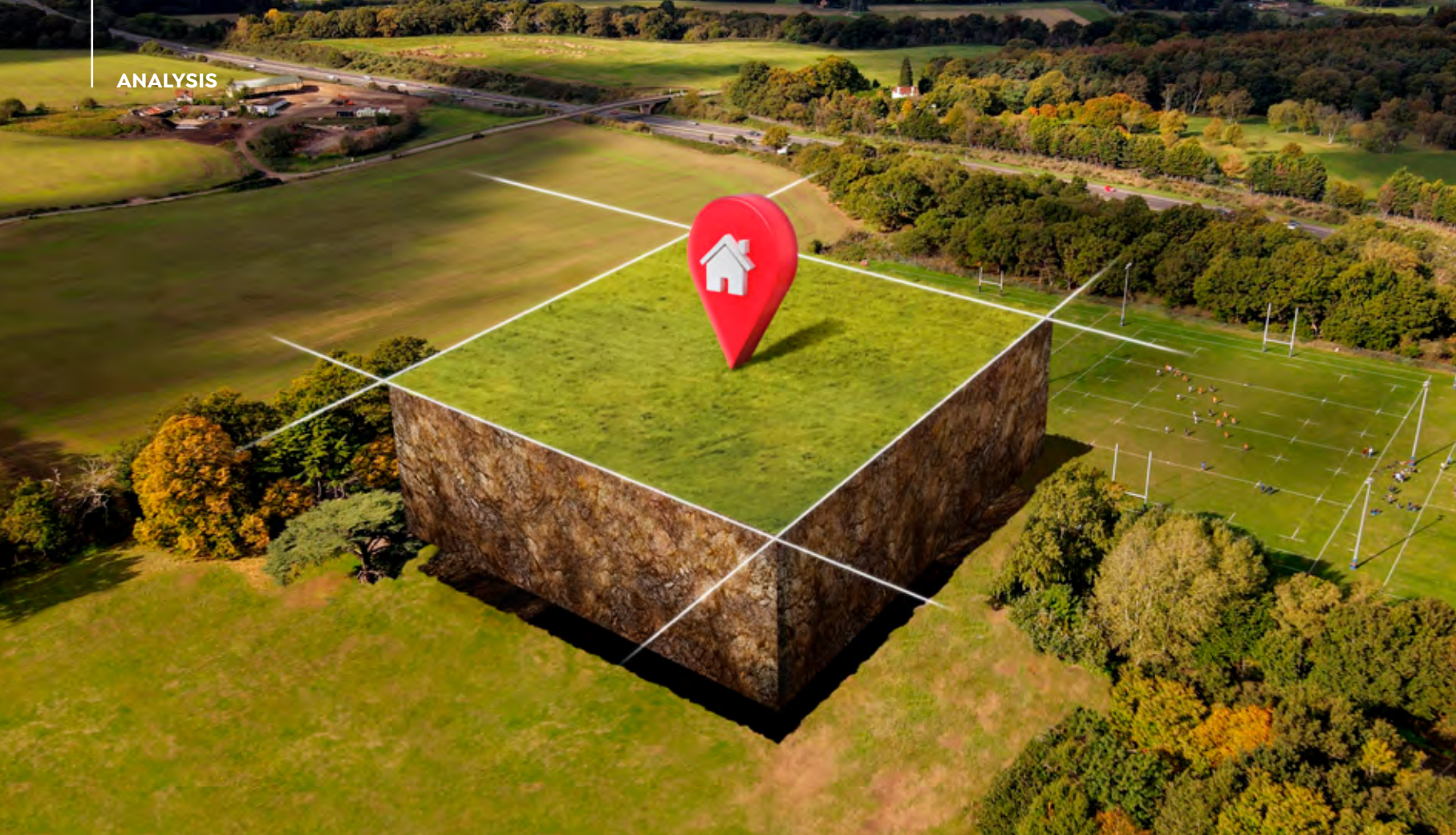
TOTAL INVESTORS' TRADING ACTIVITIES BY MARKETS DURING MAR. 2025 (INC. DEALS)*



* Total Buy + Sell



FOR ACCESS TO FURTHER
IN-DEPTH ANALYSIS
PLEASE SCAN



SHIFTS IN INVESTORS' BEHAVIOR TOWARD GATED COMMUNITIES

BY **HEBA GAMAL**

TRANSLATED BY **MONICA WILLIAM**

Investing in real estate is undoubtedly one of the most significant decisions, often requiring careful consideration and comparison between cities and neighborhoods to choose the most suitable location. Recently, Egypt's real estate market has emerged as a preferred destination for investment. In 2023, the sector contributed approximately 20% to the country's GDP, with property demand increasing by 10–12%.

Looking ahead, Egypt's projected GDP growth of 4.8% in 2025 reflects continued momentum across real estate markets in the Middle East and Africa. This growth is being fueled by rapid economic diversification, transformative infrastructure initiatives, and a growing emphasis on digital connectivity.

With rapid development occurring in both new and established cities, the decision between purchasing a property in a new urban center versus an older one can be a complex choice. Each offers unique advantages tailored to different lifestyles and investment goals.

The Rise of Gated Communities

Real estate trends reveal a growing demand for gated communities, especially in urban areas where security, privacy, and access to amenities are top priorities for homebuyers. This demand has led to increased development of such communities, as developers focus on offering a broad range of facilities and green spaces to attract residents. The rise of remote work during the COVID-19 pandemic has further amplified interest in gated communities, with many

seeking more spacious and comfortable living environments that offer leisure amenities.

This report explores the evolution of gated communities in Egypt, the pros and cons of buying property in new cities versus older ones, and the key factors investors should consider when choosing the right investment. It also discusses the outlook for gated communities.

Understanding the Development of Gated Communities

Gated communities began to appear in the 1980s as a response to changing social, cultural, and economic dynamics. Initially established as secondary homes in coastal areas, they later spread to major Egyptian cities such as New Cairo, 6th of October City, and Sheikh Zayed.

Over the past two decades, these communities have seen rapid expansion, becoming a central feature of new urban development on the outskirts of Greater Cairo. Many Egyptians have moved to these areas in pursuit of better living standards. However, some still prefer central city locations due to their proximity to well-known districts.

Advantages of Owning Property in New Cities

- **Modern Infrastructure:** New cities offer advanced infrastructure, including integrated transportation systems and modern road networks. For example, the New Capital features a comprehensive transport network and state-of-the-art facilities.
- **Future Growth Potential:** These cities often come with flexible payment plans and high potential for property value appreciation as demand grows.
- **Contemporary Lifestyle Services:** Wide green spaces, pedestrian zones, and recreational areas are common features, as seen in New Alamein City, which combines luxury living with coastal charm.
- **Planned Urban Design:** Master-planned layouts ensure a balance between residential, commercial, and recreational areas.

Challenges Facing New Cities

- **Distance from City Centers:** Some new cities are far from business hubs and vital areas, making commuting challenging daily.
- **Incomplete Development:** In early phases, some new areas may lack schools, hospitals, or shopping centers.
- **Market Uncertainty:** Despite high potential, emerging markets may take time to stabilize.

Advantages of Properties in Older Cities

Older cities like Cairo, Alexandria, and Giza are known for their rich history and well-established communities. These areas offer reliable infrastructure and services that have been serving residents for decades.

Central Location: Properties are often close to commercial areas, schools, and entertainment venues—Downtown Cairo, for instance, is near key attractions and business centers.

Established Communities: These cities offer a familiar environment with strong community ties and a distinctive cultural atmosphere.

Proven Investment: High and stable demand makes property investments in older cities reliable.

Developed Public Transport: Extensive networks including metro lines and public buses.

Drawbacks in Older Cities

- **Aging Infrastructure:** Many older areas face issues like traffic congestion, outdated utilities, and high population density.
- **Limited Green Spaces:** Heavy urbanization leaves little room for parks or open areas.
- **Higher Property Prices:** Premium locations in older cities often come with higher purchase costs.

New Cities vs. Older Cities: Which is the Better Investment?

Choosing to invest in a property within a gated or smart community is a global trend, now increasingly prominent in Egypt. Buyers are increasingly drawn to the promise of luxurious and convenient lifestyles.

Egypt offers a wide range of housing options developed by leading real estate firms, outfitted with the latest technologies. Ultimately, the right choice depends on individual priorities.

New cities and gated communities are generally more affordable initially but tend to appreciate significantly over time, offering high rental returns in the future. Since 2020, rental rates have increased by about 87%. In contrast, older cities command higher property prices due to strong demand and limited land for new projects.

Major Investments in New Cities: 2014–2023

Between 2014 and 2023, a total of EGP 1.3 trillion was invested in new urban areas. Of this, EGP 975 bn (75%) was allocated to fourth-generation cities, and EGP 325 bn (25%) to upgrading earlier generations of cities.

Since 1978, total investment in new urban communities has reached EGP 1.364 trillion—just EGP 64 bn was spent in the 36 years up to 2014 (annual average of EGP 1.8 bn), compared to EGP 1.3 trillion in just nine years from 2014 to 2023 (annual average of EGP 144 bn).

Future Outlook for Gated Communities in Egypt

Gated communities have become a popular real estate investment option, offering higher returns and lower vacancy rates than traditional properties. Their rising popularity has also boosted property values within these developments, making them attractive to both homebuyers and investors. However, the long-term sustainability of these communities depends on managing economic fluctuations and adapting to evolving consumer preferences.

Major cities like Cairo and Alexandria continue to expand, supported by government initiatives aimed at developing new urban areas, including more gated communities. Projects like the New Capital are prime examples.

According to Egypt's Minister of Housing, Utilities, and Urban Communities, Sherif El Sherbini, Egypt's inhabited area currently stands at 14% of its land, with a target to increase this by 2% between 2025 and 2026. This will be achieved through ongoing development of 22 existing cities and the construction of 38 fourth-generation cities, including New Alamein, New Mansoura, and the New Capital.

Shifts in Consumer Behavior Toward Urban and New Projects in 2025

Real estate experts affirm that government efforts to enhance the investment climate are bearing fruit, with increased foreign direct investment boosting confidence in Egypt's real estate sector. Improved economic and market conditions have made Egypt an appealing destination for both local and international investors seeking long-term growth and stable returns.

Egypt offers an attractive mix of high rental yields, business opportunities, cultural richness, and modern amenities—including diverse educational options in its urban hubs. Additionally, historic and cultural appeal in Cairo and coastal developments draw international investors looking for vacation homes or retirement options, particularly in 2025.

In conclusion, the future of gated communities will be shaped by urban expansion, technological advancement, and evolving lifestyles. Their success, however, hinges on achieving sustainable and integrated development—an essential element for attracting foreign currency and driving economic growth.



THE RISE OF MIXED-USE DEVELOPMENTS SHAPING THE FUTURE OF EGYPTIAN CITIES

BY **Wael Hossam El Din**

In recent years, Egypt has seen a steady uptick in mixed-use developments, particularly in major cities like Cairo and its growing suburbs. These developments combine residential, commercial, and recreational elements into single projects, creating self-sufficient urban hubs. With rising pressure on existing infrastructure, these projects are becoming central to the future of urban planning in Egypt.

Government Initiatives and Urban Planning

Egypt's Vision 2052 urban development plan aims to double the country's inhabited land area and ease the strain on overcrowded urban centers. This strategy involves building a network of new cities that combine integrated infrastructure with efficient land use. The New Capital (NC) is a key example. Designed to ease congestion in Cairo, the NC includes government buildings, residential districts, commercial zones, and cultural institutions. It serves as a working prototype of how mixed-use developments can address urban sprawl while boosting economic activity.

To further support these ambitions, the Housing Ministry has announced plans to allocate new plots for mixed-use and industrial developments in cities like New Alamein. These plans include 50,000 housing units for low-income individuals and youth, and another 50,000 units for middle-income groups.

The government's construction of 1.4 mn housing units, with investments reaching EGP 607 bn over the past nine years, also highlights the scale of its commitment to urban transformation. These efforts focus not only on social housing but also on relocating residents from informal settlements to better-planned environments.

The Private Sector Steps Up

The private sector is actively contributing to this wave of urban redevelopment. According to the American Chamber of Commerce in Egypt, mixed-use developments are now considered more than a trend—they're an evolving standard. Below are several noteworthy projects currently in progress:

- **Attracta in El Shorouk City:** Launched by Egyptian Developers, this project is part of a broader strategy to expand the company's investment portfolio to EGP 20 bn within five years.



- **Golden View Developments in New Cairo:** A mixed-use project targeting EGP 4 bn in sales.
- **Kandeel Developments' South Academy Project:** Offers commercial, administrative, and medical units in New Cairo.
- **AD Developments:** Plans to launch two mixed-use projects in West Cairo in the first half of 2025, with a total investment of EGP 2.5 bn.
- **Mazaya Developments:** Preparing a new East Cairo development in late 2025, complementing its four existing projects in the NC.
- **Innovo Group's Park Street Edition:** Combines commercial, residential, and wellness-focused components in New Cairo.
- **Jawad Developments' Val Plaza Mall:** Construction is nearly complete, with units scheduled for delivery in early 2026.
- **Mass Developments:** Developing a mixed-use project valued at more than EGP 22 bn on a 30,600 sqm plot in New Cairo.
- **Olive Tree Development's Oro New Capital:** Strategically located between the Diplomatic and Investors' Districts in the NC, this project includes a mosque, clubhouse, and mall.
- **Squares Developments:** Announced plans to enter the Egyptian market in 2025 with a massive EGP 50 bn investment strategy.

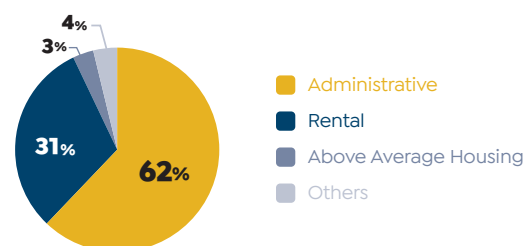
According to AmCham, mixed-use developments have the potential to boost foot traffic by up to 50%, increase occupancy rates in commercial zones, and reduce transportation costs for residents. Such benefits are a driving factor behind both local and foreign investments in this sector.

Market Trends: Office and Retail Spaces in Flux

According to Mordor Intelligence, Egypt's commercial real estate market is projected to reach a value of USD 9.4 bn by the end of 2024, with a five-year compound annual growth rate (CAGR) of 10.2%. By 2029, the market is expected to be worth USD 15.3 bn. As of mid-2024, the sector attracted 535 private companies, with EGP 13.9 bn (USD 292.3 mn) in investments. Egyptians accounted for 65% of this total, followed by Arab (31%) and non-Arab foreign investors (4%).

PRIVATE INVESTMENTS IN REAL ESTATE (AS OF JUNE 2024)

Total Value: EGP 13.9 billion (USD 292.3 million)



Source: General Authority for Investment & Free Zones (GAFI)

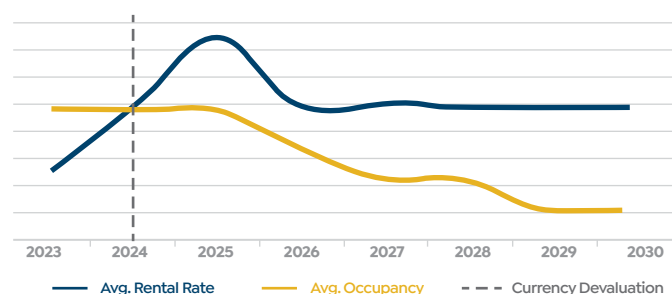
Office Space Evolution

The office real estate segment, especially in Cairo, continues to evolve. The pandemic shifted preferences toward more agile, flexible spaces, coupled with increasing demand for sustainable work environments. According to JLL, 2023 and early 2024 saw a modest revival in the office market, with growing interest from companies seeking smaller spaces and higher-quality fit-outs—particularly in New Cairo.

In 2023 alone, 136,000 sqm of gross leasable area (GLA) was delivered, increasing total office stock to around 2 mn sqm. H1 2024 saw a further 24,500 sqm delivered, with another 540,000 sqm anticipated by year-end. Most of these upcoming completions are in the New Capital's Central Business District, with the remainder located in New Cairo and Giza.

A report by EMC Real Estate forecasts rising rents following the March 2024 currency float, although stabilization is expected by 2026. That said, occupancy rates may decline in Cairo's western suburbs as businesses continue relocating to the NC.

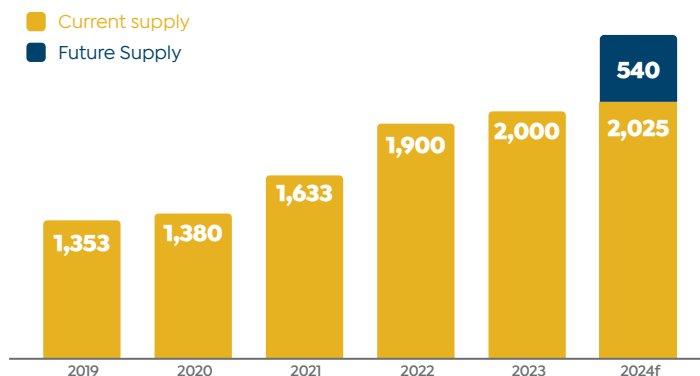
OCCUPANCY AND RENTAL RATE FORECASTS FOR GREATER CAIRO



Source: EMC Real Estate Research

Global operator IWG has capitalised on this shift, announcing 15 new flexible office locations in 2024 across Greater Cairo and the North Coast through partnerships with Arabella, Premier Group, and Majid Al Futtaim. Projects include Regus and Spaces branches in New Cairo, Sheikh Zayed, Sixth of October, and even Egypt's first airport-based workspace at Cairo International Airport.

PRIME OFFICE SUPPLY IN CAIRO (GLA `000 SQM)



Source: JLL

However, affordability remains a sticking point. High land prices and construction costs often result in final unit prices that are out of reach for a large segment of the population. Developers and policymakers are still working to strike a balance between commercial viability and social inclusiveness.

The New Urban Communities Authority (NUCA) has acknowledged these concerns. Policies are being reviewed to encourage more flexible zoning and introduce pricing strategies that make units in mixed-use projects more accessible to middle- and lower-income buyers.

Green Building and Sustainability

Since hosting COP27, Egypt has seen more developers commit to incorporating environmentally sustainable practices in their projects. Mixed-use developments are no exception.

Some of the key sustainability measures being explored include:

- LEED certifications for new buildings
- Energy-efficient HVAC systems
- Eco-friendly materials in construction
- Smart infrastructure and water-saving technologies

There's also a movement towards reviving traditional Egyptian architectural elements that help cool buildings naturally, which could reduce energy consumption during Egypt's intensely hot summers.

Experts stress the importance of integrating such practices from the design phase. These approaches not only reduce the environmental impact but can also lower utility costs in the long run—another way to make mixed-use living more affordable.

The Role of Mixed-Use in Urban Mobility

Traffic congestion continues to plague Greater Cairo and other major cities. Mixed-use developments have the potential to ease this pressure by minimizing the need for long-distance travel. Residents can walk to work, school, or leisure facilities, which reduces car dependency and greenhouse gas emissions.

In many projects, developers are prioritizing pedestrian-friendly layouts and bicycle infrastructure. Some have even allocated space for shuttle bus stations or electric vehicle charging hubs. These features align well with Egypt's broader goals of improving urban mobility and reducing pollution.

Positive Outlook Despite Hurdles

As Egypt's urban population grows—it is expected to reach 60% of the total population by 2040—the demand for integrated living spaces is likely to increase. The AmCham report highlights that demand for mixed-use spaces grew by 17% between 2021 and 2023, a strong indication of where the market is heading.

Still, the model isn't without flaws. Infrastructure readiness, rising material costs, and regulatory hurdles can slow down project timelines and inflate prices. However, the long-term potential remains strong, especially if projects can become more inclusive without compromising quality.

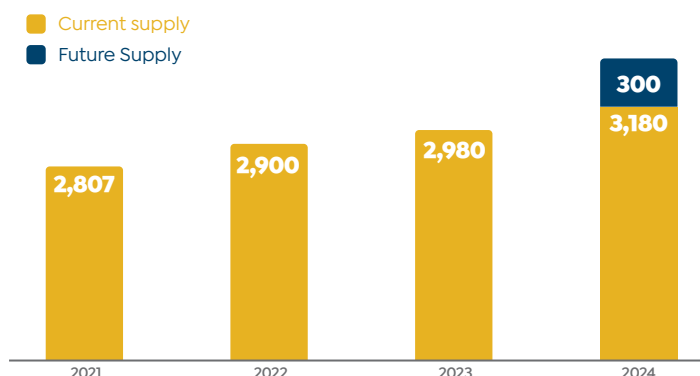
Egypt's experiment with mixed-use urbanism is still evolving. If it succeeds in balancing economic, environmental, and social factors, it could serve as a blueprint for other countries in the region facing similar urban challenges.

Retail Developments Adjusting to Consumer Behaviour

Cairo's retail sector faced significant headwinds in 2023, including inflation, currency depreciation, and weakened consumer purchasing power. Despite these challenges, JLL reports that 102,000 sqm of retail GLA was added in H1 2024, bringing total stock to 3.14 mn sqm. A further 300,000 sqm is expected by the end of the year—primarily in the form of community malls and mall expansions in New Cairo.

Rental rates in primary and secondary malls rose by 11% and 9% year-on-year, respectively. Vacancy rates, meanwhile, declined slightly—from 10% in Q4 2022 to 9% in Q4 2023. Landlords have begun adjusting rents upward to align with the post-float EGP value.

RETAIL SPACE IN GREATER CAIRO (GLA `000 SQM)



Source: JLL

To counter affordability issues, developers are increasingly turning to local brands to boost footfall and sales. These homegrown alternatives are gaining traction with cost-conscious shoppers, driving mall occupancy and helping stabilise the retail segment. This trend also aligns with Egypt's broader push for local production, supported by targeted marketing campaigns and better pricing clarity post-float.

Economic and Social Impact

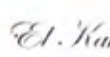
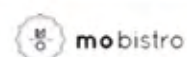
These developments are being marketed as lifestyle hubs, designed to reduce reliance on commuting by bringing amenities closer to where people live and work. This shift responds directly to the changing habits of Egypt's urban population. AmCham notes that as cities become denser, convenience has become a top priority for residents, particularly among younger demographics.

CAPITAL PROMENADE by THE PLATFORM



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AT CAPITAL PROMENADE, SHEIKH ZAYED CITY



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Ministry of Housing, Utilities & Urban Communities



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