

# WHAT'S NEXT?

EXPLORING THE CURRENT DUBAI  
MARKET AND HOW IT SETS THE  
PERFECT STAGE FOR  
**BOLD NEW  
OFFERINGS**

**IRTH**

# Dubai's Population Boom

**Rapid growth  
since 2005**

Dubai Population jumped from

**1.32 M in 2005 to 4 M in 2025**

Non Expat

**7.98%**

0.31M

Expat Population

**85%-92%**

3.53M



Source: Global Media Insights

# Projected Growth Over the Next 5 Years



2025: Expected to surpass

## 4 MILLION

Residents around Q3 2025

2030: Forecast population at

## 4.6 MILLION

2040: Forecast population at

## 5.8 MILLION

Dubai's population is set to rise from 4.0M in 2025 to 4.6M by 2030—an average annual growth of 3–3.6% driven by sustained expat inflows and ambitious urban policies.

# Snapshot of Dubai's Residential Landscape

300,000 HOMES  
DUE BY 2029

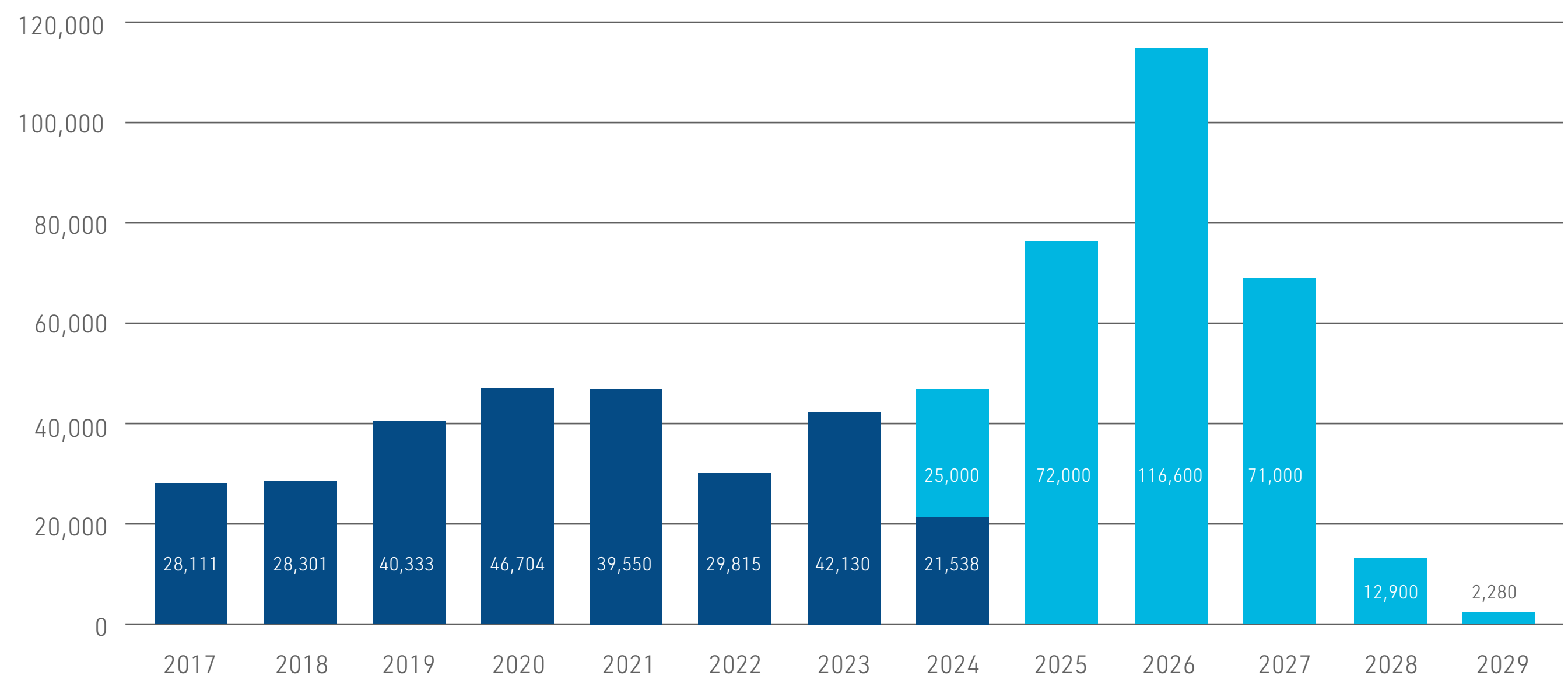
Developers have been racing to satisfy the growing levels of demand for housing and our estimates now show that close to 300,000 homes are due to be built across Dubai between now and the end of 2029.

With 300,000 homes expected to be completed over the next six-years, this suggests an average of

50,000 UNIT  
deliveries per year between  
2024-2029

Dubai's residential supply  
Number of homes

Existing Under Construction



Source: Knight Frank

# Dubai's Commercial Business Landscape

## Past Growth & Future Projection

Mainland business registrations in Dubai have grown over 4x since 2005, reflecting strong investor confidence, ease of doing business, and regulatory reforms.

The next 5 years are projected to show consistent annual growth, crossing 50,000 mainland licenses by 2030, largely driven by tech, clean energy, and global relocation trends.

**70,500**

New memberships

**258,318**

Active Memberships Companies

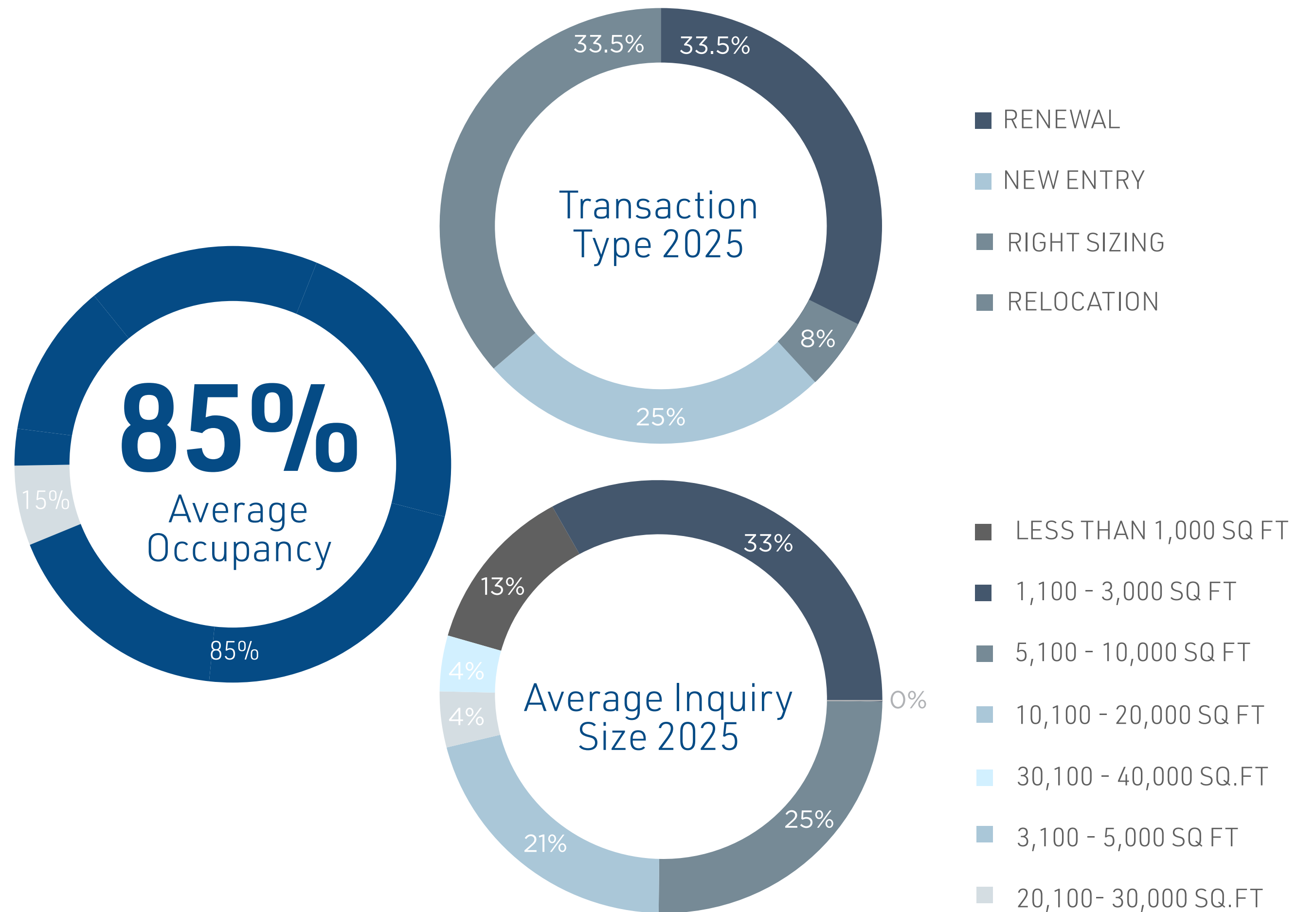
# Quick Facts: Dubai Office Market

Given the surge in demand and occupancy levels in the emirate, developers plan to add

## 1.55 MILLION SQFT

of space to the office stock.

However, this amount is not enough to meet the growing needs of businesses.







# **Business Bay Office Market Overview**



# Modern Workplaces, Strategic Location

Business Bay remains a commercial powerhouse in 2025, offering modern office spaces for small and large companies.

## Key Highlights:

- Business Bay is one of the largest office districts in Dubai with over

**16 M sqft**  
of office space

- Business Bay is ideally situated in the

**heart of Dubai**

and is served by Al Khail Road and Sheikh Zayed Road - two of Dubai's biggest traffic arteries

- Business Bay is purposely located for **international trade**

as one end touches Sheikh Zayed Road with its office towers housing international firms and the financial institutions of the Dubai International Financial Center

- Upcoming developments like mixed-use skyscrapers and **tech-driven**

office spaces are set to redefine Business Bay's landscape

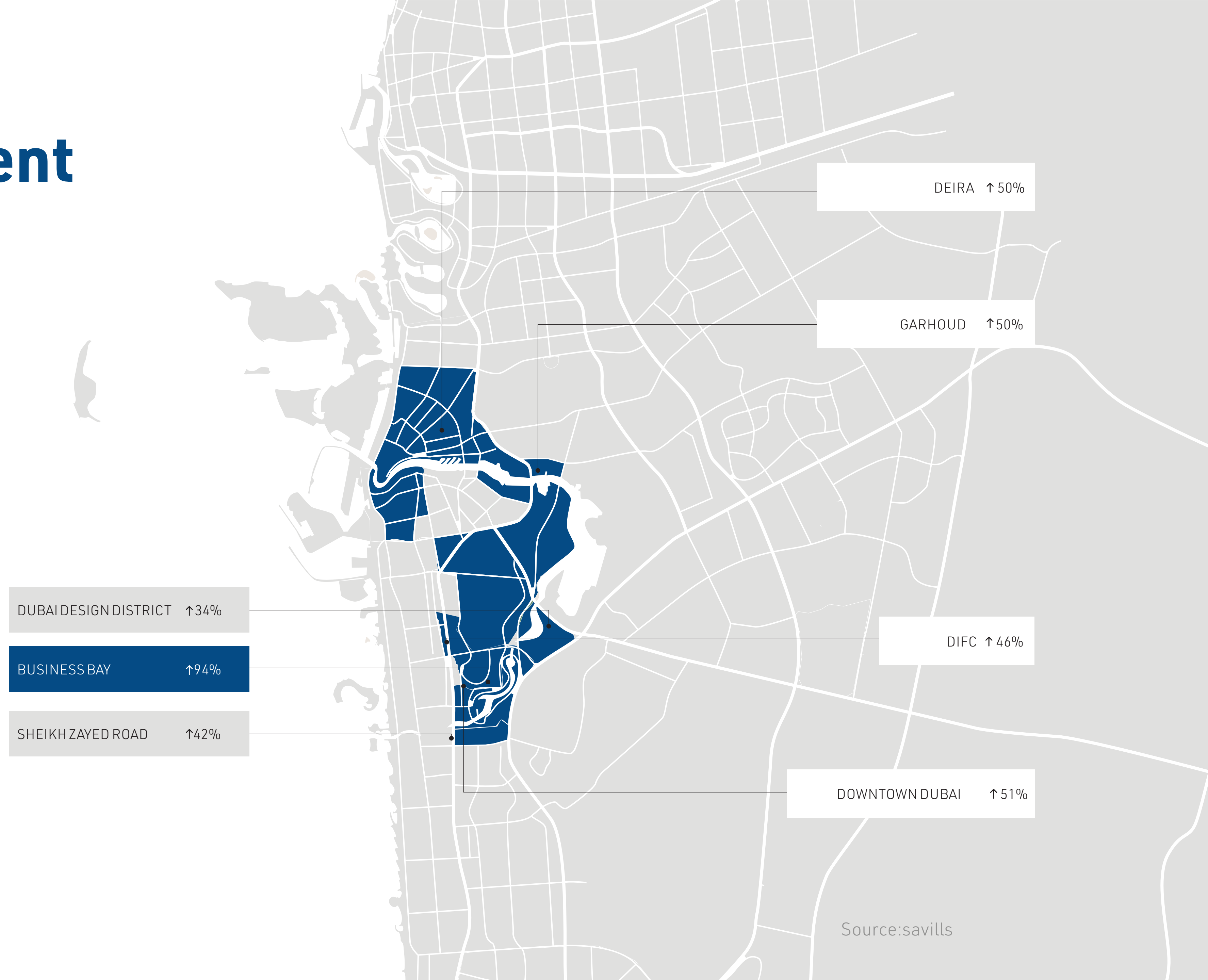
- With over **80 M sqft**

of total mixed-use area, Business Bay creates a prime hub of commercial space for international and local businesses, financial institutions, retail and hospitality options



# Dubai Office Rental Movement

Q1 2025  
Y-O-Y CHANGE (%)



Source: savills

# THE OFFICE OF



# THE FUTURE

Blending technology, flexibility, and employee well-being, the office of the future is no longer just a place to work—it's a dynamic environment designed to inspire innovation, foster collaboration, and support hybrid work models.

With smart infrastructure, adaptable workspaces, and a strong emphasis on sustainability and wellness, tomorrow's offices will prioritize both productivity and purpose—creating spaces where people truly want to be.



# Key Market Trends Shaping Workplaces



## Hybrid Work Becomes the Norm

- Majority of global companies now offer flexible or hybrid models.
- Demand for smaller HQs and satellite offices is rising.
- Office spaces are redesigned for collaboration rather than daily individual work.



## AI & Automation Integrated into Daily Tasks

- Widespread adoption of generative AI for writing, reporting, coding, and analysis.
- Automating routine work frees up time for creative and strategic roles.
- Employees now require digital fluency and AI literacy.



## Focus on Employee Experience

- Employers are investing in wellness, mental health support, ergonomic design, and flexible hours.
- Growth in experience-first office design – podcast studio, silent pods, napping nooks.



## Upskilling & Lifelong Learning

- Continuous learning is expected, not optional.
- Companies offer in-house training and subsidized upskilling (especially in AI, sustainability, and leadership).
- Certifications and micro-credentials are gaining value.



## Workplace Sustainability

- Green buildings and energy-efficient offices are increasingly expected.
- Companies report on ESG metrics as part of their corporate responsibility.
- Carbon tracking of employee travel and workspaces is on the rise.



## Increased Demand for Smart Workspaces

- IoT-enabled desks, climate control, access, and occupancy sensors are mainstream.
- Data-driven workplace management improves efficiency and employee comfort.
- Mobile-first access to workspace booking, visitor check-ins, etc.



## Rise of Purpose-Driven Work Culture

- Gen Z and Millennials prioritize values, impact, and DEI (Diversity, Equity, Inclusion).
- Employers seen as socially responsible attract more talent and loyalty.
- Internal activism and employee-led initiatives are more common.



## Gig Economy & Freelance Integration

- Flexible talent pools are expanding within corporate environments.
- Companies are restructuring HR and legal processes to support non-traditional workers.
- On-demand experts used for innovation sprints, niche projects, and short-term goals.





| About Us



# IRTH



Founded under the legacy of the renowned Alshamsi family, IRTH is a next-generation real estate investment platform – based on the philosophy of value creation, innovation and building world-class living experiences. In Arabic, IRTH means past, present and future, symbolizing the timeless nature of our commitment to excellence.

Inspired by Dubai's legacy and future, IRTH brings an agile mindset to real estate. We spot the gaps in the market and shape lifestyle developments that speak to the city's dynamic rhythm. Our foundation is built on excellence, trust, and a commitment to setting new standards in the way real estate is experienced.

- PRIME LOCATIONS
- LIFESTYLE AND FUNCTIONALITY-DRIVEN
- BRANDED AND EFFICIENT
- NEXT-GENERATION REAL ESTATE DEVELOPMENTS
- ACCESSIBLE PRICE POINTS

- DISRUPTIVE BUSINESS MODEL
- VALUE-BASED INVESTMENT OPPORTUNITIES
- RIGHT PRODUCT POSITIONING
- UNIQUE ARCHITECTURAL DESIGNS
- QUALITY EXECUTION IN TIME AND BUDGET

## PROJECTS LAUNCHED

AREA IN DEVELOPMENT

**1 MN+ SQFT**

APARTMENTS SOLD/TO LAUNCH

**1800+**

DEVELOPMENT VALUE

**AED 3 BN+**

## SOON TO LAUNCH

AREA IN DEVELOPMENT

**2.5 MN+ SQFT**

APARTMENTS SOLD/TO LAUNCH

**3500+**

DEVELOPMENT VALUE

**AED 6.5 BN+**

# Buyer Demographics & Channel Insights

## Number of Agencies Registered with IRTH

IRTH operates on a B2B2C model—partnering with agents and broker networks who, in turn, present our projects to end customers and investors.

**+1200**

Brokerages/Agencies

## Demographics of Buyers Residents/Non-Residents

**33%**

UAE Residents

**67%**

Non-UAE Residents

## Demographics of Buyers Nationality

Turkish	26%	Italian	5%	French	3%
Indian	5%	British	4.5%	Pakistani	2%
Russian	5%	Egyptian	4.5%	Others	45%

Total Nationalities who bought  
Rove Home residences

**102**



# IRTH

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