RESEARCH BRIEF · 4 AUGUST 2026

DAMAC Leads Dubai Off-Plan Market With AED 15.6 Billion in H1 2026 Sales

DAMAC Properties recorded 5,706 off-plan residential transactions worth AED 15.6 billion in the first half of 2026, ranking first in Dubai's primary off-plan market by sales volume. The developer's strongest showing came in ...

HIGH	7.8	3 August 2026	7/10
INVESTOR IMPACT	SIGNIFICANCE SCORE	EVENT DATE	SOURCE RELIABILITY

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EXECUTIVE SUMMARY

01 DAMAC Leads Dubai Off-Plan Market With AED 15.6 Billion in H1 2026 Sales

Dubai Land Department data covering January to June 2026 shows DAMAC Properties as the volume leader in the emirate's primary off-plan residential market, with 5,706 transactions valued at AED 15.6 billion. DAMAC ranked first by units sold, ahead of the next placed developer's 5,316 units, and second by total sales value. The result was driven heavily by villas, where DAMAC took 44.2% of unit sales, almost double the share of the next ranked developer, and sold 390 more villas than that competitor. Across the wider market, Dubai's off-plan primary residential segment recorded AED 92.8 billion in sales across 46,794 apartments, and AED 56.9 billion across 7,730 villas, in the same period. For an investor weighing where to place off-plan capital, this is a data point on execution and absorption at one developer, not a market call in itself, and it should be read alongside the wider transaction data before any allocation decision.

- DAMAC recorded 5,706 off-plan residential transactions valued at AED 15.6 billion in H1 2026, ranking first by sales volume in Dubai's primary off-plan market
- DAMAC ranked second by total sales value despite leading on unit volume, ahead of a developer that sold 5,316 units
- DAMAC took 44.2% of off-plan villa unit sales, almost double the share of the next ranked developer, and sold 390 more villas than that competitor
- Dubai's total off-plan primary residential market recorded AED 92.8 billion across 46,794 apartments and AED 56.9 billion across 7,730 villas in H1 2026
- DAMAC has delivered more than 50,000 homes to date and anticipates handing over another 8,800 units across Dubai in 2026
- Handovers cited in the period span DAMAC Hills, DAMAC Hills 2, DAMAC Lagoons, Chic Tower and Elegance Tower

THE EVENT

02 What happened, and why it matters

WHAT HAPPENED

Dubai Land Department data for January to June 2026 shows DAMAC Properties recorded 5,706 primary off-plan residential transactions worth AED 15.6 billion, the highest unit volume of any developer in the period and the second highest by total sales value. The result was led by the villa segment, where DAMAC accounted for 44.2% of unit sales, close to double the share of the next ranked developer, and sold 390 more villas than that competitor, representing 20% of villa market share. DAMAC Managing Director Amira Sajwani attributed the result to investor confidence and the company's ability to convert demand at scale across its portfolio. The wider Dubai off-plan primary residential market recorded AED 92.8 billion in sales across 46,794 apartments and AED 56.9 billion across 7,730 villas over the same six months.

WHY IT MATTERS

A single developer capturing the largest unit volume in a six month period, across a market that transacted AED 92.8 billion in apartments and AED 56.9 billion in villas, is a signal about where buyer confidence is concentrating within the off-plan segment. It shows genuine absorption of stock rather than an unsold overhang, and it points to investors favouring developers with a visible delivery record, DAMAC cites more than 50,000 homes delivered and 8,800 more expected in 2026, over newer or unproven entrants. For anyone treating Dubai property as a long-term capital preservation asset rather than a short-term trade, developer selection and delivery capacity matter as much as entry price.

WHO IT AFFECTS

This is most relevant to you if you are evaluating off-plan purchases in Dubai, particularly in the villa segment where DAMAC's share was most pronounced, and if developer track record and delivery certainty factor into how you choose where to place capital. It also matters if you already hold DAMAC stock across DAMAC Hills, DAMAC Hills 2, DAMAC Lagoons, Chic Tower or Elegance Tower and are tracking the pace of handovers against the wider market.

INVESTOR READ

03 Implications, risks and opportunities

IMPLICATIONS

When you're comparing developers for an off-plan allocation, unit volume and delivery history are two of the clearest data points available to you, and this release gives you both for DAMAC in one period. A developer ranking first by volume but second by value tells you something about product mix, this was a result built on a high number of transactions rather than the single highest average deal size, which matters if your own strategy leans toward volume absorption in mid-market product versus fewer, larger ticket purchases. Either way, this single data set is not a substitute for reviewing a developer's specific project, payment plan structure and handover history before you commit capital.

RISKS

Be straight with you on what this data does not tell you. Leading by volume is not the same as leading by value, DAMAC placed second on total sales value in the period, which means the average transaction size across its book was lower than the value leader's. A high concentration of sales in one developer also means outsized exposure to that single company's execution risk if you are buying into its projects specifically, delivery delays, construction cost pressures or a slowdown in future launches would affect a large pool of buyers at once. This release is a single press source citing Dubai Land Department figures for one six month window, it does not include resale liquidity, rental performance, or how these units perform once handed over, all of which matter more to your outcome than the initial sales headline. Off-plan investing carries construction and delivery timeline risk regardless of which developer you choose, and a strong H1 does not guarantee the same pace holds through H2 2026.

OPPORTUNITIES

For investors specifically targeting the villa segment, DAMAC's scale, 44.2% of unit sales and 20% market share, means a wider range of stock and stages to choose from within one track record, potentially with more competitive early phase pricing before later releases reprice upward. The developer's stated pipeline of 8,800 handovers in 2026 also gives you a near-term window to assess actual delivery performance against sales claims, which is the real test of any developer's credibility, rather than relying on sales volume alone.

WHAT TO WATCH

Watch whether DAMAC's H1 2026 volume lead converts into completed handovers across the 8,800 units anticipated this year, and how H2 2026 Dubai Land Department data compares, both for DAMAC and for the developer that led by total sales value. Any shift in the villa segment's 44.2% concentration in future quarters would also be worth tracking as a read on whether this was a one period spike or a sustained pattern.

THE BOTTOM LINE

04 What this means for Dubai investors

THE MEANING

If you're looking at Dubai off-plan through a capital preservation lens rather than chasing the fastest flip, this data point is useful mainly as a proof of demand and delivery capacity at scale, not as a signal to chase volume for its own sake. A developer selling the most units is not automatically the safest place for your capital, what matters over a multi year hold is whether the units get built and handed over on schedule, and whether the developer's broader portfolio, DAMAC Hills, DAMAC Hills 2, DAMAC Lagoons among them, continues performing after the sale is made.

> *"What I take from a number like this is less about DAMAC specifically and more about what it confirms on the ground. Clients ask me constantly which developers actually deliver versus which ones are just good at marketing a launch, and volume data like this, first by units sold, second by value, tells you the difference. Selling the most units at a lower average ticket is a different business model to selling fewer units at a higher price point, and neither is automatically the right answer for you. What I always come back to with an investor is the delivery history behind the sales number. A developer's H1 sales figure is the easy part to publish. Whether the 8,800 units due for handover this year actually land on time is the part that decides whether your capital was protected or not, and that's the conversation worth having before any allocation, not after.*
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> BRADLEY JAMES, DUBAI REAL ESTATE INVESTMENT ADVISOR

SOURCES AND VERIFICATION

Zawya, DAMAC leads Dubai's off-plan residential market in H1 2026 with AED 15.6bln in sales, published August 3, 2026, citing Dubai Land Department data for January to June 2026.

Begin the conversation.

Every allocation starts with a candid, numbers-first discussion shaped around your mandate, risk profile and timeline.

Bradley James

ASSOCIATE DIRECTOR & SENIOR INVESTMENT ADVISOR

Bradley James is an Associate Director and Senior Investment Advisor based in Dubai, specialising in Dubai real estate, off-plan investment, strategic wealth allocation, portfolio diversification, and relocation and residency planning. He advises private investors and family offices on entering the Dubai market with the same rigour he applies to his own capital.

SPECIALISMS

- Dubai Real Estate
- Off-Plan Investment
- Strategic Wealth Allocation
- Portfolio Diversification
- Relocation & Residency Planning

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SOURCES

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SCAN TO MESSAGE