

Prime & Super Prime Condominium

2H 2023

An overview review of Prime & Super Prime Condominium market in 2H 2023 by Knight Frank Thailand

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► There is still high demand for luxury condominiums in Bangkok from both Thai and foreign investors, especially from China, Hong Kong and Singapore. Demand from foreigners increased during 2H 2023, reflected by the increased value of foreign money transfers. Foreign investors were looking for a second-hand condominium in the city center area as there is less supply in this segment. In addition, the selling prices of a second-hand condominium in these areas are cheaper compared to newly launched projects.

The condominium with a selling price of 200,000 baht per square metre and above in Bangkok and surrounding areas totaled 67 projects, accounting for 1.7% of total condominiums at all price ranges. The total supply of super prime & prime condominiums was 12,750 units. In the past, the super prime & prime condominiums were located in the city center and the river front areas, including the Sukhumvit area with the highest supply, accounting for 34.5% of the total,

followed by the Sathorn/Silom area at 20.2%, the Lumpini area at 18.9%, and the Charoenkrung and the Rama 4 area at 4.8% and 3.3% respectively. As the land for development in the area is limited, the development of this group of condominiums has been expanded to nearby areas, including the Phahonyothin/Phayathai area, accounting for 7.2%, the Eastern Bangkok area at 1% and the Sukhumvit 44-70 and 65-103 area at 0.4%.

1.9% Increased

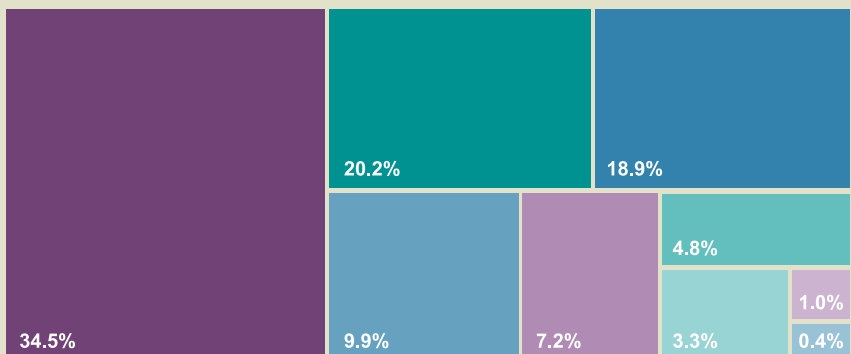
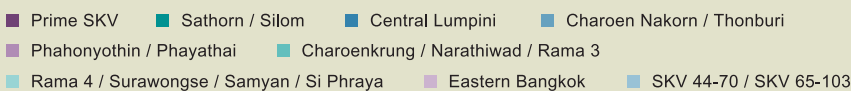
in average selling price from the first half of the year, resulting from a higher price of newly launched projects.

Second-Hand Condominium

preferred by foreigners in the city center area.

Wealth Buyers

The competitive advantage of the super prime and prime condominium market was supported by buyers with financial wealth.



REMARK :
 SUPER PRIME : PRICED AT 250,000 BAHT PER SQUARE METER
 PRIME : PRICED BETWEEN 200,000 TO 250,000 BAHT PER SQUARE METER.
 SOURCE: KNIGHT FRANK THAILAND RESEARCH

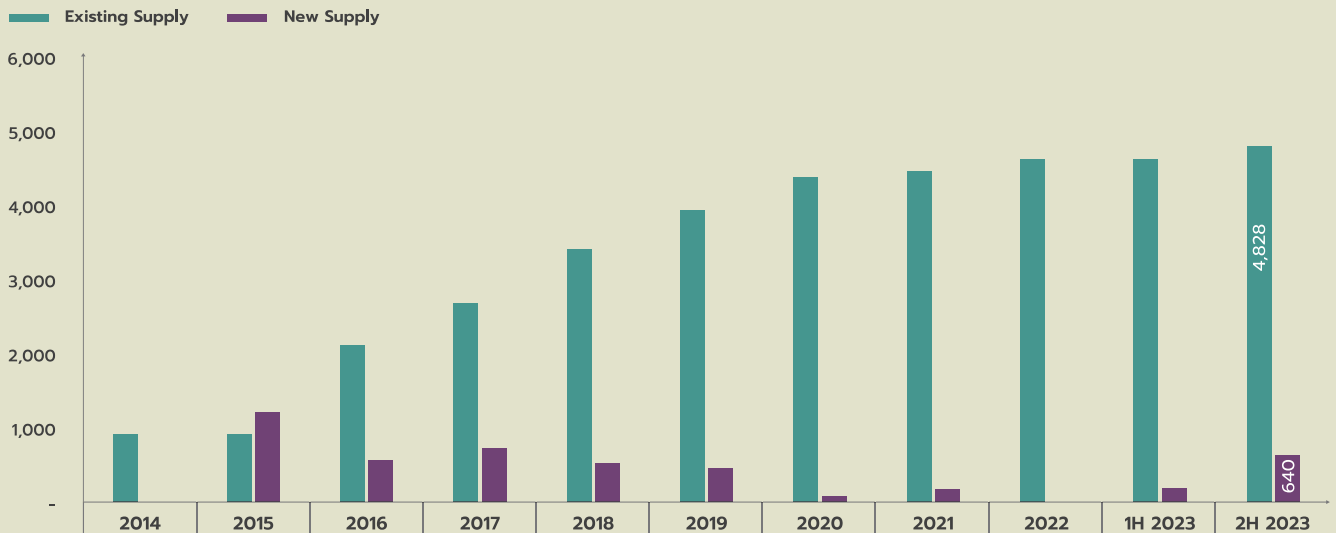
The total supply of condominium with a selling price of 200,000 baht per square metre and above in Bangkok and surrounding areas at the end of 2023 consisted of the super prime condominiums amounted to 5,468 units and the prime condominiums amounted to 7,282 units. The total new

supply consisted of the super prime condominiums amounted to 640 units and the prime condominiums amounted to 1,137 units.

As Thai economy is still slowing down and various risk factors like the abolition of the LTV relieve measure, rising living

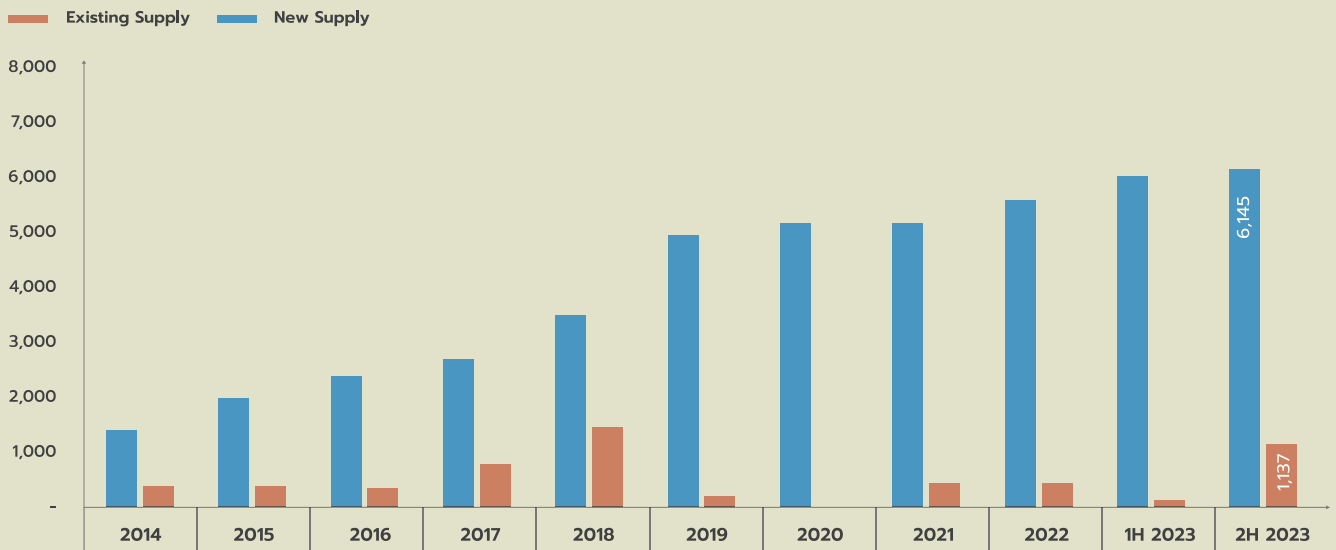
costs and relatively high household debts level; it affects the ability to purchase residential units and less chance to apply for loans in the middle-low condominium segment. Meanwhile, condominiums in the luxury segment are the only group not affected by those factors.

SUPPLY OF SUPER PRIME CONDOMINIUMS FROM 2014 - 2H 2023



SOURCE: KNIGHT FRANK THAILAND RESEARCH

SUPPLY OF PRIME CONDOMINIUMS FROM 2014 - 2H 2023



SOURCE: KNIGHT FRANK THAILAND RESEARCH

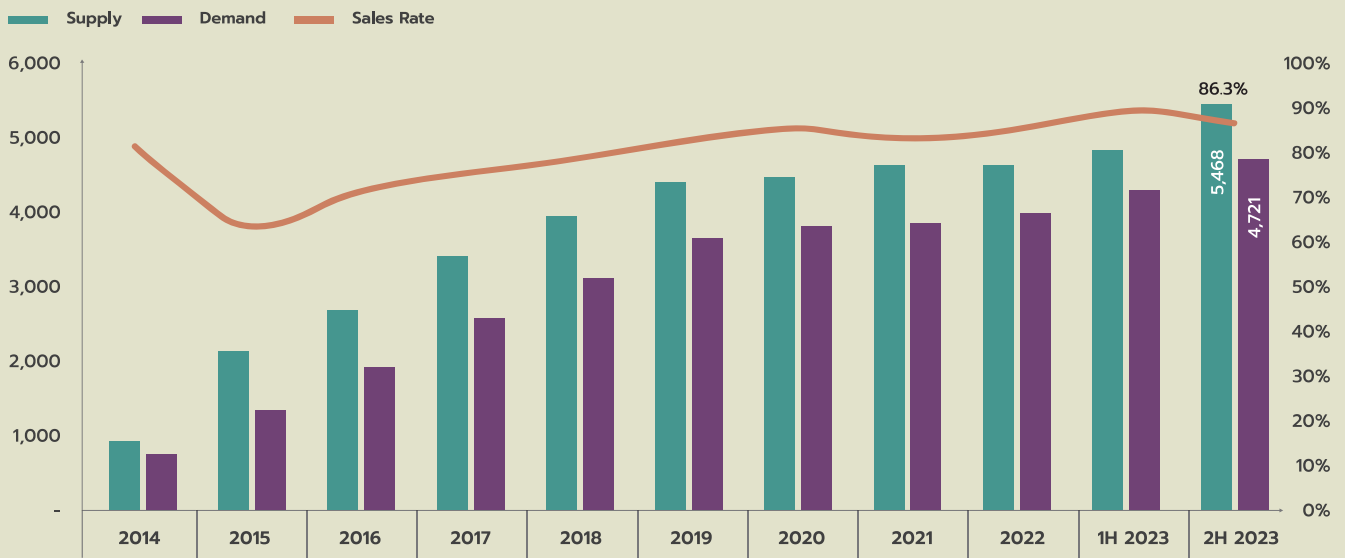
DEMAND STILL EXISTS

There is still high demand for luxury condominiums in Bangkok from both Thai and foreign investors, especially from China, Hong Kong and Singapore. Demand from foreigners increased during 2H 2023, reflected by the increased value of foreign money transfers. Foreign investors were looking for a second-hand condominium

in the city center area as there is less supply in this segment. In addition, the selling prices of a second-hand condominium in these areas are cheaper compared to newly launched projects. At the end of 2023, the total number of super prime condominiums sold amounted to 4,721 units out of a total supply of 5,468 units.

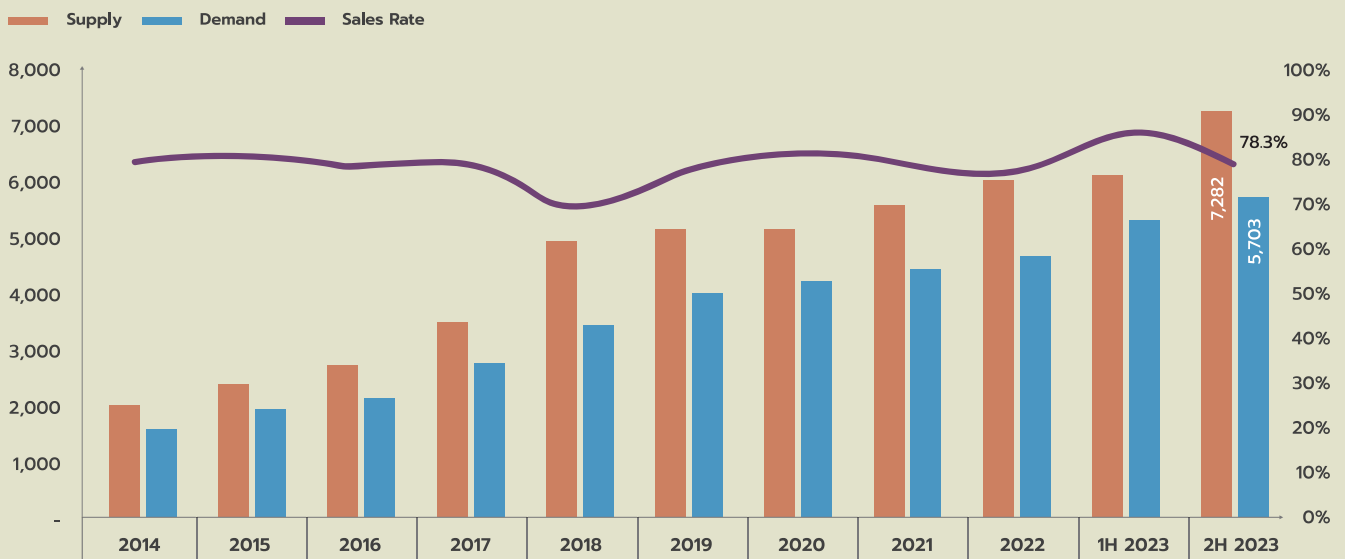
The sales rate was at 86.3%, decreased by 2.9% from the first half of the year. The total number of prime condominiums sold amounted to 5,703 units out of a total supply of 7,282 units. The sales rate was at 78.3%, decreased by 7.5% from the first half of the year. The sales rate decreased due to the new added supply in the market.

SUPPLY DEMAND AND SALES RATE OF SUPER PRIME CONDOMINIUMS, FROM 2014 TO 2H 2023



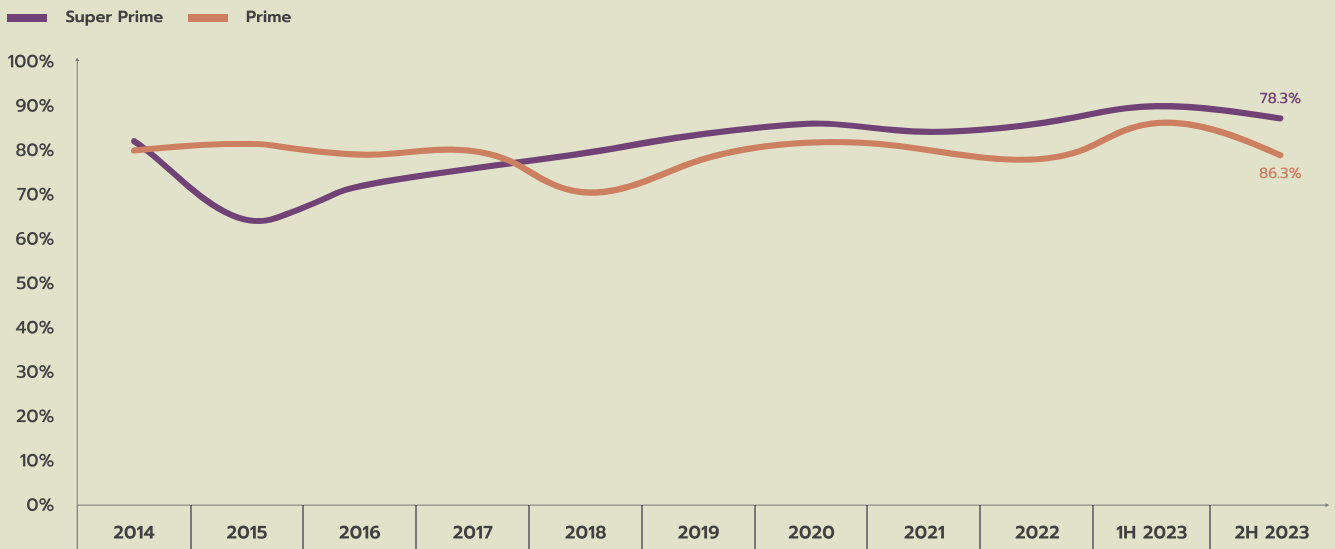
SOURCE: KNIGHT FRANK THAILAND RESEARCH

SUPPLY DEMAND AND SALES RATE OF PRIME CONDOMINIUMS, FROM 2014 TO 2H 2023



SOURCE: KNIGHT FRANK THAILAND RESEARCH

SALES RATE BY GRADE



SOURCE: KNIGHT FRANK THAILAND RESEARCH

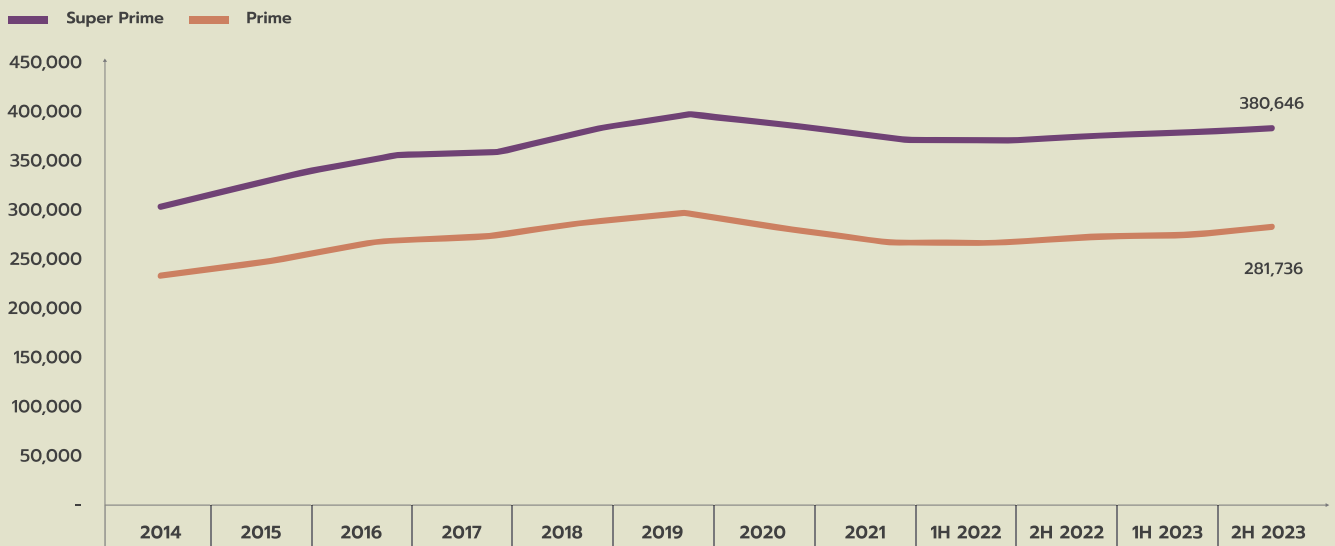
ASKING PRICE

The average selling price of super prime condominiums market tends to be stable and slightly increase. The average selling price of super prime condominiums at the end of 2023 was 380,646 baht per square metre, which increased by 0.7% from the mid of 2023 with the average

selling price of 378,600 baht per square metre. The average selling price of prime condominiums at the end of 2023 was 281,736 baht per square metre, increased by 0.32% from the mid of 2023 with the average selling price of 273,000 baht per square metre. The selling price of many

projects increased in the third quarter and decreased in the fourth quarter as an incentive to stimulate sale, as well as to attract foreigners with purchasing power.

AVERAGE SELLING PRICE OF SUPER PRIME AND PRIME CONDOMINIUMS, FROM 2014 TO 2H 2023



SOURCE: KNIGHT FRANK THAILAND RESEARCH

KEY TREND MONITOR

In 2024, the super-prime and prime condominium market is expected to be robust with continuous growth opportunities, as evidenced by a strong demand from high-end customers both domestically and internationally. Developers will gain competitive advantage by choosing the right location and developing projects that focus on quality and luxury. Trends that are expected to happen in the super prime and prime condominium market in 2024 are as follows:

- Launching new projects that focus on meeting the needs of the high-end market and expand the development to city center surrounding area as there is still land available for development.
- Project developers emphasize on building brand and quality to attract and create confidence in buyers with high purchasing power.
- The selling price of ultra-luxury condominiums tends to continually increase up to 300,000-500,000 baht per square metre or more, depending on location and quality of the project. Furthermore, the selling price of new projects per unit will be higher.

Recent Research



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We like questions, if you've got one about our research, or would like some property advice, we would love to hear from you.



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