

# R O V E H O M E

Development by:

**IRTH**

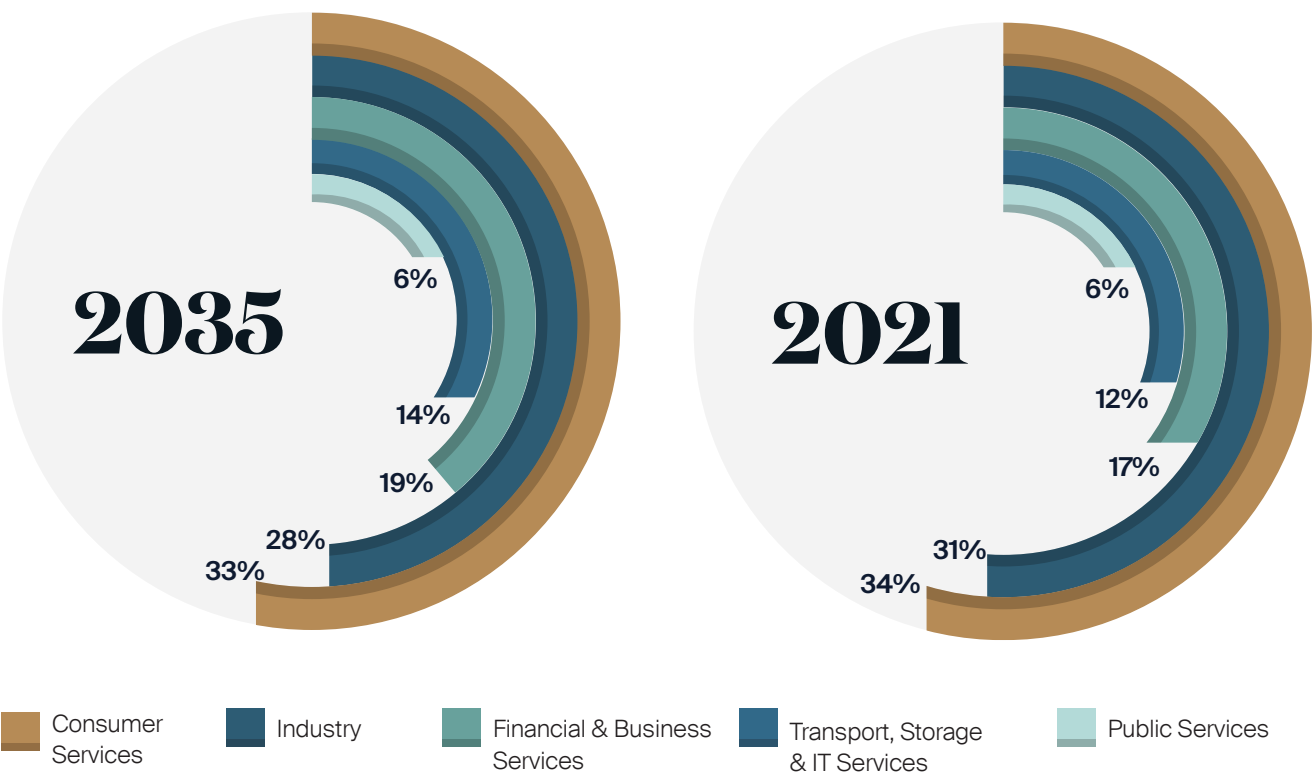
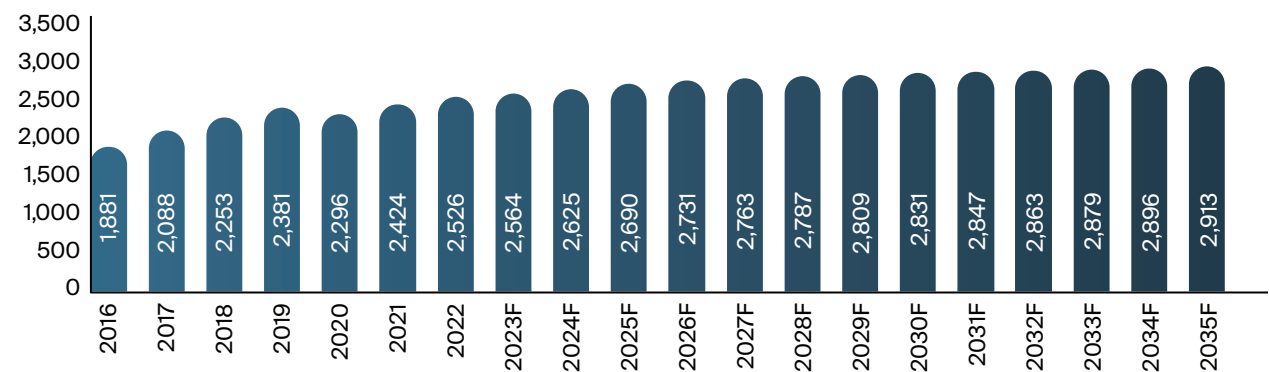
Executive Summary  
Residential Market Research Study  
Dubai, UAE

# Macroeconomic Overview

## Dubai Employment

Employment is forecasted to grow at a CAGR of 1.1% between 2022 – 2035, driven by growth in the Financial & Business Services as well as Transport, Storage & IT Services

Dubai Employment (2016 – 2035F), In AED Billions (Constant 2015)



Source: Knight Frank Analysis, Dubai Statistics Centre (DSC), Oxford Economics (OE)

# Macroeconomic Overview

## Dubai Population

As part of Dubai's 2033 vision, the population is forecasted to reach 5,600,000 by 2033.

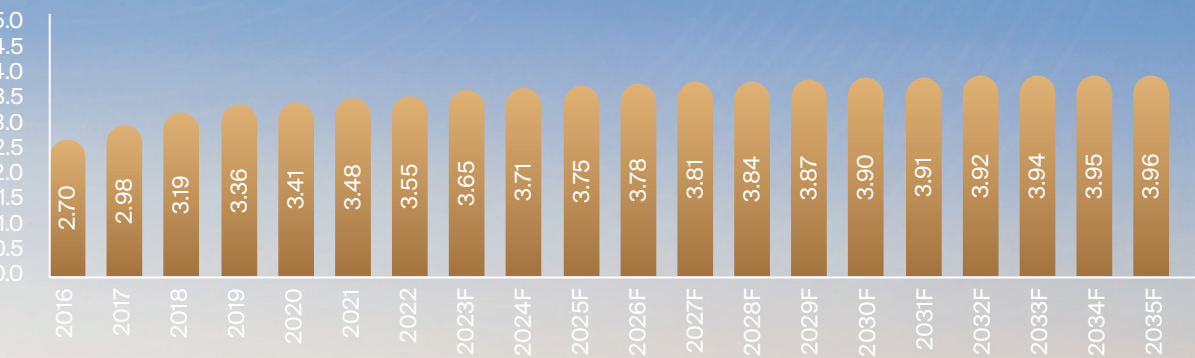
### Dubai Economic Agenda D33 Population Projection (2033)

5,600,000

### Dubai 2040 Urban Masterplan Projection (2040)

5,800,000

Oxford Economics Dubai Population Projections (2016 – 2035F), in Millions



Source: Knight Frank Analysis, Dubai Statistics Centre (DSC), Oxford Economics (OE)

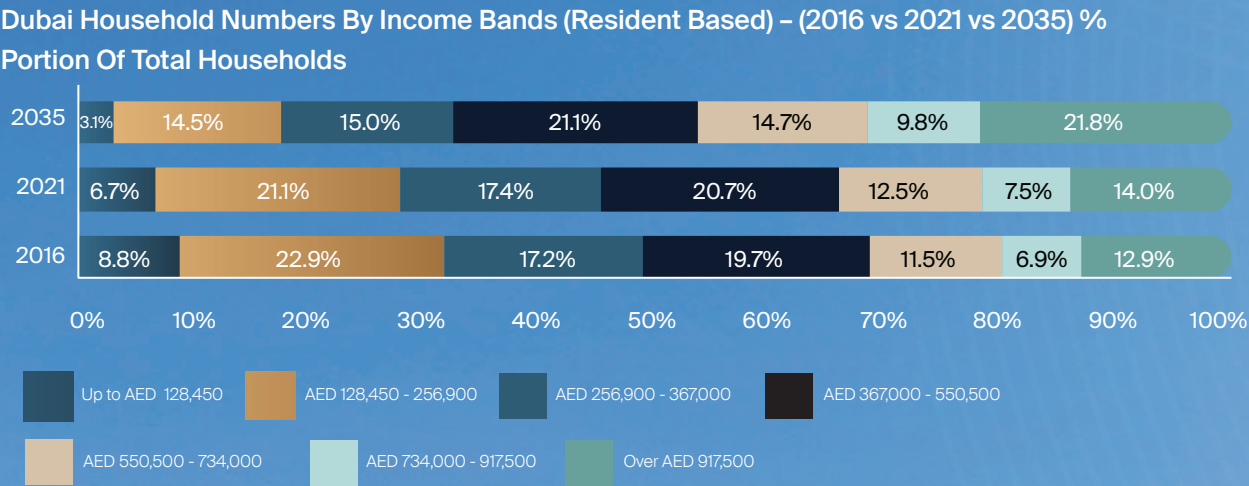




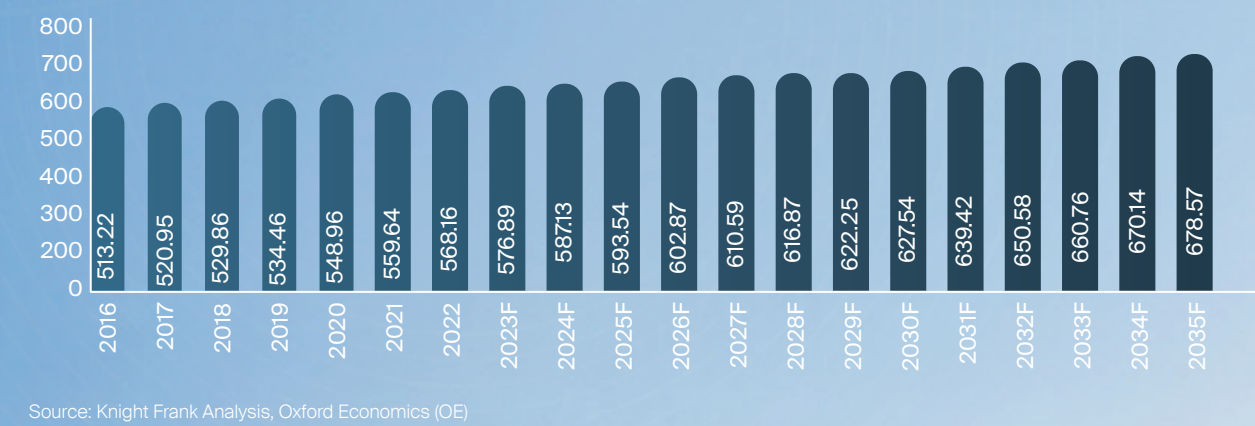
# Macroeconomic Overview

## Dubai Household Income and Income Groups

Number of households in > AED 550,830 income bands will likely increase to 46.3%, while average personal disposable household income will likely increase to AED 678,570 by 2035, as per Oxford Economics.



Dubai Average Household Personal Disposable Income (2016 – 2035) AED Thousands Per Annum





# Residential Market Overview

## Market Drivers

Key drivers influencing the residential real estate sector in Dubai and their implications on demand.

### Population

Dubai's population reached 3.65 million people in 2023 and is expected to grow at a CAGR of 0.7% between 2024 – 2035, resulting in a population of 3.96 million people by 2035. However, as per Dubai's Economic Agenda, the estimate is that the population will reach 5.6m\* by 2033.

### Demand Implication

Population is the primary driver for residential demand. Hence, demand for residential units is expected to grow over the forecasting period.

### Household Size

The average household size in Dubai as of 2022 is estimated to be approximately 4.1 persons. This figure is forecasted to decline at a CAGR of -0.5% to reach 3.7 persons by 2035.

### Demand Implication

Increased demand for residential units as a result of smaller household size and larger population base.

### Employment

Dubai is a major business hub in the UAE and GCC region, attracting many expatriates from around the world. Employment is expected to increase at a CAGR of 1.07% from 2023 to 2035, to record a total employment of 2.75 million during that period.

### Demand Implication

Growing employment levels supports the growth in population and growth in demand for residential units.

### Cost of Living & Interest Rates

Cost of living and rising interest rates the have impacted the wider global real estate markets, making housing cost and securing loans more expensive.

### Demand Implication

Dubai real estate market is primarily driven by cash buyers and therefore not heavily impacted. The buyer group which is impacted most is the local end-user buyer category.

### Buyer and Developer Trends

Market conditions have prompted developers to consider offering attractive incentives and schemes (e.g. rent-to-own, waivers, extended payment terms, free business licenses) to boost demand.

### Demand Implication

The market has become increasingly buyer-friendly / tenant-friendly with a wide selection of residential products, thereby driving demand from buyers and end-users.


### Government Initiatives

The government launched a number of initiatives to regulate real estate supply-demand dynamics as well as to increase the number of long-term residents through the Golden Visa scheme, Retirement Visa scheme, UAE Labour Law amendments and adjustment to the working week.

### Demand Implication

Such initiatives are likely to motivate potential employees and successful holders of the Visa schemes to relocate to the country, increasing the residential demand and creating a mature and stable market overall.

Source: Knight Frank Analysis, Dubai Statistics Centre (DSC), Oxford Economics (OE)

 Positive Implication  Neutral Implication





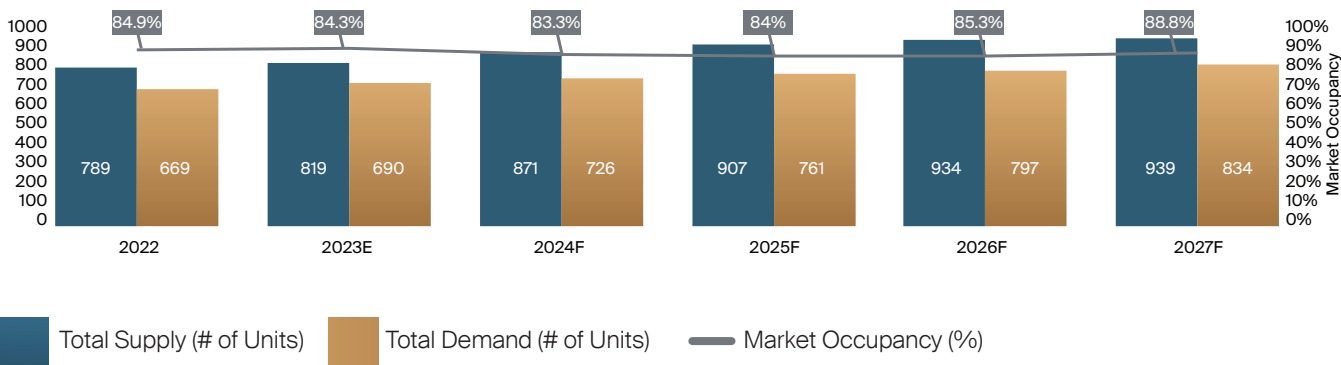
# Residential Market Overview

## Market Gap Analysis

Anticipated acceleration in residential demand is poised to outpace the growth in residential supply, leading to an increase in market occupancy, projected to reach 88.8% by the year 2027

- The chart below presents the historical, current and forecasted supply-demand levels for Dubai between 2022 and 2027 for residential units.
- Occupancy levels for residential units is estimated to decline by 1.0% between 2023 and 2024. This decline is primarily due to the forecasted increase in supply in the market. However, the rate of demand growth between 2024 and 2027 outweighs the rate of supply growth over the same period, hence occupancy levels are expected to increase. Nonetheless, the forecasted demand does not take into account the sudden influx or migration of expatriates into the city resulting from unforeseen political or economic events.
- Please note that this assumes that all under construction supply will materialize on time. However, historically, the materialization rates were between 40% – 50%, due to wider economic conditions, internal financial issues, etc. This trend is likely to continue in the short term as projects scheduled to be completed in 2020 and 2021 have been pushed to 2022 onwards due to the COVID-19 outbreak and temporary halt in construction activities.
- The influx of tourists fuels the growth of the real estate industry, increase in tourist arrivals creates a higher demand for short-term rentals leading an increase in rentals and sales price, making real estate investments in Dubai more appealing. However, the demand estimated below accounts only for the household requirements generated from the existing and forecasted households in Dubai and does not account for the tourism impact.

Dubai Residential Supply vs. Demand (2022 – 2027F) – Thousands



Source: Knight Frank Analysis, Dubai Statistics Centre (DSC), AirDNA, Oxford Economics (OE)





# Sub-Market Overview

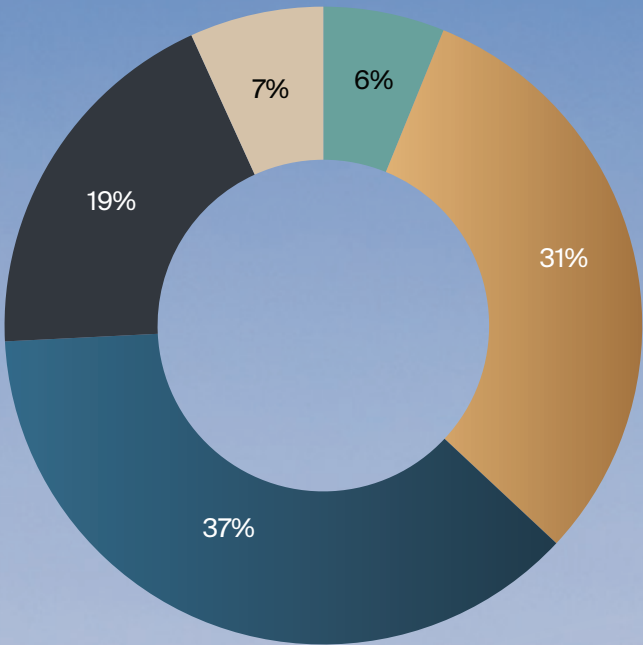
## Introduction to Dubai Marina

In 2023, sales exceeding USD 10 million reached levels equivalent to the combined number sales of the previous seven years.

- Dubai Marina, is a prime waterfront district that stretches along Sheikh Zayed Road between Dubai Media City, Jumeirah Lake Towers and Blue Waters. This neighbourhood it offers residents stunning views, a dynamic lifestyle, and access to a well-developed canal promenade.
- The district's skyline is dominated by high-rise buildings, creating an iconic urban landscape. Residential options range from studios to penthouses, providing diverse choices for the residents.
- Due to the advanced state of development in Dubai Marina and the limited available land for new projects, potential developments can leverage this advantage.



Existing and future supply by Bedroom Typology



Studio 1 Bed 2 Bed 3 Bed +4 Bed

Source: Knight Frank Research, Google Maps, Property Monitor.

Residential Supply	
Status	Units
Existing	40,301
Under Construction	3,216

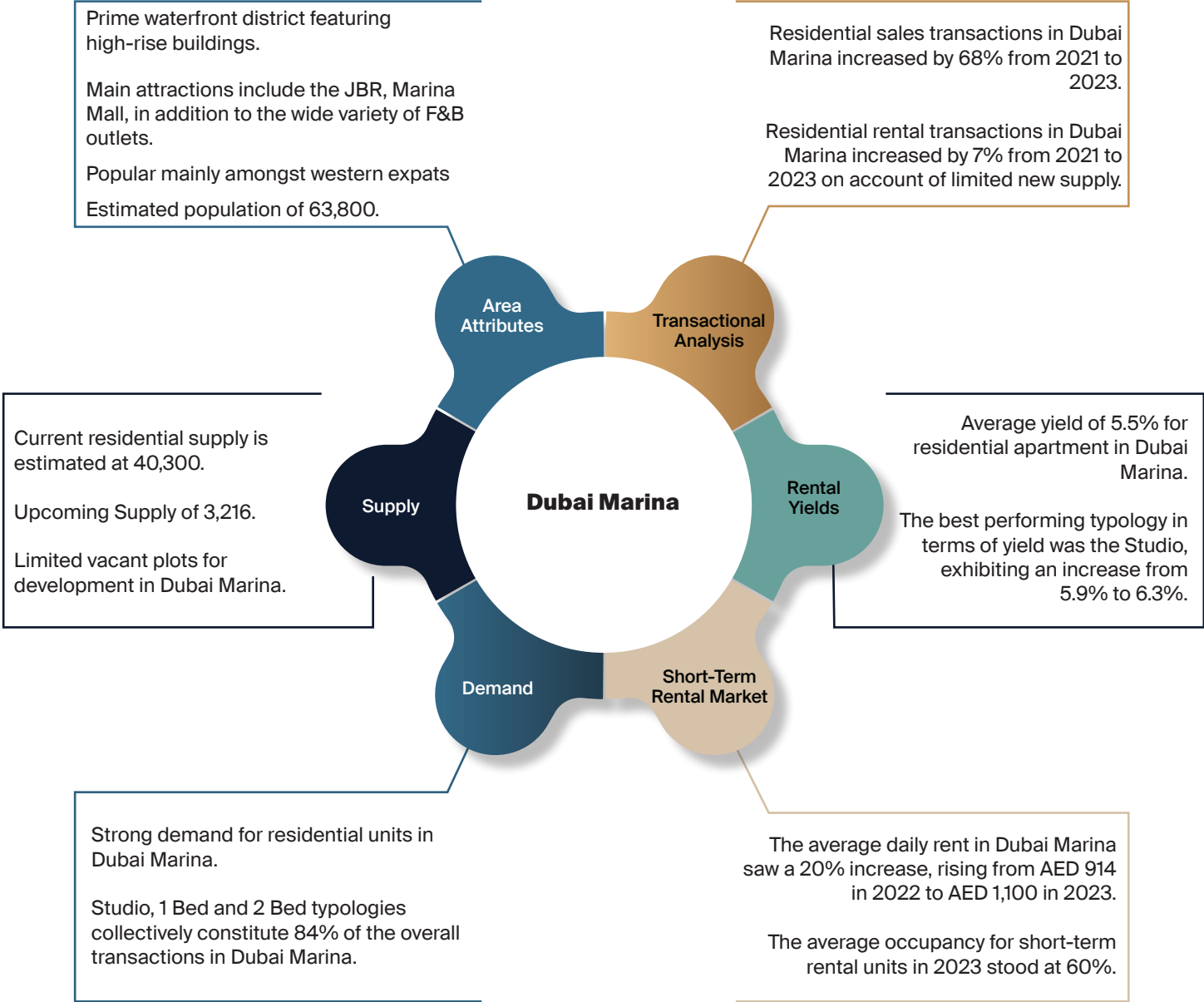
Population	
	No.
Population 2022	63,804





# Sub-Market Overview

## Investment Potential of Dubai Marina





# Sub-Market Overview

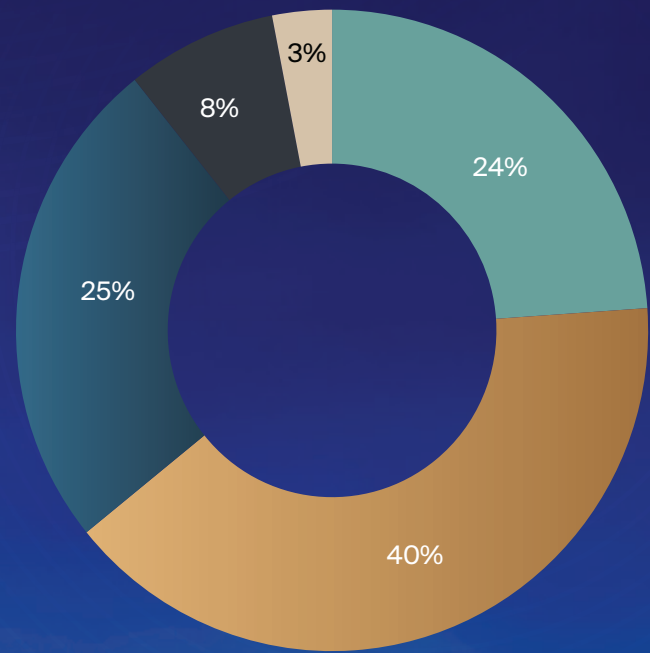
## Introduction to Business Bay

In 2023, sales exceeding USD 10 million reached levels equivalent to the combined number sales of the previous seven years.

- Business Bay, is located next to Sheikh Zayed Road, stands as a business and residential district nestled between Downtown Dubai and Al Wasl. This location provides residents and businesses with convenient access to key areas in the city. Business Bay has a dynamic environment, offering skyline views and a canal promenade that enhances the overall lifestyle experience.
- The district is dominated by contemporary high-rise structures, contributing to its distinctive urban panorama. Residential choices in Business Bay cater to a diverse range of preferences, featuring an array of residences from studios to penthouses, designed to appeal to a mid-high income level population.



Existing and future supply by Bedroom Typology



Studio 1 Bed 2 Bed 3 Bed +4 Bed

Source: Knight Frank Research, Google Maps, Property Monitor.

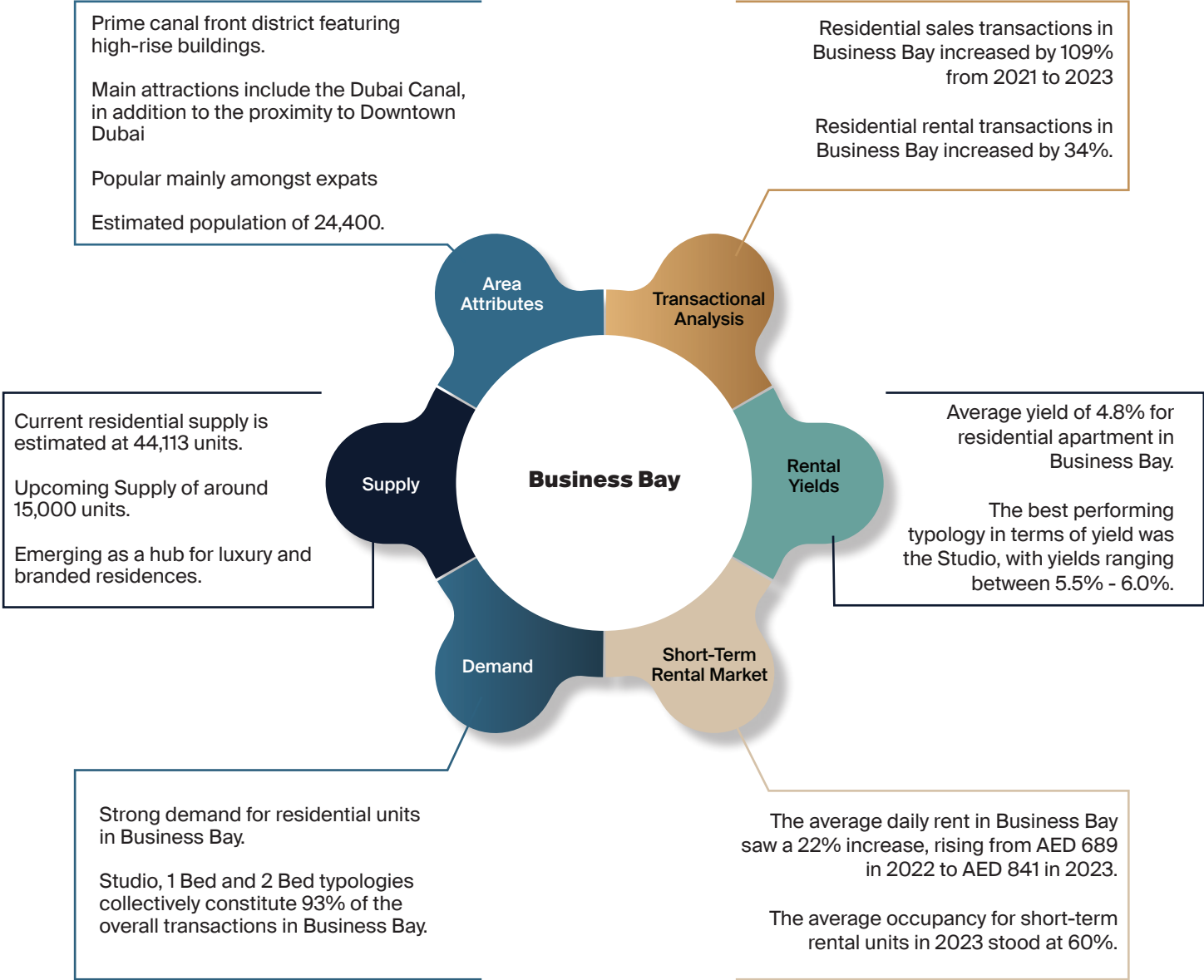
Residential Supply	
Status	Units
Existing	44,113
Under Construction	14,956
Population	
	No.
Population 2022	24,410





# Sub-Market Overview

## Investment Potential of Business Bay





# ROVE

## Brand Introduction

### Rove Brand

Rove is an award-winning lifestyle hotel and residences brand offering vibrantly designed properties in connected locations. Locally and culturally engaged, Rove's youthful and welcoming spirit celebrates creativity and community.

Born in Dubai as a joint venture between Meraas Holding and Emaar Properties PJSC, Rove properties fuse 21st-century innovation with sustainability and great value, defining a new niche in the ever-evolving global hospitality sector. The first Rove hotel opened at Downtown Dubai in 2016, and the brand now has over 6,000 hotel rooms and residences open or under development.

### Rove Home

Rove Home is a lifestyle residential concept by Rove Hotels, bringing the brand's vibrant and energetic vibe into the heart of urban locales. Offering fully-furnished residences, Rove Home combines contemporary design, dynamic urban living and state-of-the-art smart home features. Each building is a thriving eco-system packed with amenities like co-working spaces, wellness facilities, gaming lounges, a Rove Café and more. Nestled in prime urban locations, Rove Home ensures residents are always close to the action, embodying a unique blend of innovation, authenticity, and community-focused living.

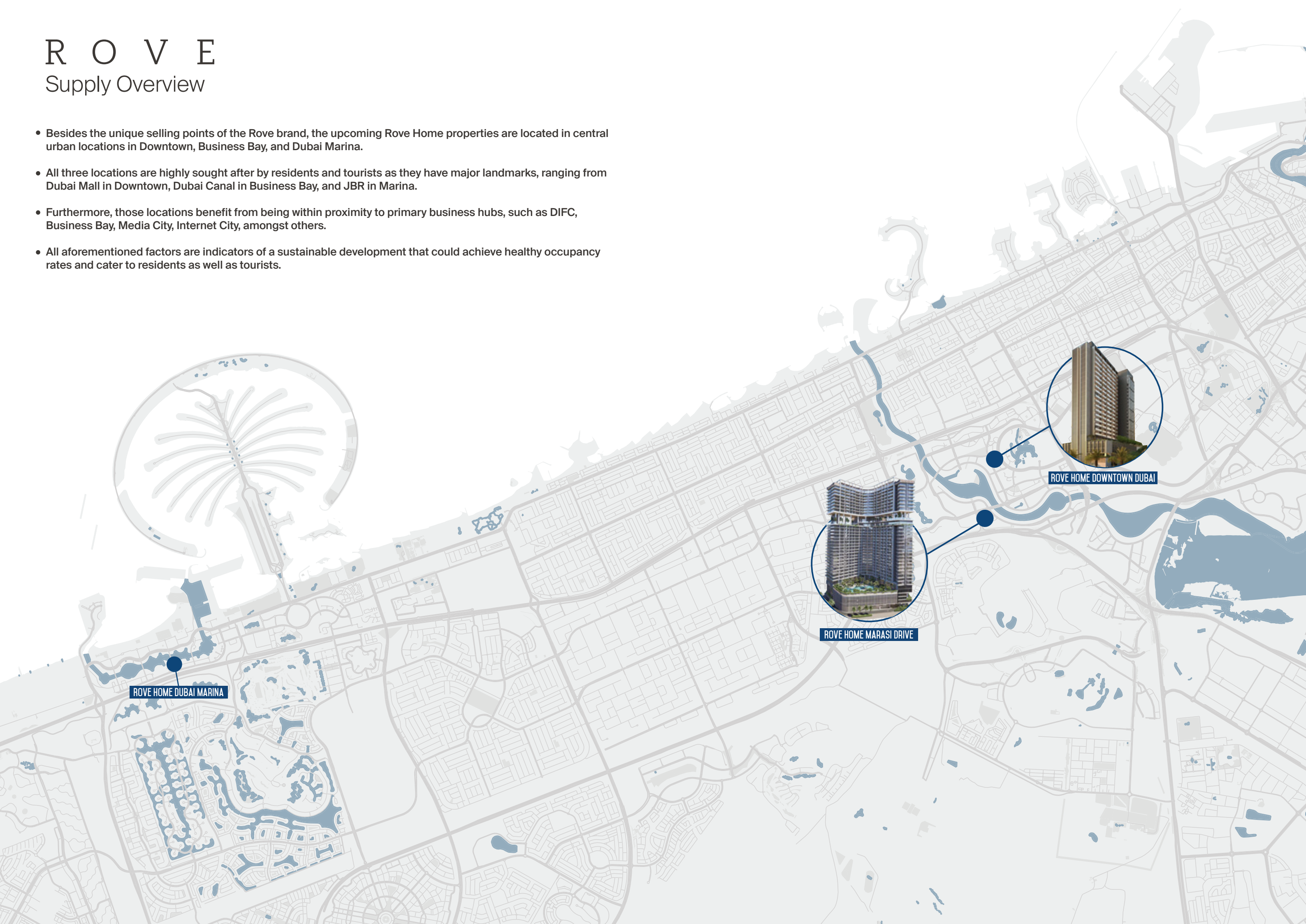




# R O V E

## Supply Overview

- Besides the unique selling points of the Rove brand, the upcoming Rove Home properties are located in central urban locations in Downtown, Business Bay, and Dubai Marina.
- All three locations are highly sought after by residents and tourists as they have major landmarks, ranging from Dubai Mall in Downtown, Dubai Canal in Business Bay, and JBR in Marina.
- Furthermore, those locations benefit from being within proximity to primary business hubs, such as DIFC, Business Bay, Media City, Internet City, amongst others.
- All aforementioned factors are indicators of a sustainable development that could achieve healthy occupancy rates and cater to residents as well as tourists.








# Overview

## Rove Home Downtown Dubai

Project Name	Rove Home - Downtown
Developer	IRTH Development LLC
Brand	Rove Hotels
Plot Area	40,132 sq ft.
Project Launch Date	September 2023
Anticipated Completion Date	Q2 2026
Total Units	348 Units

Unit Prices		
Studio	1 - Bed	2 - Bed
 Sales Price AED 1,235,88 - 1,530,000	 Sales Price AED 1,802,888 - 2,864,888	 Sales Price AED 3,427,888 - 4,393,277

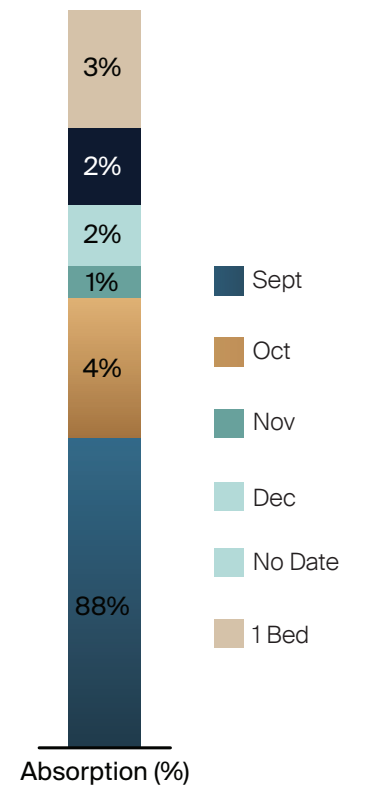
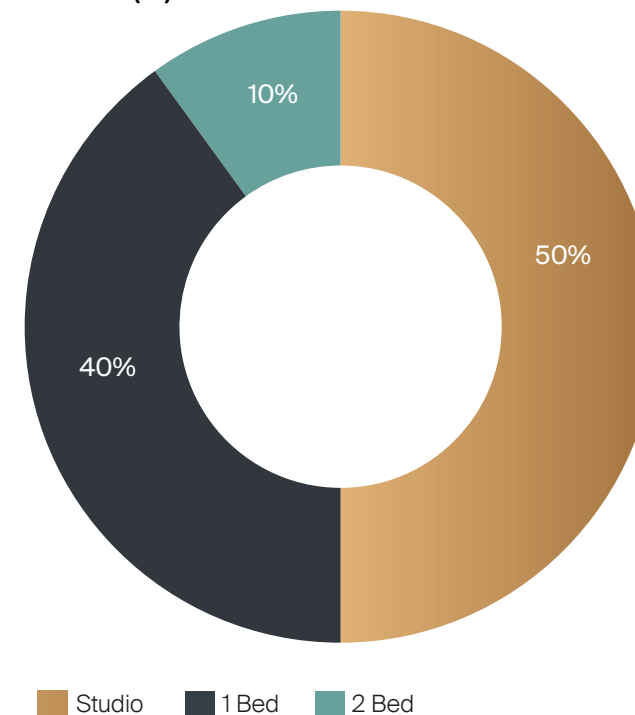


Service Charge  
AED 20 per sqft

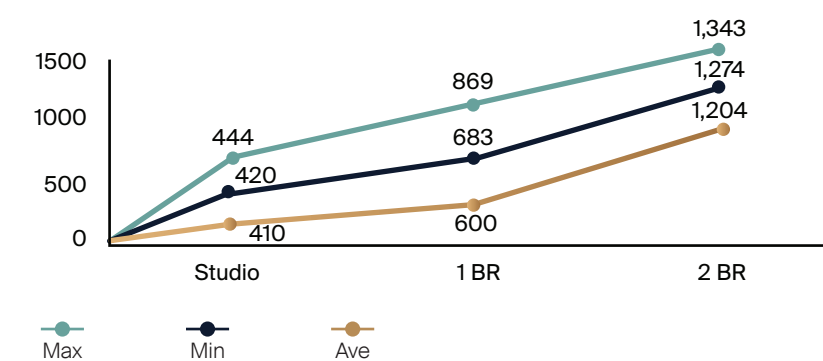


Parking  
1 Parking per unit

Unit Mix (%)



Unit Size (sqft)



Source: Knight Frank Research, Property Monitor.





# Capital Appreciation

## Price Increase

To assess the capital appreciation of Rove Home Downtown, we analysed both initial sales and resales that have transpired in recent months. The focus was on the Studios typology, as all resale transactions are concentrated within this category. This approach allowed us to calculate the growth in capitalization for the development.

Initial Sale / Resale	Capital Appreciation	Time Lapsed
8 TRANSACTIONS	5.3%	3 MONTHS

Eight transactions took place from September 2023 to February 2024, with an average duration of 3 months between the acquisition and resale of these properties. The average capital appreciation during this period stood at 5.3%.

## Sales vs Listings

Upon analysing the sale transactions that took place between October and December and contrasting them with the present property listings in the market, a notable pattern becomes evident.

Studio	1 Bed	2 Bed
12%	13%	7%

The available listings in February reveal an uptick in prices per square foot across all three typologies compared to transactions recorded between October and December. The Studio, 1-bedroom, and 2-bedroom apartments exhibit increases of 12%, 13%, and 7%, respectively.



## Proof of Concept



Rove Home Downtown benefits from a strategic location within Downtown Dubai being within walking distance from Dubai Mall and Burj Khalifa.

A bus station is also located right at the doorstep of Rove Home.



Rove Home Downtown offers efficient unit layouts resulting in spaces that are sufficient to both permanent and temporary residents.

Balcony sizes constitute 20% of the total apartment size, which is a generous provision in comparison the market average of approximately 10%.



Rove Home offered competitive prices in comparison to the asking prices in Downtown, with ticket prices starting from AED 1.14 million.

Furthermore, the service charge is considered affordable relative to the amenities being offered with an annual rate of AED 20 per sqft, which is in-line with other buildings in Downtown that offer much less amenities.



Rove Home Downtown offers 24 indoor and outdoor amenities ranging from co-working spaces, gym, pools, paddle tennis courts, amongst many others.

The high provision for amenities makes it an attractive offering with minimal competition in the area.



Rove Home is considered an attractive option for investors seeking capital gains through real estate investments.

Based on actual transactions, studios recorded a growth of around 5% within a 3-month timeframe. Furthermore, apartments are currently being listed at an average premium of 10.5% over initial sales prices.



All units are fully furnished with contemporary designs that have a similar look and feel to the Rove Hotels.

With all units being furnished, leasing units on a short or long terms basis is expected to ease the process.



The Rove Home concept is attractive for residents, investors, and second home buyers.

Investors are expected to benefit the most due to the lack of competition in such segment, in addition to the option of leasing units on a short- or long-term basis



Having a hospitality brand comes with added benefits, such as daily house-keeping, laundry services, and other a la carte services.

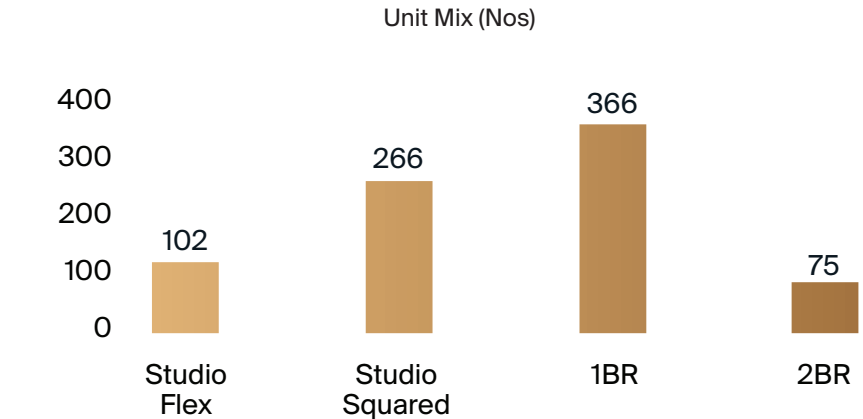
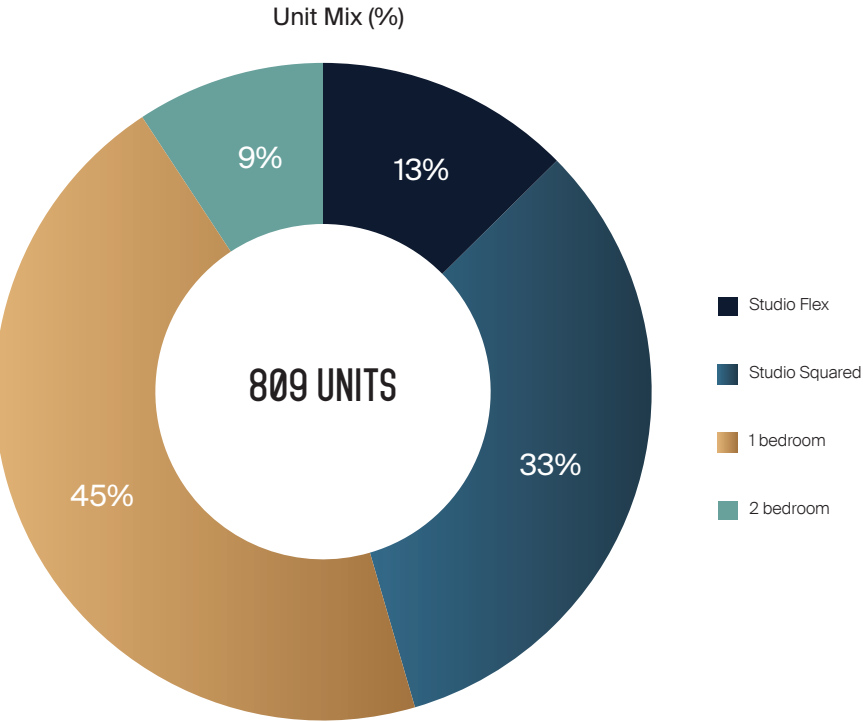
Such services will help position Rove Home as an attractive option for permanent and temporary residents



# Overview

## Rove Home Marasi Drive

PROJECT NAME	ROVE HOME – BUSINESS BAY
Developer	IRTH Signature Development LLC
Brand	Rove Hotels
Plot Area	73,782.95 sq ft.
Project Launch Date	April 2024
Anticipated Completion Date	Q3 2027
Total Units	809





# Facilities & Amenities in Comparison to Similarly Price Developments in Dubai

## Methodology

- To evaluate the amenities of the Rove Business Bay development, a comparative analysis was conducted using Rove Downtown prices as a benchmark. Transactions within the range of -10% to +10% of the average transaction price for studio, one-bedroom, and two-bedroom apartments were identified.
- Subsequently, developments featuring transactions in all three typologies below with the above the average price range (within the ±10% range) were selected. A detailed investigation of the amenities offered by these developments was conducted, allowing for a comprehensive comparison.
- The amenities offered in the analysed developments include a Swimming Pool, Gym, Children's Play Area, Nursery, Children's Pool, Living and Dining Spaces, Maintenance Services, Mosque, Restaurant, Spa/Sauna, BBQ Area, Sports Area, Community Center, Jogging Track, 24-hour Concierge, and Security.

## Benchmarks

AVERAGE UNIT VALUE	NUMBER OF AMENITIES
AED 1.74 MILLION	16

## Rove Home Marasi Drive

AVERAGE UNIT VALUE	NUMBER OF AMENITIES
AED 1.58 MILLION	50+

## Benchmarks

15 Northside, Ahad Residences, Aykon City, Aykon City 3, Binghatti Canal, Canal Heights, Canal Heights II, Damac Maison Prive, Mama Shelter Dubai, Paramount Tower Hotel and Residences, Peninsula, The Executive Towers, The Sterling, and Urban Oasis by Missoni

## Rove Business Bay Noteworthy Extra Amenitiest

Gaming Lounge, Climbing Walls, Hammock movie lounge, Indoor/Outdoor co-working spaces, Outdoor Cinema, Sky Garden, Private meeting rooms, Indoor/Outdoor gym, Sunken Gardens, Yoga Lounge, Outdoor kitchen and BBQ terrace, Observatory Deck/Telescope.

AMENITIES MAKE 25% OF THIS PROJECT\*

ROVE  
HOME  
MARASI DRIVE





# ROVE

HOME  
MARASI DRIVE



## Value Proposition

The following factors present the value proposition for Rove Home Business Bay:



Rove Home Marasi Drive benefits from a strategic location within the emerging part of Business Bay. The development is also located within a 2-minute walking distance to Dubai Canal.

A bus station is also located right at the doorstep of Rove Home.



The Rove Home concept is attractive for residents, investors, and second home buyers.

Investors are expected to benefit the most due to the lack of competition in such segment, in addition to the option of leasing units on a short- or long-term basis



One of the unique attributes of Rove Home Marasi Drive is its provision for green spaces and wellness-related activities. The development features multiple green spaces including a unique Sky Garden and a lush landscape across multiple floors.

Wellness amenities focus on an active lifestyle which is incorporated in a running wheel, indoor & outdoor gyms, a multi-purpose court, lap pool, aqua cycling, amongst others.



Rove Home Business Bay offers efficient unit sizes and layouts resulting in spaces that are sufficient to both permanent and temporary residents. This is also supported by the flexible furniture solutions offered by ORI.

On account of the efficient unit sizes, the corresponding ticket prices are considered affordable and liquid based on the majority of the transactions in Dubai.



Rove Home Business Bay features 8,000 – 9,000 sqm (26.4% ratio area) of facilities and amenities, which are first of a kind and not found in most of the residential buildings in the area.

This enhances the appeal of the development for both primary residents and visitors.



The first of a kind collaboration with ORI provides flexible living solutions, with the offering of concepts such as cloud beds that create more living space within the apartment.

Furthermore, the offering of pocket walls double space when doors vanish into the wall.



All units within Rove Home Business Bay will be compatible with Google and Alexa digital home solutions.

The offering of smart living is becoming crucial to attract the tech-savvy residents and visitors by providing ultimate convenience.



On an overall building level, Rove Home Business Bay will have direct access to an adjacent park. Whereas on a unit level, balconies will have same floor finishes.

Both aforementioned factors allow for a seamless indoor-outdoor transition for the residents of the building.



# Site Assessment

## Key Site Characteristics

The subject site is strategically located in Business Bay along the intersection of Al Asayel Street and Marasi Drive

- The site is located in the heart of Business Bay within walking distance to the Dubai Canal.
- Business Bay is a masterplan development by Dubai Holding. The masterplan is located along the Dubai Water Canal, an extension of Dubai Creek, and is known for its high-rise towers. Development activity in and around Business Bay has increased in line with increased interest in branded and luxury residences in the city, with commercial, retail, residential, hospitality and healthcare & community facilities readily available.
- The table below presents a summary of the key characteristics of the subject site based on information provided by the Client which was substantiated with a site visit:

Key Site Characteristics	
Name	Rove Home Marasi Drive
Land Area	6,854.69 sqm (73,783.27 sq. ft)
Height	G + 29
Max. GFA	41,128.20 sqm (442,700.26 sq. ft)
Current Status	Vacant Land Plot
Site Corners	Eastern Boundary: Park under development & Residential and hospitality developments Western Boundary: Empty plot of land. Northern Boundary: Empty plot of land and Dubai Water Canal beyond. Southern Boundary: Vento tower (Under construction) and Al Khaleej Al Tejari 2 street
Visibility & Frontage	The site benefits from good visibility and frontage along Dubai Water Canal and through internal roads connecting the site to major roads.

Source: Knight Frank Analysis, Client Information, Google Earth





# Site Assessment

## SWOT Analysis

### STRENGTHS

**Location :**  
The site benefits from its strategic location in Business Bay, within walking distance to Dubai Canal.

**Accessibility:**  
The site benefits from its strategic location in Business Bay, within walking distance to Dubai Canal.

### WEAKNESSES

**Traffic Congestion:**  
Traffic congestion is a weakness to the development during peak hours and high tourism season as Business Bay is within proximity to major landmarks (i.e. Dubai Mall, Burj Khalifa, Dubai Opera, etc.).

**Proximity to District Cooling Plant:**  
The site's proximity to the district cooling plant could lower its appeal to certain clientele, as certain units could be overlooking the plant.

### OPPORTUNITIES

**Profile of Surroundings:**  
With Business Bay emerging to become a hub for luxury and branded developments, the overall appeal of the area is expected to uplift upon the completion of those projects, That in hence will make the area more attractive for residents and visitors.

**Proximity to Downtown:**  
Opportunity to capitalize on the site's proximity to major landmarks in Downtown by offering complementary offerings at more reasonable price points in comparison to Downtown Dubai.

### THREATS

**Competition from Upcoming Developments:**  
Threat of competition from vacant plots that are yet to be developed. Therefore, it is important to differentiate the project through implementation of various facilities and amenities.

**Obstructed Views:**  
Upon development of the adjacent plot, the Dubai Canal views are expected to be obstructed, which could diminish the waterfront premium commanded by units overlooking Marasi Drive.

Source: Knight Frank Analysis





**Shehzad Jamal**

Partner - Strategy & Consultancy, MEA

---

shehzad.jamal@me.knightfrank.com  
+971 56 410 1298

**Abdulaziz Zabalawi**

Senior Manager - Strategy and Consultancy, UAE

---

abdulaziz.zabalawi@me.knightfrank.com  
+971 56 536 3029

[knightfrank.ae](http://knightfrank.ae)

[knightfrank.com/bahrain](http://knightfrank.com/bahrain)

[knightfrank.eg](http://knightfrank.eg)

[knightfrank.com.sa](http://knightfrank.com.sa)

[knightfrank.com.qa](http://knightfrank.com.qa)