

Luxury Housing

H2 2024	An overview review of Bangkok's Luxury Housing market in H2 2024 by Knight Frank Thailand	knightfrank.co.th/research
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► **Despite overall economic uncertainties, the luxury housing market in Bangkok continues to be underpinned by a solid base of high-net-worth buyers who seek residences that align with their lifestyle needs and long-term quality of life. Demand within the 10-30 million baht price segment remains the core driver of the market, while the ultra-luxury segment maintains steady demand among niche clientele. Going forward, developers should focus on product differentiation and tailored offerings that address the specific needs of target buyers in order to ensure long-term market stability.”**

The housing market for units priced at 10 million baht and above in Bangkok and its surrounding areas continues to experience a steady increase in demand, despite the overall economic situation and tight credit conditions. High Net Worth and Ultra Affluent buyers remain the primary driving force of this market segment. Meanwhile, developers are focusing on diversifying supply in high-potential locations, such as Eastern and Western Bangkok zones, which together account for more than 50% of new supply. The emphasis is on luxury detached houses that cater to the lifestyle needs of affluent buyers, while some projects have begun to make price adjustments and offer promotions to accelerate purchasing decisions.

SUPPLY

The supply of luxury housing priced at 10 million baht and above has steadily increased from 12,349 units in 2019 to 37,775 units. From the second half of 2024 through April 2025, the continued growth of the upper-tier housing market reflects the sustained long-term demand for luxury homes. According to data on newly launched supply during this period, houses priced between 10–30 million baht accounted for a combined 78% share of the market, with the 10–20 million baht segment alone representing as much as 48%. This reflects developers’ strategy to increasingly target the mid-luxury segment to cater to buyers who, while affluent, remain sensitive to interest rates and economic conditions. In contrast, houses priced above 70 million baht represented less than 5% of new supply, indicating

that the Ultra Luxury market remains a niche segment that requires specific strategies and genuinely high-value locations to thrive.

In addition, when considering the distribution of luxury housing supply by location in Bangkok and its surrounding areas, it was found that Eastern Bangkok holds the highest share, accounting for 26% of the total supply. This reflects the popularity among developers who are focusing on locations near expressway networks, Suvarnabhumi Airport, and new commercial centers such as Rama IX – Krunghthep Kreetha – Lat Krabang. This is followed by the Western Suburb and Western Bangkok zones, which account for 21% and 20% of the supply, respectively. These areas have strong potential for large-scale low-rise

Steady Demand

Luxury housing supply has tripled since 2019, reaching over 37,000 units, with significant growth in Eastern and Western Bangkok.

Location Shifts

Outer zones -especially Eastern Bangkok (26% of new supply) - are gaining traction due to improved infrastructure, larger land plots, and accessibility to new CBDs.

Ultra-Luxury Still Niche

Due to increased supply, developers’ confidence in the Bangkok luxury housing market persisted.

Market Outlook

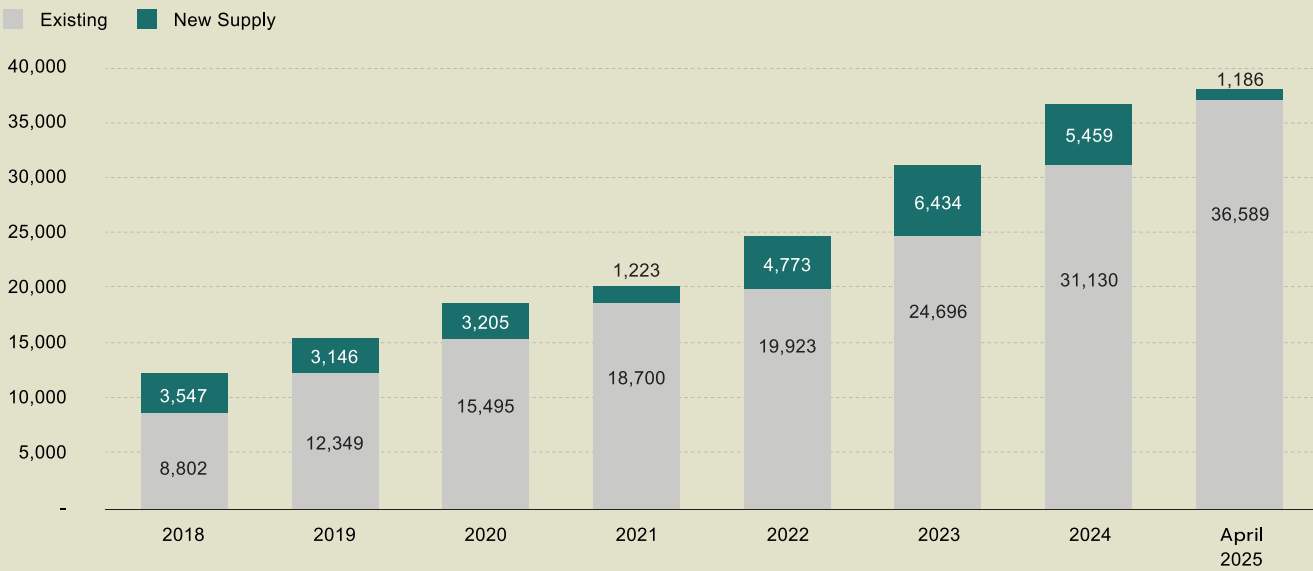
The market is expected to remain stable to cautiously expanding, with buying driven by real residential needs and lifestyle choices rather than speculation. Developers are adapting with strategic product positioning and selective launches in high-potential areas.

developments with comprehensive infrastructure and facilities. Meanwhile, the Downtown zone holds only a 3% share, reflecting the limitations in available land and high

costs, prompting developers to shift their investment focus more toward suburban areas. The zones with the least supply are the Southern Suburb and Northern Suburb, which together

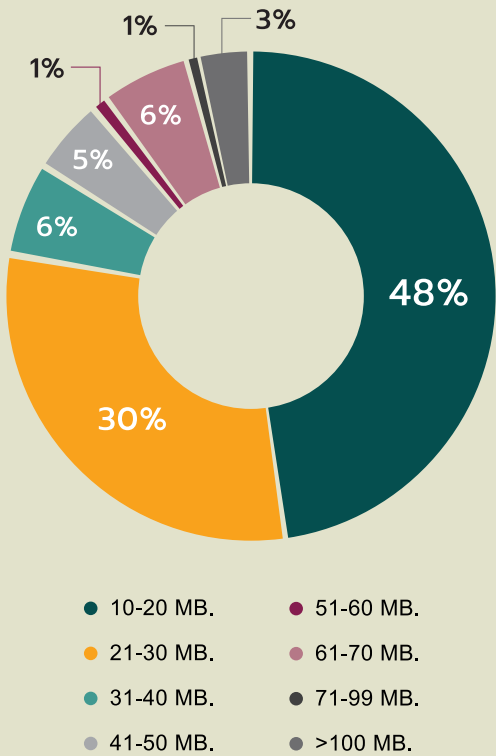
account for less than 2%, indicating that these areas are not currently the primary target for the luxury housing market.

EXISTING AND NEW SUPPLY OF HOUSES PRICED AT 10 MILLION BAHT AND UP, 2018 - APRIL 2025

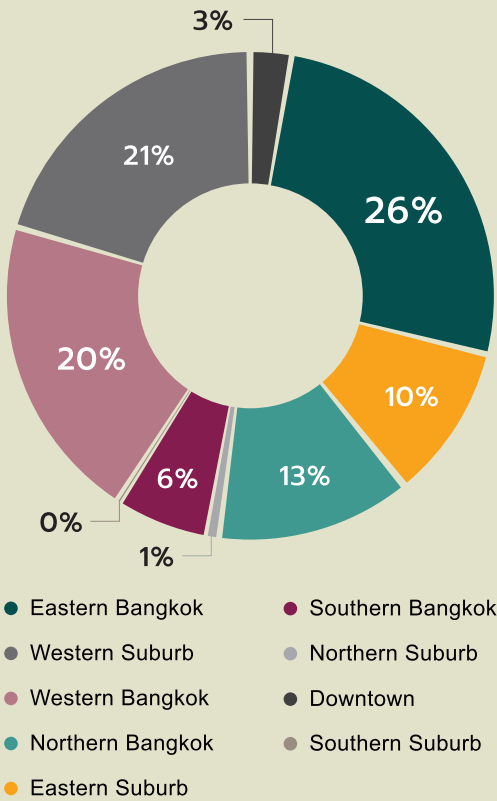


SOURCE: REAL ESTATE INFORMATION CENTER (REIC)

NEWLY LAUNCHED SUPPLY BY PRICE, AS OF APRIL 2025



CUMULATIVE SUPPLY BY ZONE AS OF APRIL 2025



SOURCE: KNIGHT FRANK (THAILAND) - OCCUPIER STRATEGY & SOLUTIONS

DEMAND

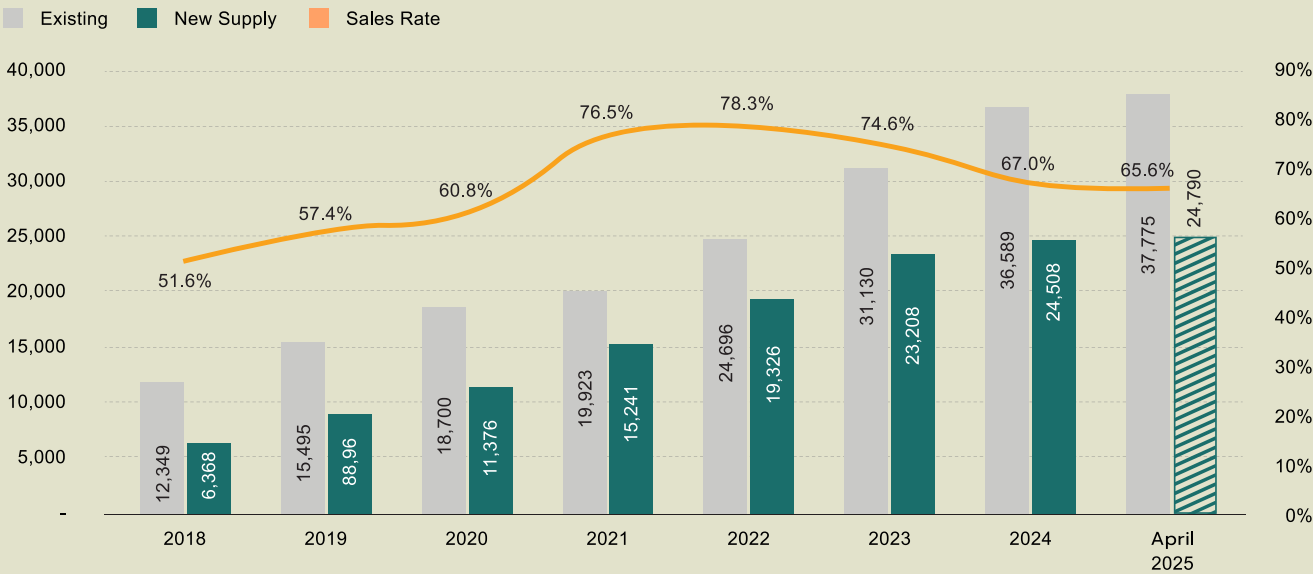
The luxury housing market for units priced at 10 million baht and above in Bangkok and its surrounding areas continues to attract interest from high-potential buyers. Overall demand has continued to rise, reaching 24,790 units, representing a sales rate of 65.6%. The price segment between 10–40 million baht accounts for approximately 75% of total sales, reflecting that demand is concentrated primarily in the

mid-to-upper luxury housing segment, which remains accessible to High Net Worth Individuals and senior executives seeking large homes with full functionality in prime locations. However, despite the continued demand, the number of luxury housing units sold between 2024 and April 2025 has decreased to only 1,000–1,500 units, which is below the average of previous years. This reflects the hesitation of some buyer groups to

make purchasing decisions amidst economic uncertainty. While buyers still possess purchasing power, they are taking longer to consider and select their purchases.

Based on the distribution of accumulated luxury housing demand from the second half of 2024 to April 2025, Eastern Bangkok holds the highest share at 28% of the total market. This reflects the preference

SUPPLY DEMAND AND SALES RATE OF HOUSES PRICED FROM 10 MILLION BAHT AND UP, 2018 - APRIL 2025



SOURCE: REAL ESTATE INFORMATION CENTER (REIC)

HOUSES PRICED FROM 10 MILLION BAHT AND UP SOLD PER YEAR (UNITS), 2019 - APRIL 2025



SOURCE: REAL ESTATE INFORMATION CENTER (REIC)

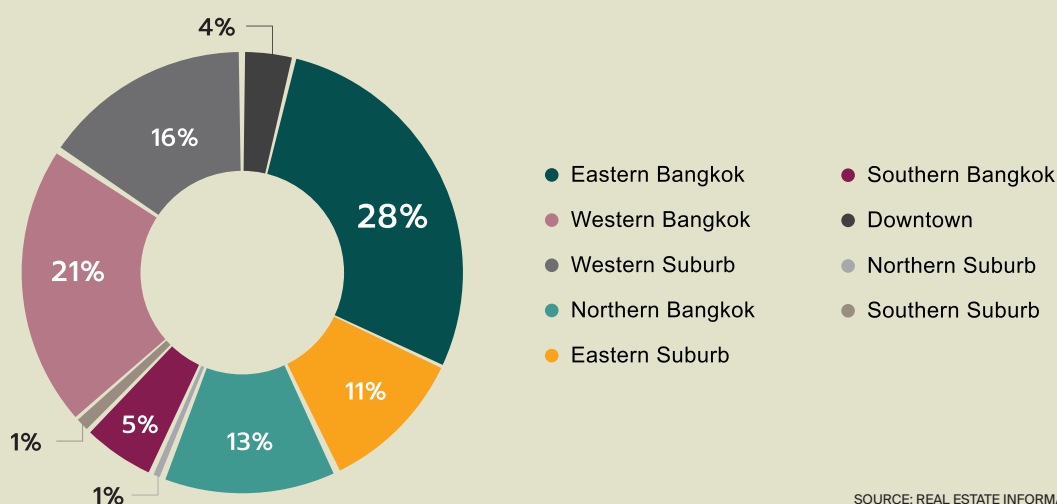
among consumers for luxury housing projects in the eastern part of Bangkok, which is well-connected to expressway networks, the airport, and emerging business centers, particularly the Krunghthep Kreetha–Rama IX area, which continues to grow in popularity. Western Bangkok and Western Suburb follow with accumulated demand shares of 21% and 16%, respectively, indicating sustained strong demand for luxury housing in the western part of the city, driven by factors such as large living spaces, reasonable unit prices, and the expansion of the electric train network. In contrast, the Downtown zone accounts for only 4% of demand due to the limited land availability and extremely high land prices, leading luxury homebuyers to opt for more cost-effective suburban

locations. Other zones, such as Northern Bangkok, Southern Bangkok, and Eastern Suburb, continue to play a moderate role, while areas with the lowest accumulated demand are Northern and Southern Suburb, which account for only 1%, reflecting that these locations are not currently the primary target for luxury homebuyers. When breaking down supply and demand by price range, it is found that demand in the luxury housing market remains concentrated in the 10–30 million baht segment. In particular, houses priced between 10–20 million baht recorded the highest sales, reaching 13,891 units, which accounts for 38% of total sales in the second half of the year. This reflects the popularity among buyers who, while possessing high purchasing power, still prioritize

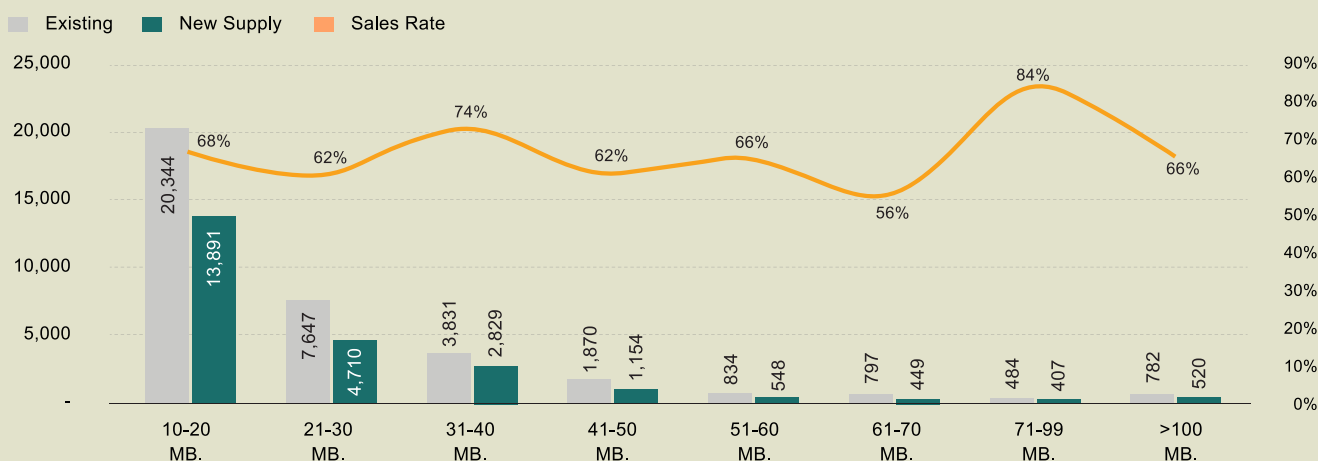
value for money. Buyers in this segment typically include executives, business owners, or new-generation families seeking high-quality residences in prime locations.

Meanwhile, although the supply of houses priced above 70 million baht is limited, the sales rate is remarkably high at 84%, especially in the 71–99 million baht range. This reflects the demand from Ultra Affluent customers who seek residences that fulfill their specific preferences in terms of location, privacy, and social status. Buyers in this segment generally do not rely on mortgage financing and tend to make purchasing decisions based on lifestyle considerations or personal value rather than financial necessity.

CUMULATIVE DEMAND BY ZONE AS OF APRIL 2025



SUPPLY DEMAND AND SALES RATE OF HOUSES PRICED FROM 10 MILLION BAHT AND UP, BY ASKING PRICE RANGES AS OF APRIL 2025



MARKET TREND

The luxury housing market is expected to remain stable or cautiously expand, balanced by supportive factors and certain limitations that require close monitoring. On the positive side, real demand for housing from high-income groups remains a key driving force, as these buyers are not directly affected by short-term economic fluctuations. Additionally, there is a growing tendency to view luxury homes as both

a residential option and a means of diversifying investment risk away from financial markets.

At the same time, leading developers continue to launch new luxury projects in prime locations such as Ratchapruek, Krungthep Kreetha, Rama IX–Bangna–Samut Prakan, and Thonburi, as this segment offers high returns per unit and lower inventory

risks compared to the broader market. Furthermore, if the government extends property stimulus measures, such as reducing transfer and mortgage registration fees for high-priced homes or easing LTV (loan-to-value) regulations, it could further support purchasing decisions.

LUXURY HOUSING MARKET SALES BY LOCATION, PRICE RANGE, AND SALE SPEED

Location	Price	Sales Rate	Sale Speech (Units/Month per Project)
Ratchapruek	21 - 30 MB.	72%	0.8/10
Rama 9 - Krungthep Kreetha	10 - 20 MB.	78%	1.8/24
	41 - 50 MB.	66%	0.8/9.3
Bangna - Samut Prakan	31 - 40 MB.	100%	1.9/22.4
	10 - 20 MB.	74%	1.9/22.5
Thonburi	41 - 50 MB.	100%	0.6/6.8
	10 - 20 MB.	64%	1.3/15.7

SOURCE: REAL ESTATE INFORMATION CENTER (REIC)

However, the market still faces several risk factors, particularly regarding interest rates, which, despite a potential downward adjustment in the second half of 2025, remain higher than historical averages. This may affect buyers who rely on mortgage financing for luxury home purchases.

Additionally, the household debt level, which remains high at approximately 89–90% of GDP, may impact overall consumer confidence, even though it may not directly affect the primary target group of this segment. Moreover, the accumulated supply during 2023–2024 may begin to exceed demand

in certain locations, especially in the high-priced low-rise segment where multiple projects have been launched simultaneously. This could result in a slower absorption rate for some segments of the market going forward.

COMPARISON OF THE LUXURY HOUSING MARKET SITUATION : END OF 2024 - FIRST HALF OF 2025

Aspect	End of 2024	First Half of 2025	Analysis
Demand	Demand remained strong in the 10-30 million baht segment, with high sales rates of over 60%.	Demand began to slow down, particularly among groups relying on financing.	Demand remains stable in the mid-tier due to the necessity of housing in some locations, such as areas near international schools.
Supply	Total accumulated supply ~36,589 units (highest in many years).	Continued supply injection, especially from projects launched in late 2024.	Supply remains high, with some areas showing signs of oversupply -especially where large volumes of low-rise luxury homes launched simultaneously.
Buyer Strategy	Focused on the 10-30 million baht segment: main buyers were business owners and professionals in Bangkok.	Divided into two groups: cash-ready buyers and those affected by loan rejection.	Buyer segmentation is clearer: those with strong financials continue to buy, while the rest delay decisions.
Price/Market Strategy	Prices continued to rise, particularly in premium locations targeting high-end customers.	Price adjustments and more promotional campaigns seen, especially in some oversupplied areas.	Prices remain firm in prime locations. Some projects began to offer more promotions or smaller unit sizes.

SOURCE: REAL ESTATE INFORMATION CENTER (REIC)

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Thailand Market Half Year 2023

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