



CARMA

# UAE Real Estate Sector Report

A short insight into the full report



1<sup>st</sup> of May – 31<sup>st</sup> of October 2023

## Introduction & Methodology

### What does the report aim to do?

In the MENA region, particularly the UAE, there is a notable surge in luxury real estate development. The CARMA UAE Real Estate Sector Report aims to highlight and analyze discussions surrounding this boom. The report will discuss key factors influencing the positioning of the top real estate companies in the UAE, using metrics like coverage, reach, and engagement. It also focuses on consumer feedback on social platforms to identify discussion drivers.



#### Entities under study

Emaar  
DAMAC  
Aldar  
Dubai Properties  
Danube



#### Media Types

Traditional Media: Online and Print Media – 1,500 articles

Social media: “X” Platform, formerly known as Twitter, LinkedIn, Instagram, TikTok, YouTube, and Facebook.



#### Market

Global



#### Languages

All languages



#### Timeframe

May 1 to October 31, 2023

### How does it aim to do it?

#### Methodology & Key Metrics

Content was collected using a selected set of keywords and search queries, focusing on top-tier media and influential social media accounts to ensure the accuracy and relevance of the gathered content. Curation focused on article sentiment, themes, presence of the CEO and 3<sup>rd</sup> party commentators. For social media analysis, 1,500 posts were curated for each industry segment with the aim of identifying sentiment and themes.

## Report sections

#### Section 1:

### UAE Real Estate Key Players

#### Section 2:

### Customer Perspectives

#### Section 3:

### The Rise of the KSA Real Estate

#### Section 4:

### Appendix - A Quantitative Overview



# Report Summary

# Key Highlights

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## **Emaar vastly overshadowed other entities on every media type**

The company's media popularity was largely boosted by its financial success and its frequent expansion plans, most notably into Saudi Arabia. Negative user feedback was thus drowned out by positive engagements.

## **Aldar was the only entity that received no complaints in the tracked period**

However, this can be attributed to the minimal attention that the company receives on its own accounts. Google searches of their X account in particular directed users to either old Aldar accounts, or subsidiary accounts that are barely active.

## **DAMAC received the most negativity and criticism**

DAMAC clients most commonly took to X to express their frustration in the company's customer service quality, the state of their properties, as well as their handover processes. Nevertheless, the company witnessed a relatively successful media presence, dominated by positive news about the corporation as a whole.

## **Danube's media performance highlighted the importance of TikTok, influencers, and key brand representatives**

Danube Group's founder played an integral role in boosting the company's media presence, as his TikTok posts' engagement accounted for 99% of the company's overall engagements.

## **Dubai Properties had the weakest media presence, boosted once by negative feedback**

Dubai Properties were minimally mentioned across all media types during the tracked period. However, the company witnessed a surge in mentions due to clients protesting against the removal of trees in its Executive Towers Park.

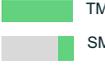


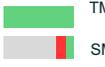
# In general, Emaar earned the most volume of mentions, reach, and engagement across all media types.

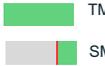
TM: Traditional Media  
SM: Social Media

In numbers, the top real estate companies in the UAE received the below media attention.

Emaar <a href="#">(page 18)</a>	13.6K <sup>TM</sup> 5.2K <sup>SM</sup>	425M <sup>TM</sup> 294M <sup>SM</sup>	50.9K		Financial Performance
	VOLUME	POTENTIAL REACH	ENGAGEMENTS		

Aldar <a href="#">(page 20)</a>	5.8K <sup>TM</sup> 6K <sup>SM</sup>	189M <sup>TM</sup> 248M <sup>SM</sup>	20.1K		Partnerships
	VOLUME	POTENTIAL REACH	ENGAGEMENTS		

DAMAC <a href="#">(page 22)</a>	3K <sup>TM</sup> 2.9K <sup>SM</sup>	85.5M <sup>TM</sup> 50M <sup>SM</sup>	20.9K		Launchings
	VOLUME	POTENTIAL REACH	ENGAGEMENTS		

Danube <a href="#">(page 24)</a>	716 <sup>TM</sup> 634 <sup>SM</sup>	21.7M <sup>TM</sup> 24M <sup>SM</sup>	38.1K		Investments
	VOLUME	POTENTIAL REACH	ENGAGEMENTS		

Dubai Properties <a href="#">(page 26)</a>	258 <sup>TM</sup> 2.8K <sup>SM</sup>	8.9M <sup>TM</sup> 7.8M <sup>SM</sup>	3K		Property Features and Amenities
	VOLUME	POTENTIAL REACH	ENGAGEMENTS		

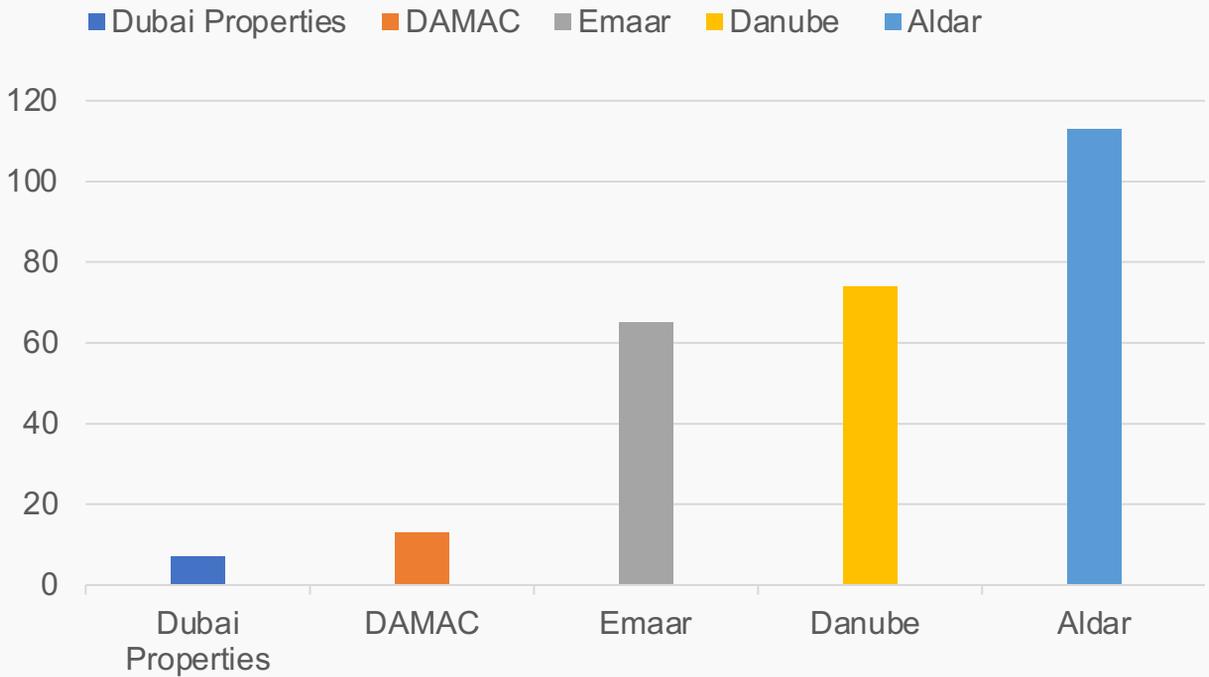
Further aspects of these numbers have been detailed in the appendix. See Links below company names.

# HOW DID CEOS INFLUENCE THE COVERAGE?



## Traditional Media

CEO visibility contributed to boosting brands' reach, positivity and global interest.



### Emaar



**28**

**different countries**

Emaar's CEO coverage led in geographic expansion

**Amit Jain**

Emaar Properties PJSC  
CEO

**65 Articles**

### Danube



**95%**

**CEO media coverage**

Danube's Founder drove the company's coverage

**Rizwan Sajan**

Danube Group founder  
& Chairman

**74 Articles**

### Aldar



**2.4M**

**potential readers**

Aldar's CEO coverage led in reach

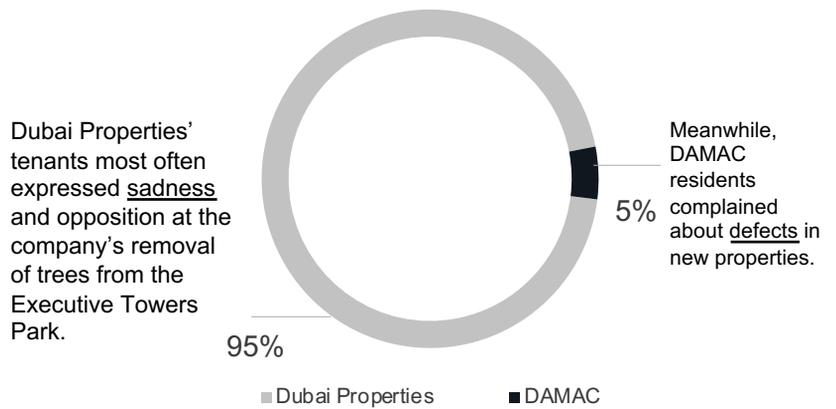
**Talal Al Dhiyebi**

Aldar properties  
group CEO

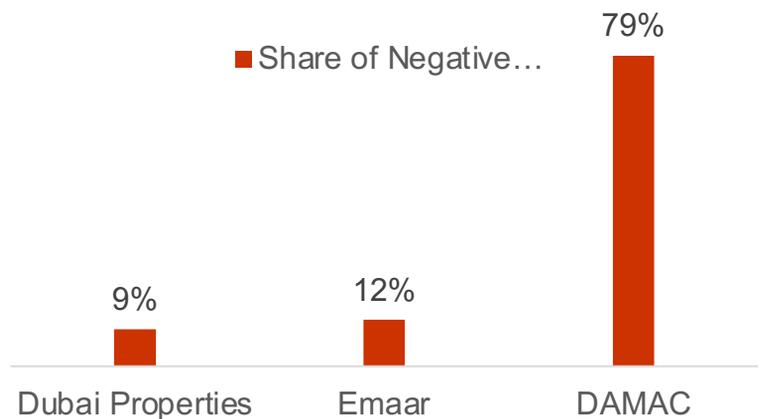
**113 Articles**

# In terms of customer feedback, clients were commonly tracked complaining about:

## 01. The quality of the property amenities



## 02. And the quality and speed of customer service procedures



**DAMAC** was consistently accused of having the worst customer service out of all the entities.



# Unlock the Full Report for Deeper Insights

Thank you for exploring the preview of our comprehensive UAE Real Estate Market Report. As you've peeked into the current trends and dynamics shaping the industry, we invite you to dive even deeper into the wealth of insights waiting for you in the full version.

## What Awaits You:

### **Developers Leading the Real Estate Boom:**

Uncover the key players in the real estate market from a media perspective. Learn about who's shaping the narrative and understand how their strategies impact the industry.

### **Consumer Sentiments:**

Gain a profound understanding of what consumers are saying about the real estate market. Discover their sentiments, preferences, and the factors that drive satisfaction or discontent.

### **Emergence of a Key Rising Player:**

Learn about the rising star that is making waves in the region's real estate landscape. Uncover the strategies and innovations that position them as a formidable force to watch, providing valuable insights for strategic planning.

## How to Access the Report:

To access the full report and unlock key insights across the industry, please reach out directly to a CARMA representative [here](#).



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A CARMA Sector Report

1<sup>st</sup> of May – 31<sup>st</sup> of October 2023 | MENA REGION