THE BOARD CONSULTING

Actualizing Opportunities

H1 2026
Newsletter

We Are a Regional Business Consultancy with a Commercial Philosophy

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The Board Consulting aims to act as a catalyst for positive economic change, grounded in the belief that knowledge is the foundation of sustainable growth. By providing developers, manufacturers and service providers with the information and insight needed to assess performance, understand market dynamics and build effective strategies, we support more informed and commercially sound decision-making.

Our goal is to share knowledge that contributes to market development, strengthens strategic thinking and enables businesses to pursue sustainable growth with greater clarity and confidence.

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Our expertise extends across a diverse range of sectors

We craft unique and focused strategies across a variety of sectors


Real Estate


FMCG

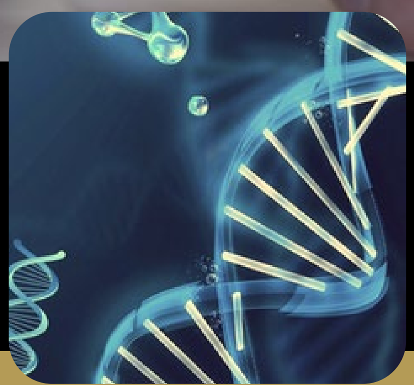

Fashion and Retail


NGOs


Hospitality


Education


Private Equity


Medical and Industrial


Financial Institutions

A PROVEN TRACK RECORD OF IMPACT

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Across 6 Countries

100+ Clients

12+ Industries

180+ Success Stories

With a presence in key regions, we collaborate with international partners and adapt to varying cultural and business landscapes, ensuring innovative solutions and exceptional value for our clients and communities.

Preamble Before We Start

This report is crafted with a passionate commitment to sharing knowledge and contributing to the advancement of the real estate sector and the Egyptian Economy.

All figures presented in this report are the result of thorough analysis conducted by The Board Consulting team. They reflect The Board Consulting's perspective, estimations, and forecasts of the real estate market dynamics.

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A Closer Look At

MARKET DYNAMICS
SALES PERFORMANCE

H1 2026

H1 Macroeconomic Factors

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While H1 2025 was a stabilization period, 2026 is showing great sign of growth. This is coupled with stricter regulations and controlled public spending

	H1 2025	H1 2026
Foreign Currency Reserve	$46 BN	$55 BN (19.5% increase)
CBE Deposit Rate	24%	19% (500 BPS decrease)
Inflation Rate	16.8%	13.4% (340 BPS decrease)

EGYPT GDP GROWTH IS RANKED

44/191*

PLACING IT IN THE TOP 23%

2024	2025
4.4% Growth	5.4% Growth

2022-2024

Inflation Hedging & Panic Buying

Price Escalations flatlining

2025-Today

End Use & Healthy ROI

Rent Rates stabilized and linked to inflation, with the average YoY Residential Rent rate Increasing

15%***

The Improvement Of Economic Factors Have Impacted Real Estate Buyer Sentiment To Shift From A Fast-Paced Short-Term Consideration To The Correct State Of Long-Term Consideration

*Sources: CBE, IMF, The Built Observatory

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What's The Real Estate Market Total Sales?

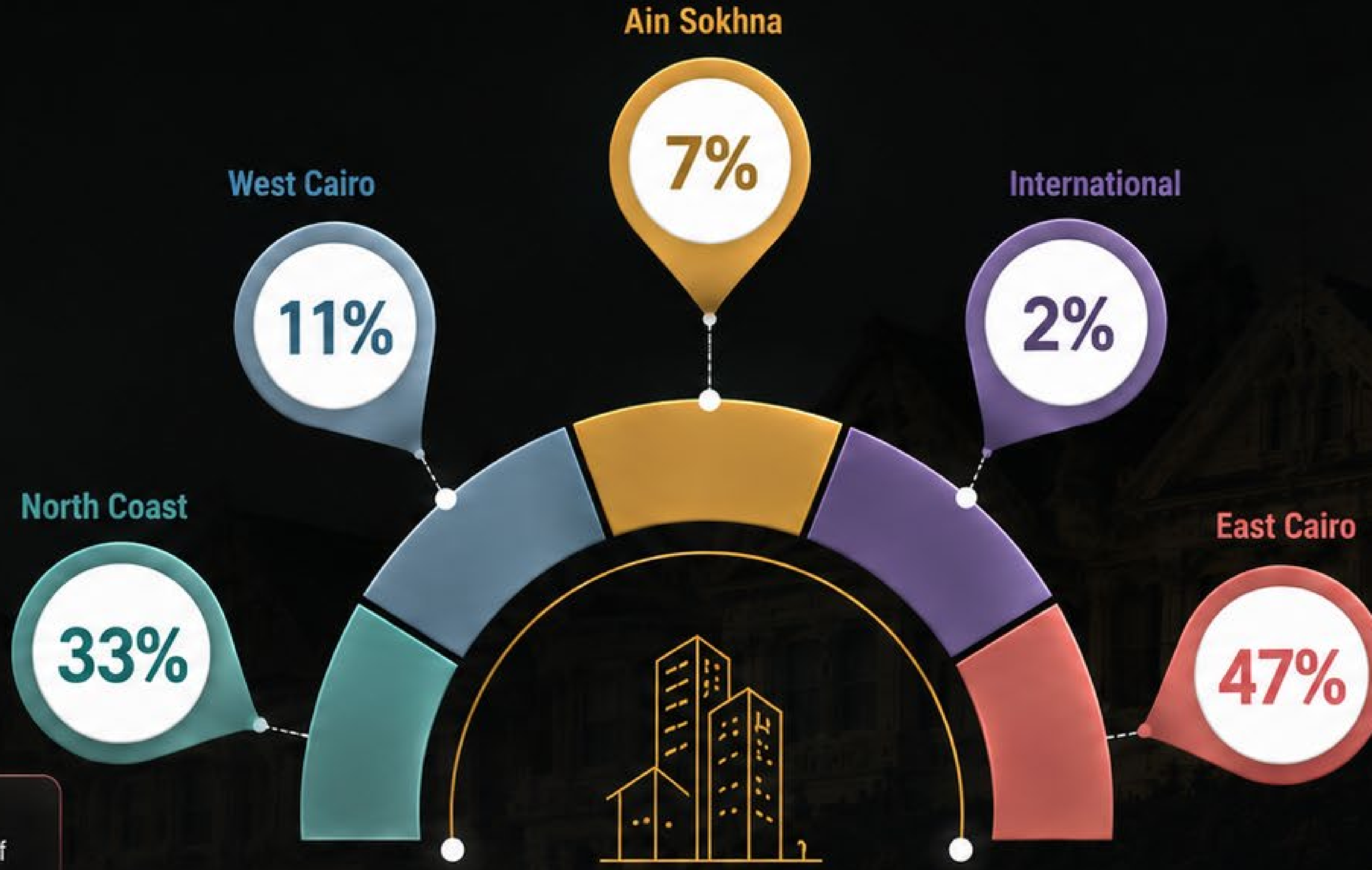
In H1 2026, market performance continued to soften in real terms once inflation is taken into account, reflecting an ongoing correction phase that is expected to persist through the remainder of the year.

While a number of developers recorded exceptional growth, these remain isolated cases driven by specific circumstances and should not be interpreted as representative of the broader market trend.

TOP **TEN** DEVELOPERS SALES H1-2026

Total Sales Value of
670 Billion EGP
With 2.9% Increase vs last year's same period

Estimated volume of
~39,000 Units
With -3% Decline vs last year's same period



H1 2024

Top 10 Achieved
649 Bn. EGP

286%
YoY Increase

H1 2025

Top 10 Achieved
651 Bn. EGP

0.3%
YoY Increase

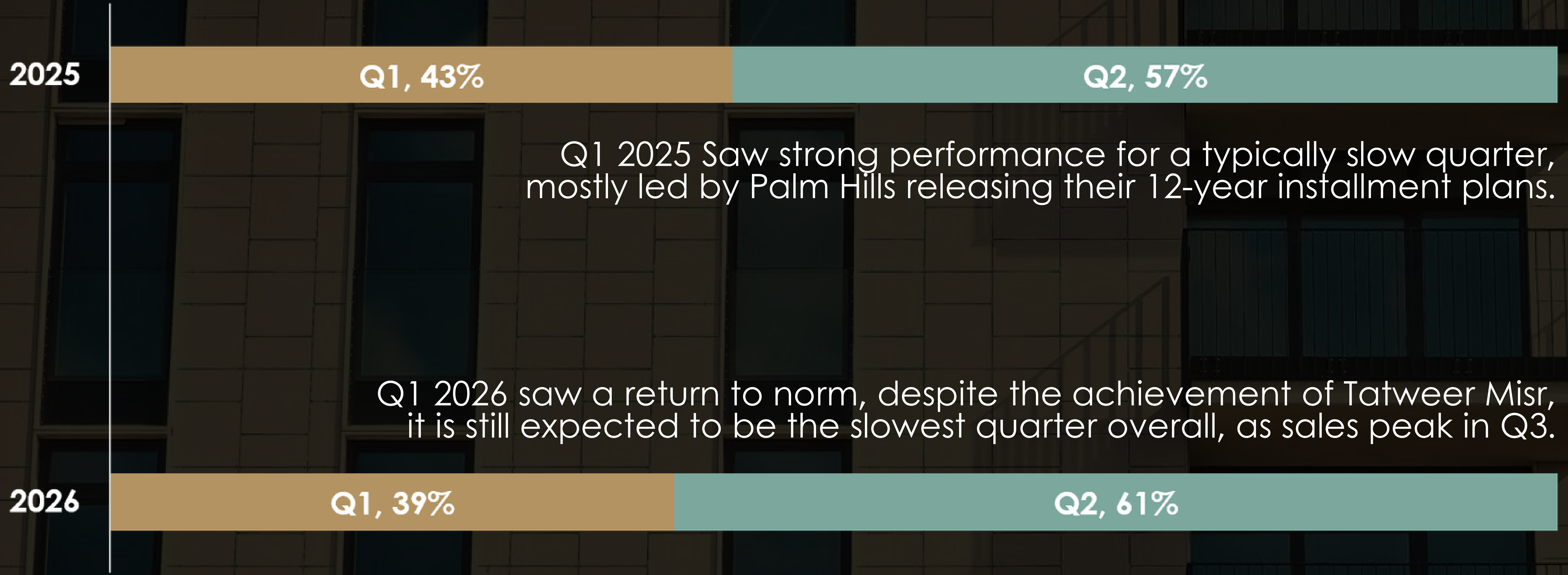
H1 2026

Top 10 Achieved
670 Bn. EGP

2.9%
YoY Increase

Although Sales value is growing as an overall figure, once price escalations are removed, the market shows clear signs of slowing down. This is most apparent when looking at volumes, that have dropped by 5% since last year.

H1 Top 10 Market Sales Performance Year On Year.



H1 Top 10 Market Sales Performance Quarter On Quarter.

The Market's Current Whispers

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All over the market, developers are complaining from sub-standard sales performance, especially at the medium and small tier developers.

Despite the market slowing down, the impact is not felt equally, as the biggest names continue to grow and maneuver the current situation.


مصراوي

الرئيسية > أخبار > اقتصاد

ارتفاع الأسعار وتراجع الطلب.. هل يواجه السوق العقاري المصري قناعة صامتة؟

كتب: إبراهيم الهادي عيسى

02:23 م 20/05/2026 | تحديث في 03:08 م


السوق العقارية في مصر تودع طفرة المبيعات وتدخل مرحلة "إعادة التوازن"

البورصة

كتب: إيسل أسامة + الثلاثاء 12 مايو 2026

How Will The Market Sustain?

Neither East Cairo nor West Cairo Are Selling Well

Where Did The Demand Go?

The Market Is No Longer The Same

Developers Are Struggling

Who Is Performing Well?

The Board Consulting

TOP 10 SALES ACHIEVERS IN H1-2026

THE TOP 10 SELLING DEVELOPERS ACHIEVED AROUND 670 Billion EGP OF GROSS CONTRACTED SALES VALUE IN H1-2026

1	TMG	219 BN
2	PALM HILLS DEVELOPMENTS	94 BN
3	MOUNTAIN VIEW	63.7 BN
4	EMAAR MISR	60.9 BN
5	HYDE PARK DEVELOPMENTS / FOUNDERS	52.9 BN
6	Tatweer Misr	50.5 BN
7	MODON	44 BN
8	G Developments / ART LIFE	30 BN
9	مدينة مصر Madinet Masr	28.4 BN
10	LAVISTA DEVELOPMENTS	26.5 BN

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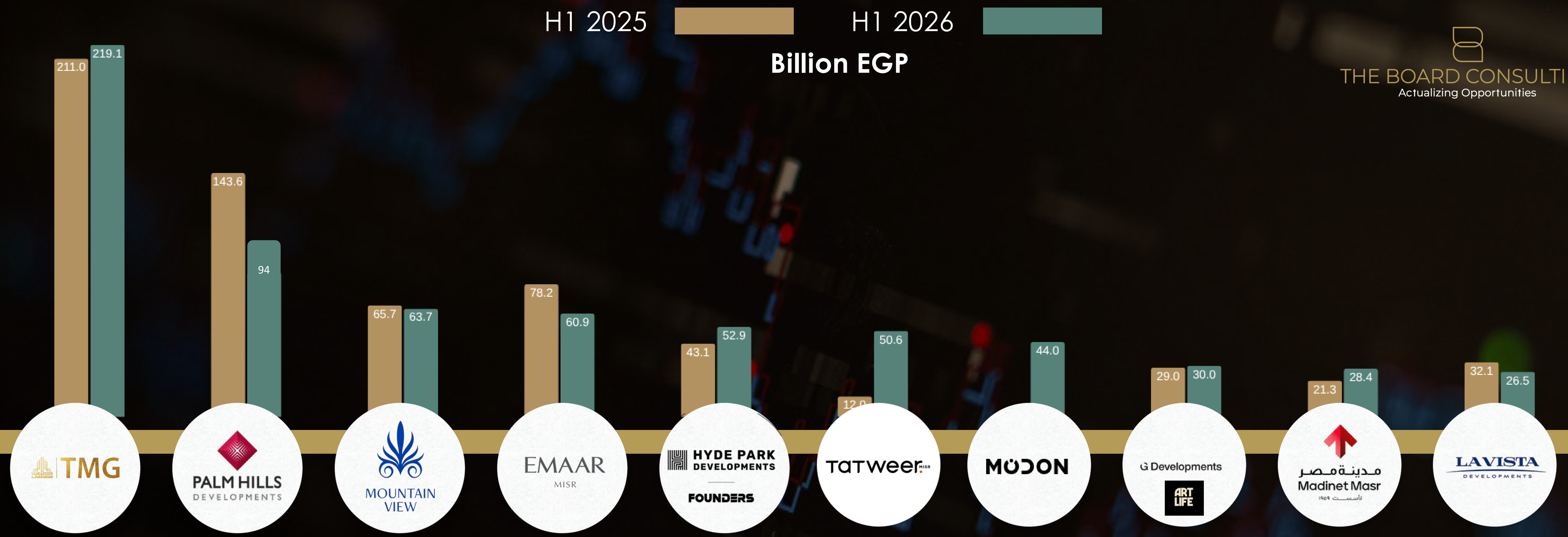
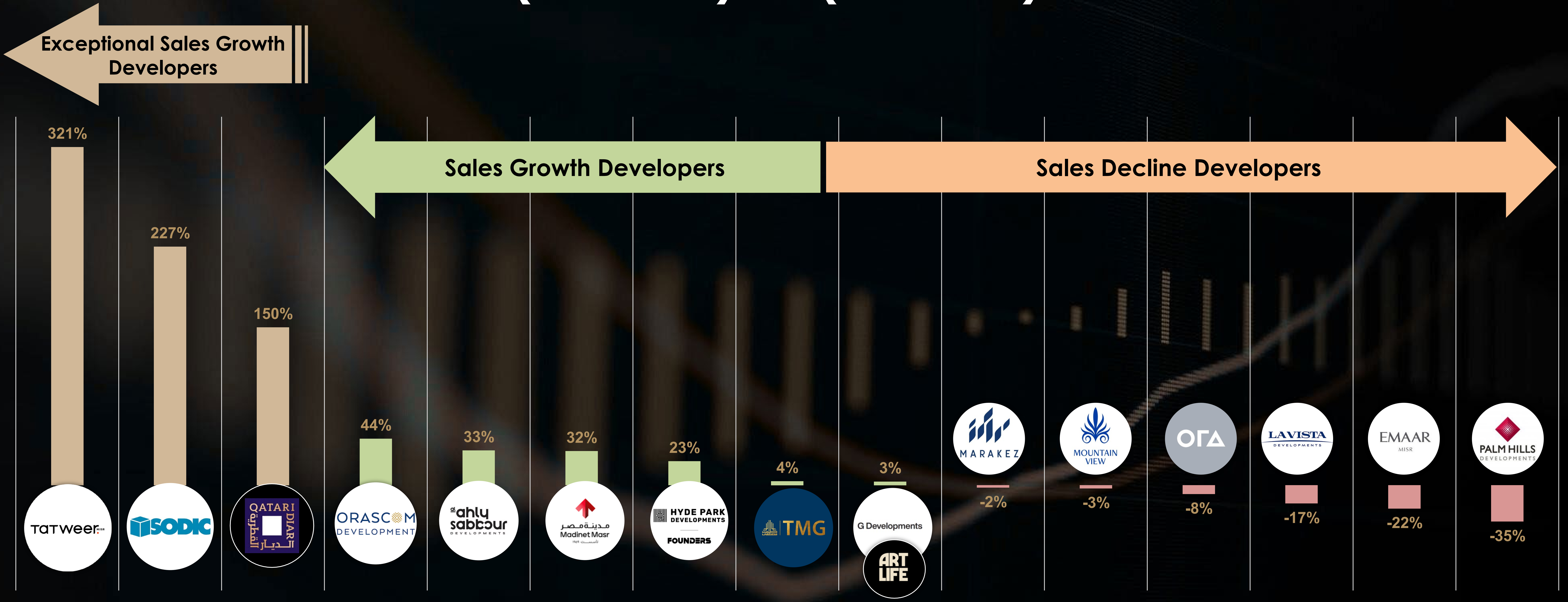


With a few exceptions, most developers were unable to replicate their H1 2025 sales performance in H1 2026. This reflects a broader market slowdown following the exceptional buying wave of early 2025, which was supported by aggressive payment-plan extensions and accelerated purchasing activity.

Developer's Sales Analysis: Top 10 Sales Performers (H1 2025) vs. (H1 2026)

Developer's Sales Analysis
Growth Rates
(H1-2025) vs. (H1-2026)



Insights On Developers | The Top Sales Achievement In H1 2026

1 EGP 219 BN

- TMG continues to command a clear leadership position in Egypt's real estate market, consistently generating sales at more than twice the level of its nearest competitor for several consecutive years.
- **SouthMED** has been a standout contributor to this momentum, generating more than EGP 94 Bn in sales. Performance was particularly strong across the Four Seasons branded units, where exceptional demand was sustained despite record price points, with selected units exceeding EGP 600 Mn.
- **The Spine** marks another major addition to TMG's growing portfolio, envisioned as one of Egypt's largest and most premium commercial and administrative destinations.
- **Regionally**, TMG is steadily building a meaningful international footprint. The launch of Banan in Saudi Arabia, alongside Jood and Yamal in Oman, has generated approximately EGP 9 Bn in international sales, further positioning TMG as an increasingly prominent regional developer.
- **SAP Integration foresight**: TMG is accelerating into a new era of AI-powered digital transformation through its landmark adoption of RISE with SAP, embedding advanced digital capabilities, AI and real-time intelligence at the heart of its management ecosystem to redefine operational excellence, decision-making and enterprise agility.

2 EGP 94 BN

- Palm Hills continues to demonstrate strong and consistent market performance, underpinned by a strategic evolution from its historically premium positioning toward a broader and more accessible proposition.
- Palm Hills delivered an exceptionally strong start to the year, ranking as the market's leading developer in Q1. As the year progressed, the company returned to its established position as the second-largest player in the market, while maintaining strong sales momentum and overall market relevance.
- Building on the success and established equity of the original Palm Hills development. **Palm Hills 1 extension**, launch generated significant market hype and renewed momentum around the brand, demonstrating the strength of extending proven propositions with established customer appeal.
- **Hacienda Ras El Hikma** has emerged as one of the North Coast's most prominent launches, attracting strong market interest around both its strategic location and masterplan.

3 EGP 63.7 BN

- Mountain View delivered a strong H1 performance, emerging as Egypt's third-largest developer by sales and further consolidating its position among the market's leading players.
- **Creek View** served as a key catalyst behind this momentum, generating strong market traction and contributing meaningfully to Mountain View's sales performance and positioning in the market.
- The developer's performance remained resilient despite a more challenging market environment, demonstrating continued customer demand and concerns around reliability.
- **Beyond Egypt**, Mountain View is also building its regional presence, generating approximately EGP 5 Bn in sales from its projects in Saudi Arabia, marking a positive step in the developer's international expansion and broadening its growth platform beyond Egypt.
- **MV Ras El Hekma** strengthened its hospitality proposition through an inspiring partnership with Indigo Hotels, bringing a globally recognized lifestyle hospitality brand into its portfolio.

Insights On Developers | The Exceptional Sales Growth In H1 2026

Tatweer Misr — EGP 50.5 BN, 321% Growth

- Tatweer Misr delivered a standout H1 2026 performance, with the successful launch of **IL Monte Galala Towers** generating strong market traction and driving record sales levels within Ain Sokhna.
- The developer continues to scale its investment and development activity, laying the foundations for an accelerated growth phase and a broader presence across the Egyptian real estate market.
- This momentum, coupled with an expanding development pipeline, is strengthening Tatweer Misr's competitive position, progressively narrowing the gap with larger players and positioning the developer to capture a greater share of the market in the coming period.

SODIC — EGP 23.6 BN, 227% Growth

- SODIC delivered a strong rebound in H1 2026 sales, reflecting renewed commercial momentum and improved inventory availability compared to the relatively constrained sales base recorded in H1 2025.
- **Eastvale at Mada City** is emerging as an important contributor to this momentum, gaining strong market traction and helping unlock demand within an area that had previously experienced more limited activity.
- SODIC's established delivery track record remains one of its strongest competitive advantages. As the market becomes increasingly selective, the developer's focus on execution, quality, and delivery provides an important foundation for buyer confidence and supports sustainable long-term growth.
- The launch of **Nobu** further elevates SODIC's premium proposition, leveraging the strength of an internationally recognized luxury brand to enhance product differentiation and reinforce its positioning.

Qatari Diar — EGP 17.5 BN, 150% Growth

Qatari Diar has regained meaningful market momentum in H1 2026, supported by renewed commercial activity around City Gate and the introduction of **Alam El Roum**, marking a stronger and more visible presence in the Egyptian real estate landscape.

City Gate served as the primary sales engine during H1 2026, with a significant share of performance driven by office sales in East Cairo.

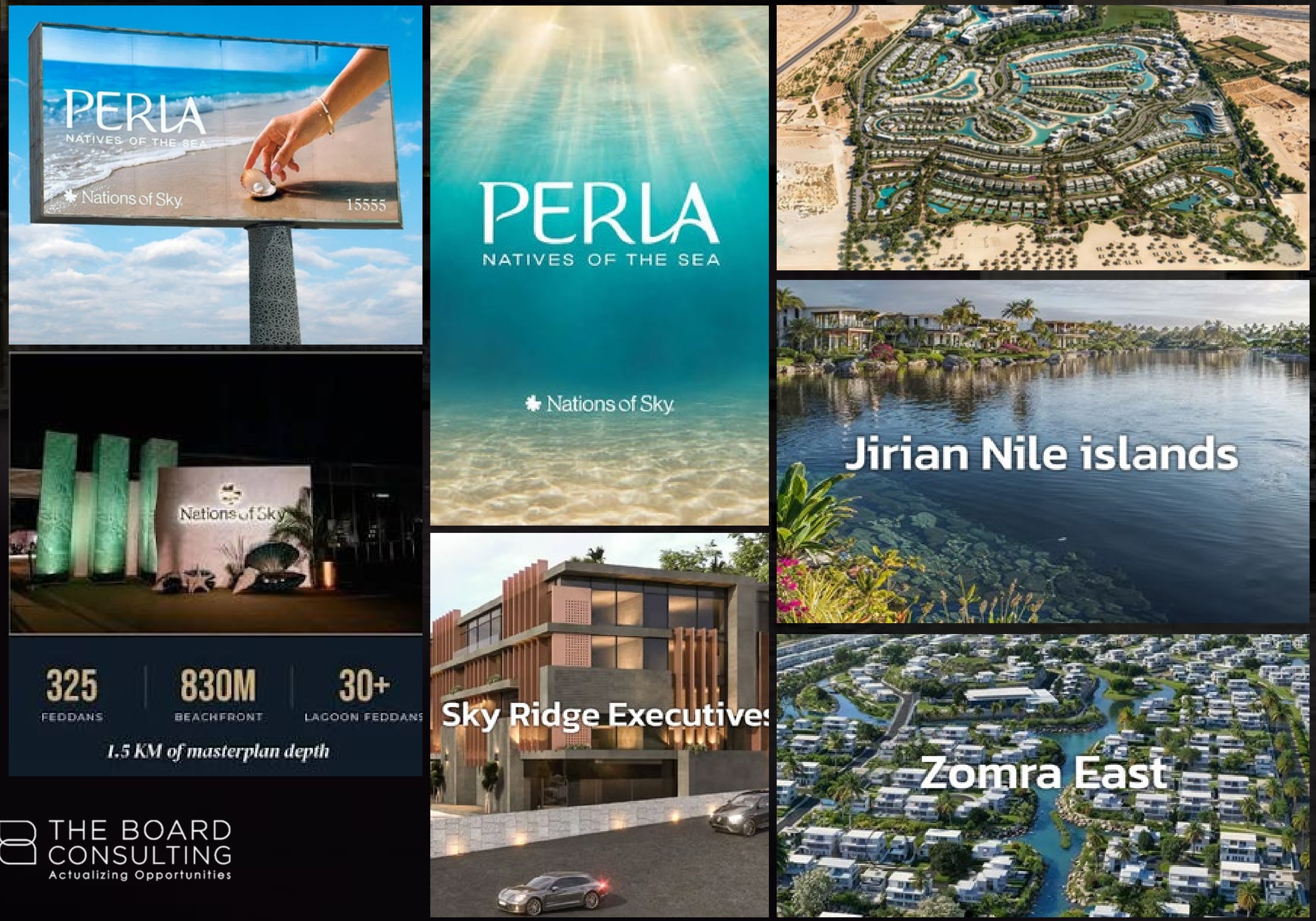
The launch of **Alam El Roum** represents a potentially transformative addition to the developer's portfolio. Given its scale and destination-led proposition, the development has the potential to extend beyond the boundaries of a traditional North Coast project.

Insights On Developers | The Semi-private Powerhouses

NATIONS OF SKY

Following their consistent successful launches “**Zomra East, Jirian, & Sky Ridge,NOS made a bold entry into Egypt’s coastal market with the launch of Perla**, supported by a high-impact that generated significant market buzz. The launch positioned Perla as a new landmark coastal development and translated strong brand visibility into a notable sales success story.

NOS also is a master developer on mega projects across Egypt with strong alliance with credible sub-developers such as **Palm Hills, Mountain View, & Delta Capital**, and more to come in other key developments



STM

STM continues growing their own project portfolio “**Eleven, Mayan New Cairo & Shrouk”** with all its RTD inventory & fully finished units which make it distinctive and fulfill the end-users’ current needs.

STM continued to strengthen its market position through strategic partnerships with leading sub-developers, including La Vista, Mountain View, and IL Cazar. Collectively, these partnerships generated nearly EGP 20 Bn in sales during H1 2026, highlighting the strength of STM’s partnership-led development model.

Market Updates | The Financing Regulations

البنك المركزي المصري
CENTRAL BANK OF EGYPT

Bans Bank Investment in Off-Plan Securitization "التوريق"

Consequence:

Developers lose early financial leverage on unbuilt properties, forcing them to link cash flow directly to real construction progress and reducing project delay risks for buyers.

Streamlined Foreign-Currency Real Estate Purchase Mechanisms

Consequence:

Accelerates foreign direct investment from Egyptian expatriates and international buyers, concentrating high-value demand in prime areas like New Cairo and the North Coast.

Presidential Intervention on the Real Estate Front

Presidential intervention signals a clear shift toward stricter developer accountability, with direct measures introduced to enforce on-time project delivery, contractual compliance and infrastructure completion, while holding developers accountable for violations and delays.

جمهورية مصر العربية
رئاسة الجمهورية

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North Coast | Cities not projects - life all year long

With more than **230 km** of coastline stretching from Alexandria to Matrouh, Egypt's North Coast has evolved through distinct eras of development, each reshaping the meaning of coastal living.

It began as a traditional family summer destination, concentrated primarily along the eastern stretch of the coast and known as **"Old Sahel."** The emergence of **Marina Alamein** marked a defining turning point—introducing a new benchmark for coastal development, lifestyle, and community living, and shaping the market for decades to come.

In recent years, the development frontier has shifted decisively westward into what is now known as **"New Sahel."** A new generation of premium destinations has emerged, characterized by more sophisticated master planning, elevated standards, integrated amenities, and increasingly exclusive communities.

Today, the North Coast is entering its next era of transformation.
From a seasonal summer destination defined by gated communities...
To a year-round, internationally oriented coastal destination shaped by large-scale cities, integrated developments, and a new generation of lifestyle experiences.

ALAM AL ROUM | رأس الحكمة RAS EL HEKMA | SouthMED EGYPT | New City Alamein مدينة العلمين الجديدة

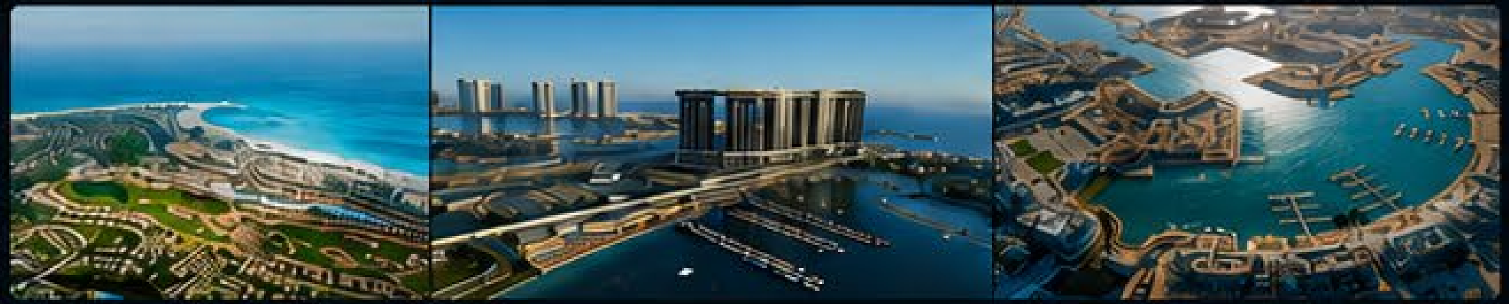



Ras El Hekma Airport

Sahel in 90's

Early 20's

Now



& Then

The North Coast is moving fast. Eager to discover what's driving the next wave?

North Coast Market Capsule

The North Coast is moving fast. This capsule tells you exactly how.

- **MARKET SALES PROGRESSION AND WHO'S REALLY WINNING** the coast till **H1-2026**
- **WHERE BUYER DEMAND** is headed in 2026.
- **THE SWEET SPOTS, HERO PRODUCTS,** and the numbers behind them.

MARKET OVERVIEW | 2025 DYNAMICS | HOSPITALITY & RENTALS | CUSTOMER DEMAND

Full capsule available on request.
Reach out to your **Board Consulting** contact.

R.E.A.L
Real Estate Annual Landscape

This report provides an in-depth analysis of the real estate market, covering key macroeconomic trends, sales performance, and regional dynamics. It examines top developers, sales volumes, and market leaders while highlighting operational insights. The findings offer a comprehensive view of the sector's performance and future outlook.

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UNDERSTANDING CONSUMERS
BEFORE MAKING STRATEGIC DECISIONS

The Board Consulting's proprietary intelligence reports help organizations uncover how consumers think, behave, choose, and purchase.

DEVELOPERS' DNA

Understand how consumers perceive brands and identify the drivers shaping preference and loyalty.

- Brand Essence Assessment
- Perceptions Analysis
- Positioning Index
- Brand Personification Analysis
- Communication Evaluation

SEGMENTICS

Identify who buys, why they buy, and where the largest opportunities exist.

- Psychographic Segmentation
- Market Demand Sizing
- Sector Valuation
- Investment Intent
- Purchase Drivers

Actionable insights. Smarter strategies. Sustainable growth.

TRANSFORMING MARKET SIGNALS INTO STRATEGIC DECISIONS

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