

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

1.32M 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**

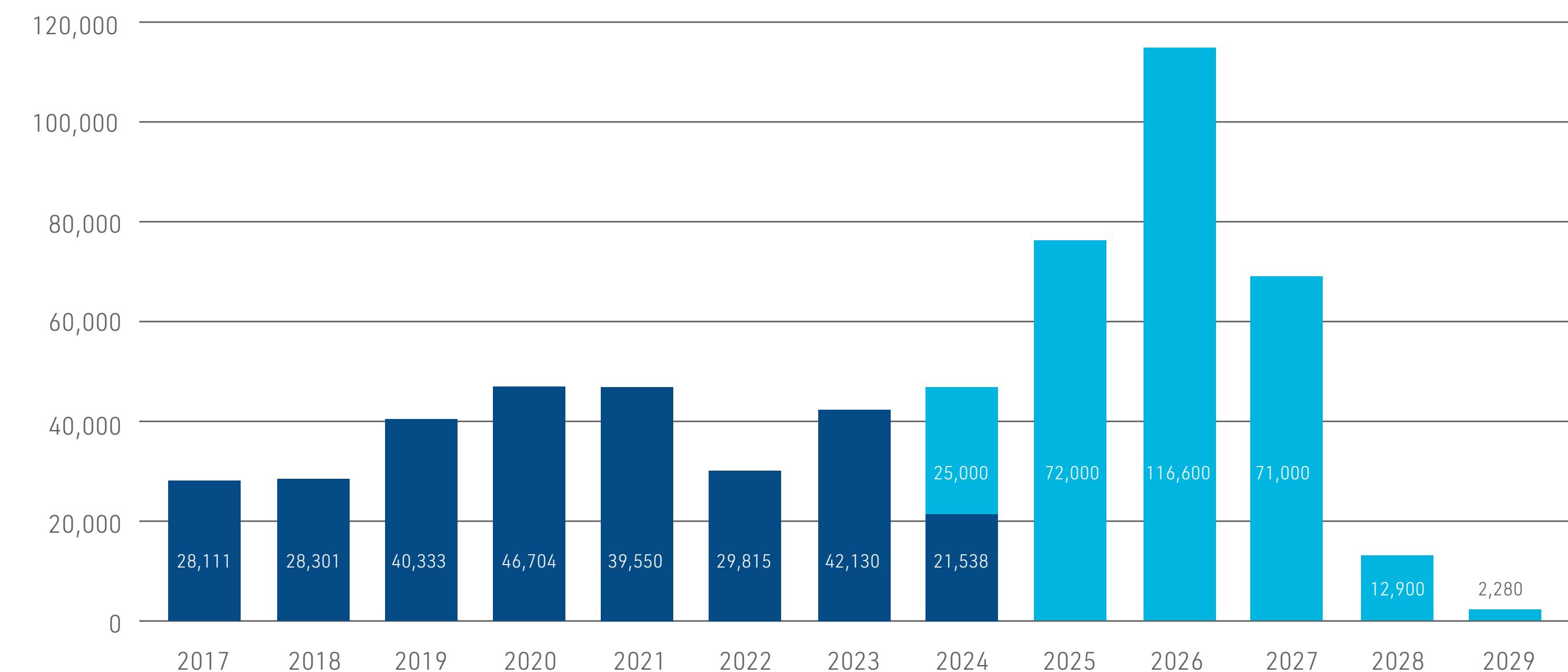
Developers have been racing to satisfy the growing levels of demand for housing and our estimates now show that close to 300,000 homes are due to be built across Dubai between now and the end of 2029.

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

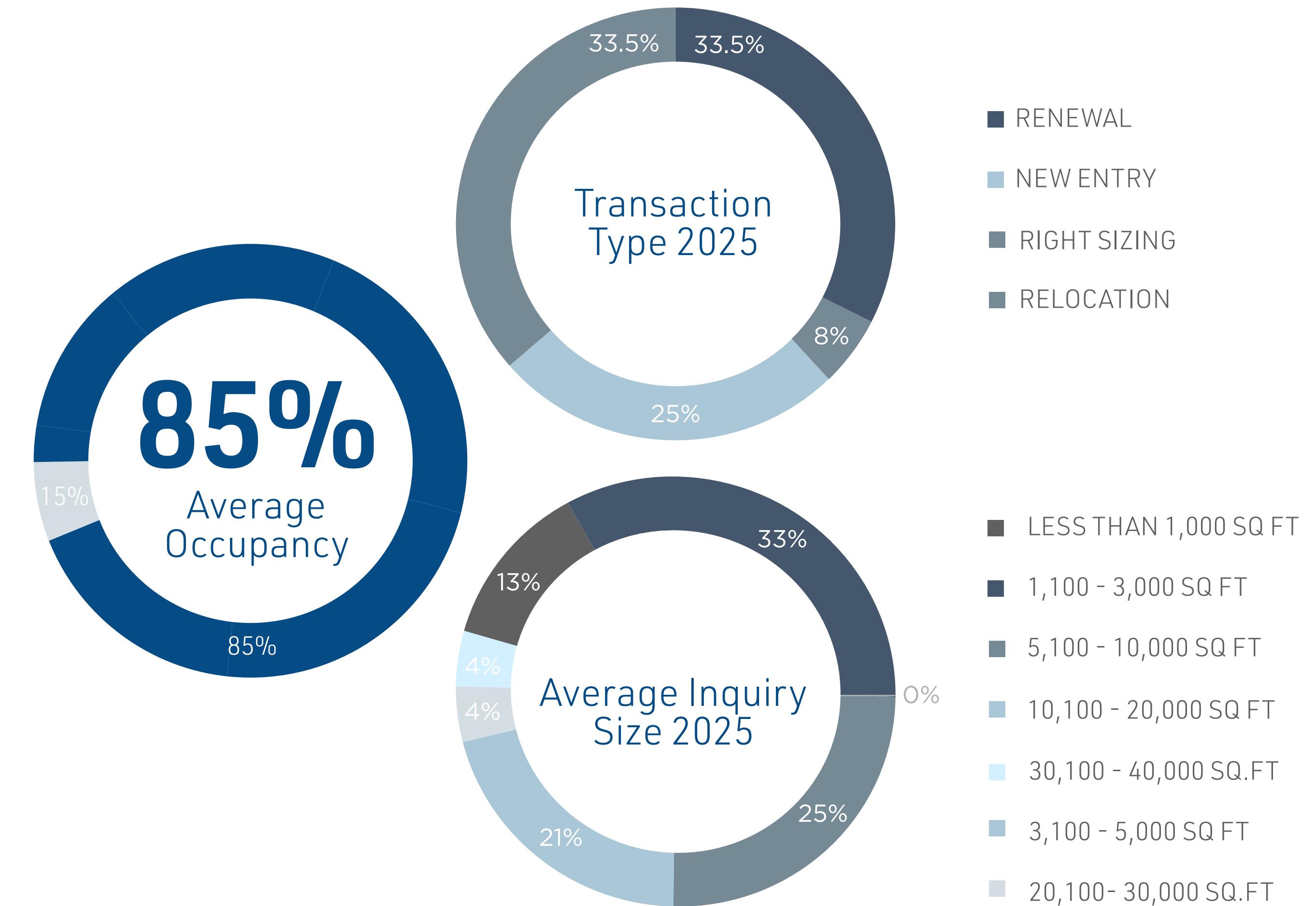
Active Memberships Companies

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.



Source:Savills



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

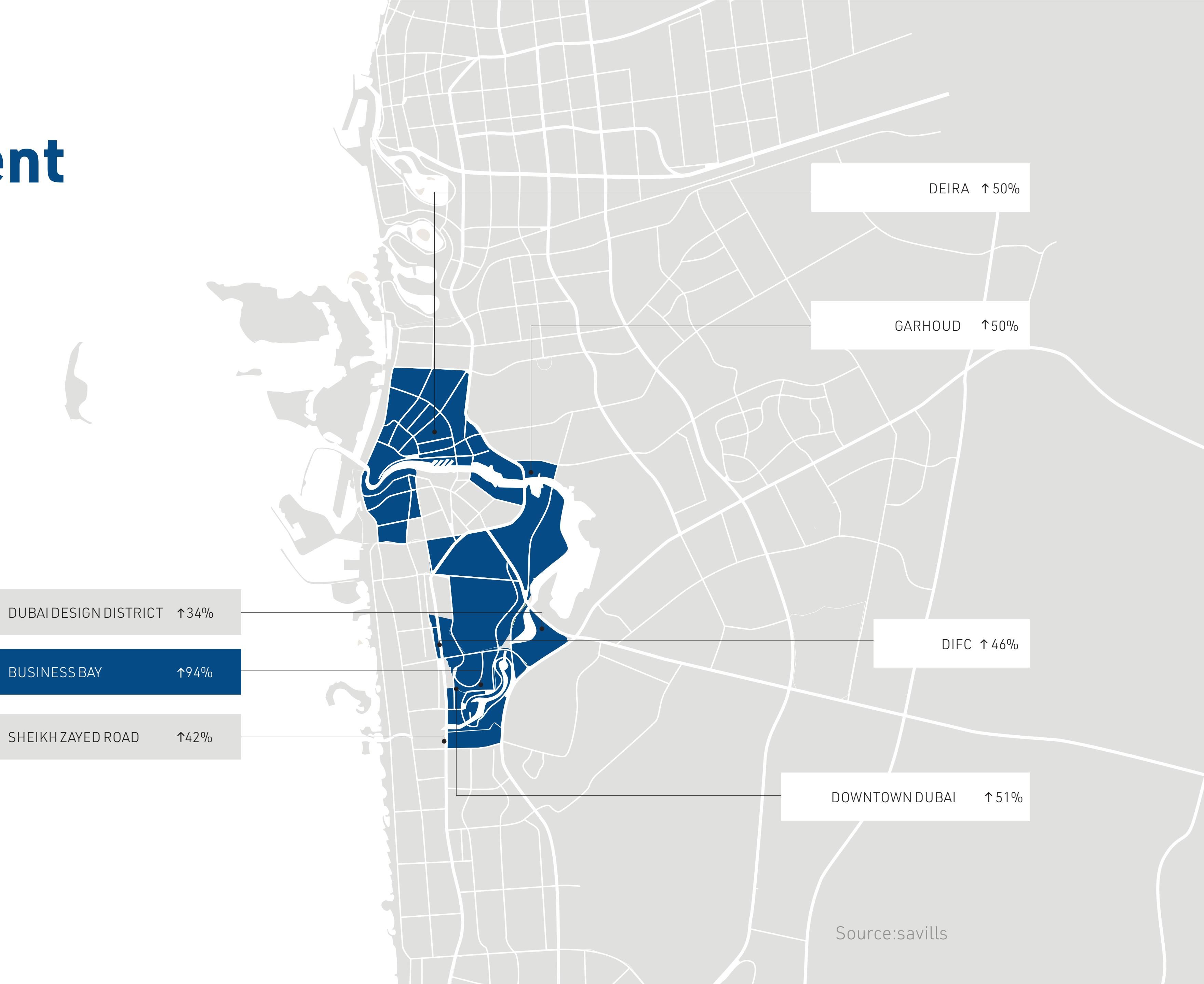
- With over

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 (%)



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

+1200

Brokerages/Agencies

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

33%

UAE Residents

67%

Non-UAE Residents

Demographics of Buyers Residents/Non-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

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