RESEARCH BRIEF · 12 AUGUST 2026

Dubai Property Data Points to Resilience Behind the Negative Headlines

A market intelligence signal dated 11 August 2026 flags that Dubai's property market is holding up better than the negative headlines circulating overseas would suggest. Dubai Land Department figures for July 2026 show ...

MEDIUM	7.2	11 August 2026	7/10
INVESTOR IMPACT	SIGNIFICANCE SCORE	EVENT DATE	SOURCE RELIABILITY

Bradley James
Associate Director & Senior Investment Advisor

EXECUTIVE SUMMARY

01

Dubai Property Data Points to Resilience Behind the Negative Headlines

On 11 August 2026, a market signal classified Dubai's property market as more resilient than prevailing negative sentiment implies, noting that underlying buyer activity has stayed solid despite gloomy headlines. The originating article itself could not be retrieved at the time of writing, so this briefing treats it as a directional signal and checks it against verified transaction and pricing data. Dubai Land Department figures for July 2026 show 13,930 transactions worth AED 34.9bn, with off-plan sales making up 69.1% of that count. June 2026 average pricing sat at AED 1,680 per square foot. Against a CBUAE base rate of 3.6% and a 3 month EIBOR of 3.9% in August 2026, the transaction data does not show a market that has quietly stalled. For overseas buyers weighing up whether to act or wait, the point is not that the headlines are wrong. It is that headlines and hard data are two different inputs, and only one of them belongs in a capital preservation decision.

- A market signal dated 11 August 2026 found Dubai's property market performing better than negative press coverage suggested, with buyer activity holding up despite pessimistic narratives
- July 2026 Dubai Land Department data shows 13,930 transactions worth AED 34.9bn, evidence of continued transaction volume rather than a market in retreat
- Off-plan sales made up 69.1% of transaction count in July 2026, so the majority of activity is still concentrated in the segment most sensitive to sentiment and payment plan structure
- Average pricing stood at AED 1,680 per square foot in June 2026, giving a fixed reference point against which future headline claims can be checked
- The CBUAE base rate of 3.6% and 3 month EIBOR of 3.9% in August 2026 set the real financing backdrop against which any resilience claim has to be read

- The original source article for this signal was not retrievable, so the finding should be treated as directional and weighed against verified DLD and Central Bank data, not taken on its own

THE EVENT

02 What happened, and why it matters

WHAT HAPPENED

An intelligence signal published on 11 August 2026 classified Dubai's property market as more resilient than the negative headlines circulating would suggest, with underlying buyer activity described as solid despite pessimistic coverage. The source outlet is Consultancy-me.com, but the specific article behind the signal returned a page not found error when checked, so the underlying reporting detail is not available beyond the classified headline and summary. What can be verified independently is the transaction data itself. Dubai Land Department figures show 13,930 sales transactions in July 2026 worth AED 34.9bn, with off-plan sales accounting for 69.1% of that count by number. Average pricing across the market was AED 1,680 per square foot as of June 2026. On the financing side, the Central Bank of the UAE's base rate stood at 3.6% in June 2026, with the 3 month EIBOR at 3.9% in August 2026.

WHY IT MATTERS

Overseas investors, particularly buyers based in the UK, tend to anchor their view of Dubai on headlines and social media sentiment rather than on primary transaction data, simply because that is what reaches them first and most often. If the actual data shows continued transaction activity while the headlines lean negative, that is a meaningful gap between perceived risk and measured risk. This is the exact shape of the most common objection raised by UK buyers, that Dubai must be in trouble based on what they are reading. It also lines up with a pattern seen elsewhere in the market, where local and regional capital keeps moving on the numbers while overseas investors sit on the sidelines, frozen by narrative rather than by anything in the data.

WHO IT AFFECTS

This matters most for UK and other overseas buyers who are relying on press coverage and social sentiment to judge whether Dubai is a safe place to deploy capital right now. It also matters for existing owners overseas who may be reading the same negative coverage and second guessing a decision they already made. Locally based and regional investors, who tend to work closer to the primary data, are less affected by this gap because they are already positioned closer to the source.

INVESTOR READ

03 Implications, risks and opportunities

IMPLICATIONS

For a UK based investor weighing up Dubai, the practical implication is to separate the two questions. What do the headlines say, and what does the Dubai Land Department actually show. The July 2026 data, 13,930 transactions and AED 34.9bn in value, with off-plan still representing 69.1% of that count, is the kind of activity level that does not support a narrative of a market quietly shutting down. At the same time, financing conditions are not loose. A CBUAE base rate of 3.6% and a 3 month EIBOR of 3.9% mean borrowing costs remain a real factor in any leveraged Dubai purchase, and that should temper enthusiasm on either side of the sentiment gap. The right move is neither to panic on the headlines nor to ignore the rate environment because the transaction data looks solid. It is to use the verified figures as the baseline and treat sentiment as a separate, less reliable input.

RISKS

The honest caveat here is about the source itself. This signal comes from a single outlet, and the original article could not be retrieved, only the classified headline and summary survive. That means the specific evidence behind the resilience claim, whatever data or quotes the original piece relied on, cannot be checked or reproduced in this briefing. A single unverifiable source should never be the basis for a capital allocation decision on its own. There is also a more structural risk worth naming plainly. A gap between negative sentiment and resilient transaction data does not automatically mean the sentiment is wrong. Headlines can be early rather than mistaken, and transaction volume can hold up for a period even as underlying conditions shift, particularly in a market where 69.1% of July 2026 sales activity was off-plan and therefore exposed to developer payment plan structures and completion risk rather than immediate market pricing. The financing backdrop adds a further layer, with a 3.6% base rate and 3.9% 3 month EIBOR keeping the cost of leverage elevated for buyers using debt.

OPPORTUNITIES

For a disciplined buyer, a gap between negative headlines and resilient transaction data is often where the better entry points appear, precisely because sentiment driven hesitation among overseas buyers reduces competition without the underlying market having actually weakened. The July 2026 data, with 13,930 transactions worth AED 34.9bn still transacting, suggests real demand did not disappear even as coverage turned pessimistic. For investors prepared to verify the primary data themselves rather than take headlines at face value, that gap is information, not noise.

WHAT TO WATCH

Watch the next Dubai Land Department monthly release to see whether the July 2026 transaction volume and value hold, and whether the 69.1% off-plan share persists or shifts toward secondary market activity. Also worth tracking is the direction of the 3 month EIBOR relative to the CBUAE base rate, since any further widening would raise the real cost of financed purchases regardless of how resilient transaction counts look.

THE BOTTOM LINE

04 What this means for Dubai investors

THE MEANING

For an investor thinking about capital preservation and generational wealth protection rather than short term timing, the lesson from this signal is procedural as much as it is factual. Do not let headline sentiment alone drive a decision to buy, hold, or sell in Dubai. Check it against the primary source, in this case the Dubai Land Department's own transaction data, before treating a negative narrative as evidence of real risk. The July 2026 figures do not eliminate the risks that exist in any property market, including the financing costs implied by a 3.6% base rate and 3.9% EIBOR, but they do show a market where transactions are still happening at scale, which is a very different picture to the one painted by pessimistic headlines alone.

> *“Here's the thing I keep running into with overseas clients right now. Someone based in the UK reads three negative headlines about Dubai property in a week and starts asking me if they should pull out of a deal they've already committed to, while someone based here or in the wider region is still transacting without a second thought. That's not because the local buyer knows something the overseas buyer doesn't. It's because the local buyer is closer to the data and the overseas buyer is closer to the headlines. Two things are true at once. The negative coverage is real and it exists for reasons worth understanding, and the transaction data for July 2026 still shows a market doing 13,930 deals worth AED 34.9bn. I'd rather a client asked me to pull the actual Dubai Land Department numbers before making a decision than reacted to a headline they can't verify. That's the whole job, honestly, separating what's*

provable from what's just noise.

BRADLEY JAMES, DUBAI REAL ESTATE INVESTMENT ADVISOR

SOURCES AND VERIFICATION

Consultancy-me.com market signal, classified 11 August 2026 (original article URL returned a page not found error at time of writing, so only the classified headline and summary could be verified). Dubai Land Department, July 2026 sales transaction count and value. Dubai Land Department, June 2026 average price per square foot. Dubai Land Department, July 2026 off-plan share of sales by count. Central Bank of the UAE, June 2026 base rate. Central Bank of the UAE, August 2026 3 month EIBOR.

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

WHATSAPP

+971 56 500 6162

INSTAGRAM

@braddjames

WEB

bradleyjames.website

LOCATION

Dubai, U.A.E.

SOURCES

Consultancy-me.com market signal, classified 11 August 2026 (original article URL returned a page not found error at time of writing, so only the classified headline and summary co

SCAN TO MESSAGE