

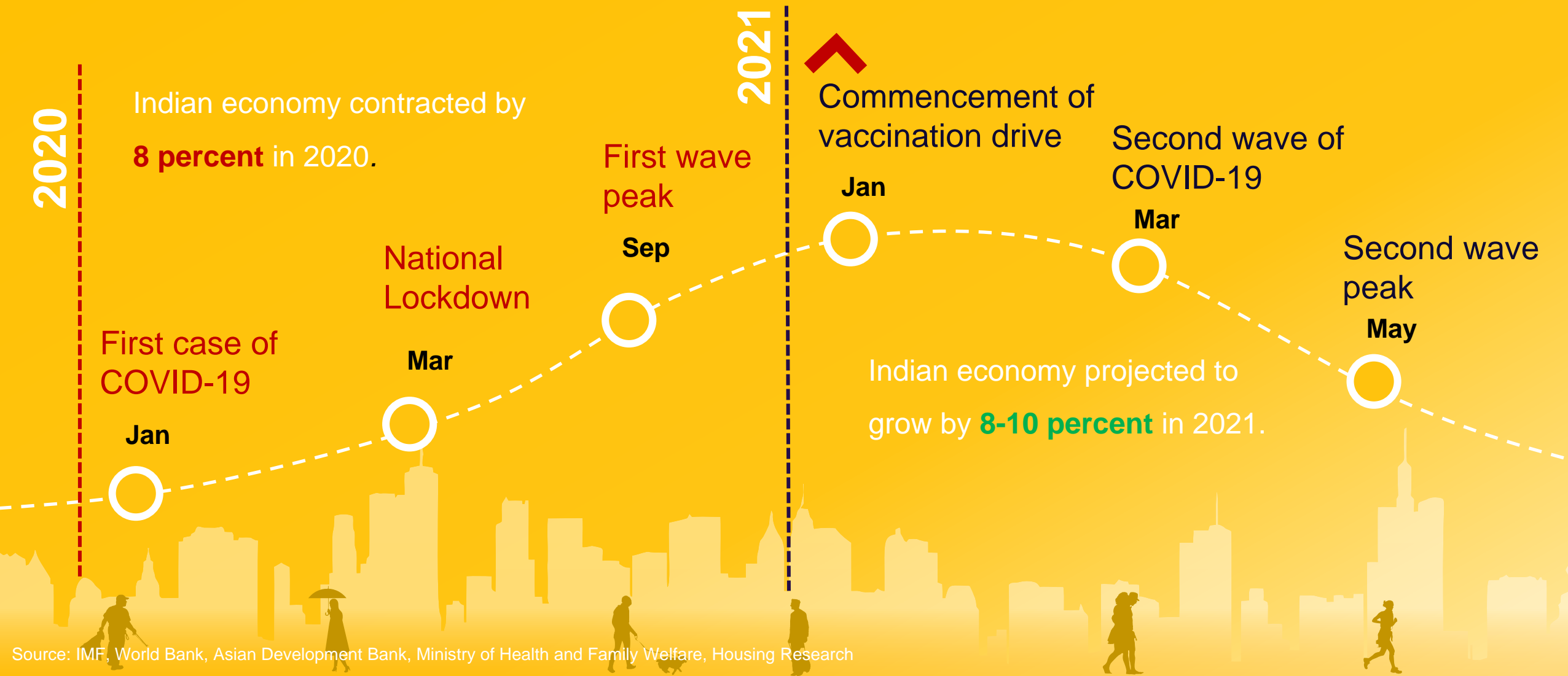
Residential realty ———

Consumer sentiment outlook

January - June 2021



Growth outlook strengthened by vaccination drive



Consumption levels surpassed the first wave



**Passenger
vehicle
sales**

Vehicle sales more than doubled compared to first wave —
2.31 lakh units sold in June 2021



**Power
consumption**

Power consumption returns to pre-pandemic levels —
17 percent YoY growth on preceding same period



**Petrol
consumption**

92 percent closer to pre-pandemic levels —
despite price hike



Air travel

Air passenger traffic grew 15 times during the second wave —
16 million passengers travelled in April-May 2021

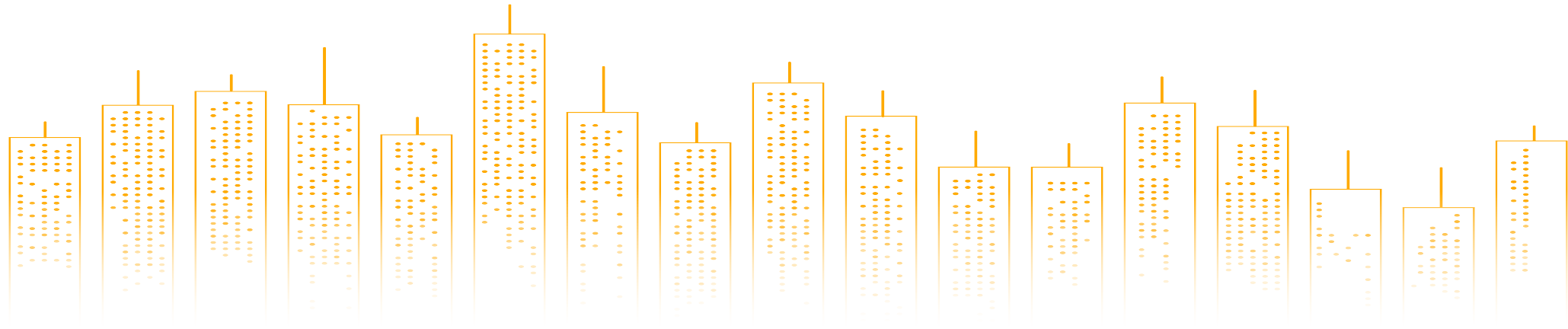


**E-
payments**

Reach record-high —
INR 2.8 billion transactions registered in June 2021



ECONOMIC OUTLOOK

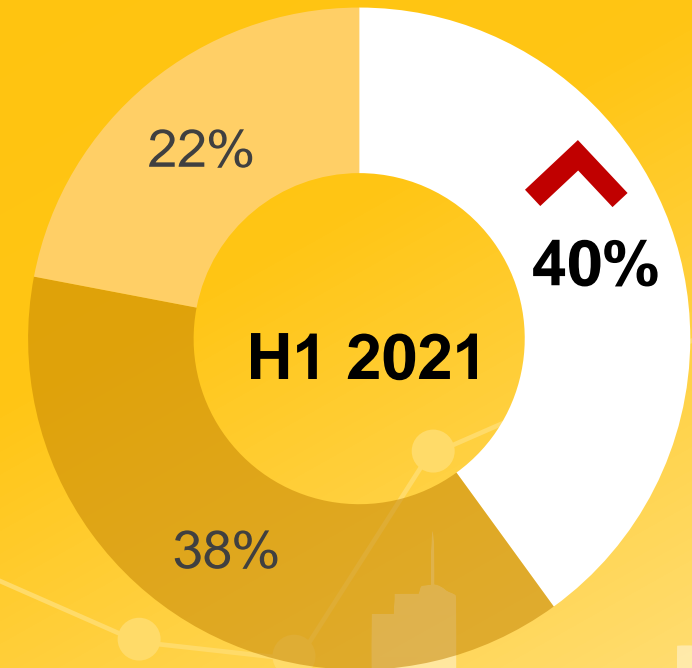
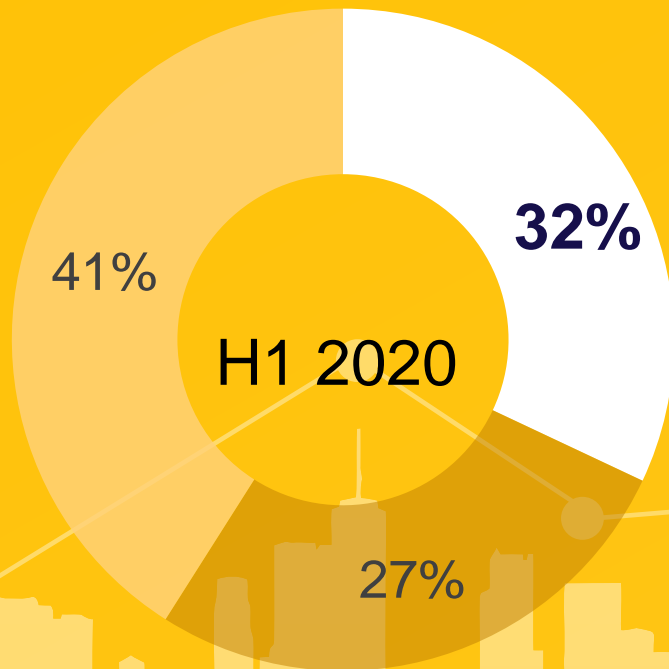


Consumer economic outlook **optimistic** for coming six-months as businesses hint at a **speedier bounce back** than the first wave.

Future sentiments continue to be in the positive zone

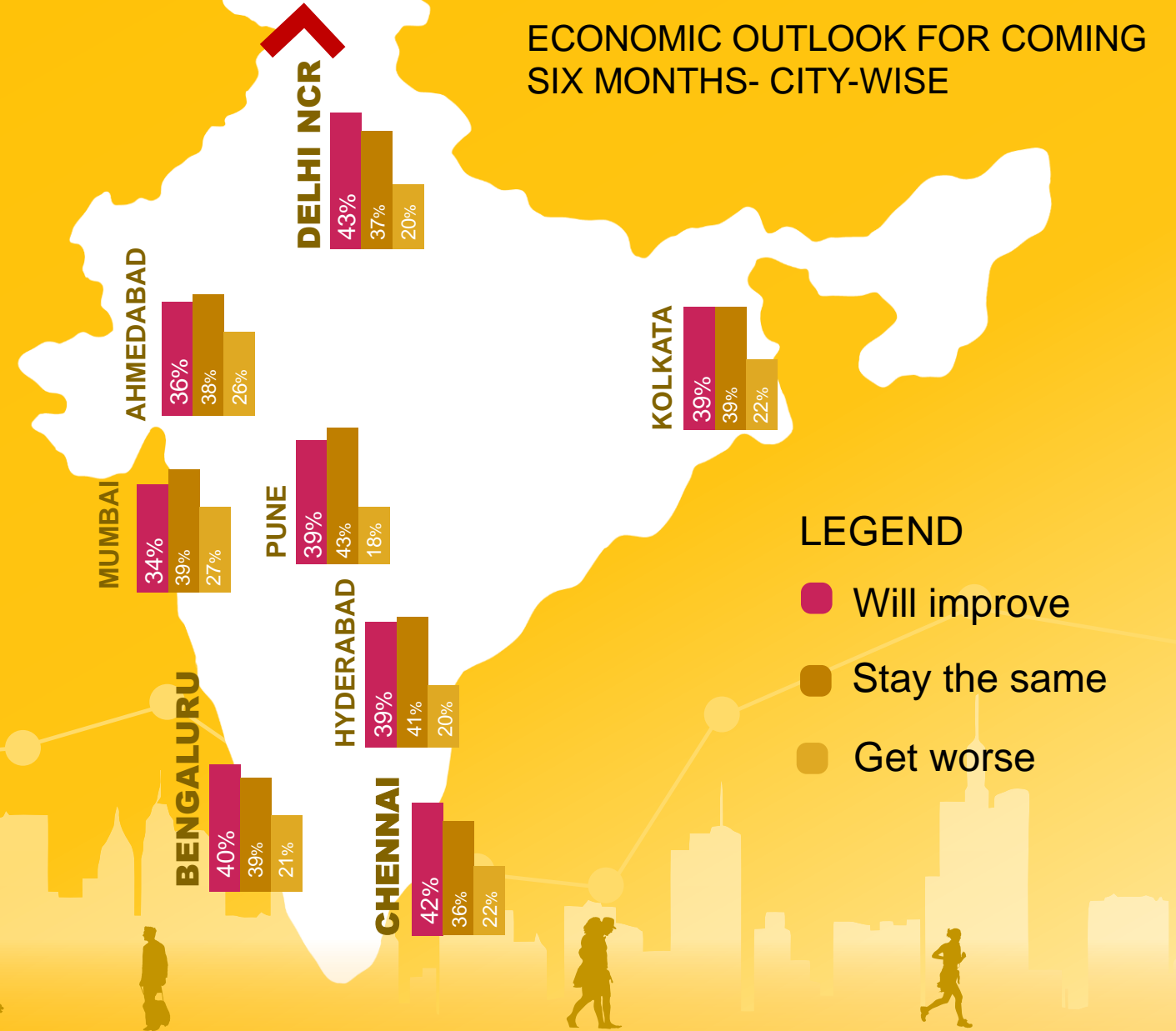
ECONOMIC OUTLOOK FOR COMING SIX MONTHS

Will improve Stay the same Get worse



Homebuyer's in Delhi-NCR, Chennai and Bengaluru relatively more optimistic regards the economic scenario

ECONOMIC OUTLOOK FOR COMING SIX MONTHS- CITY-WISE



Income outlook remains strong

INCOME OUTLOOK FOR COMING SIX MONTHS

Confident Can't say Not confident

H1 2021

60%

35%

5%

H1 2020

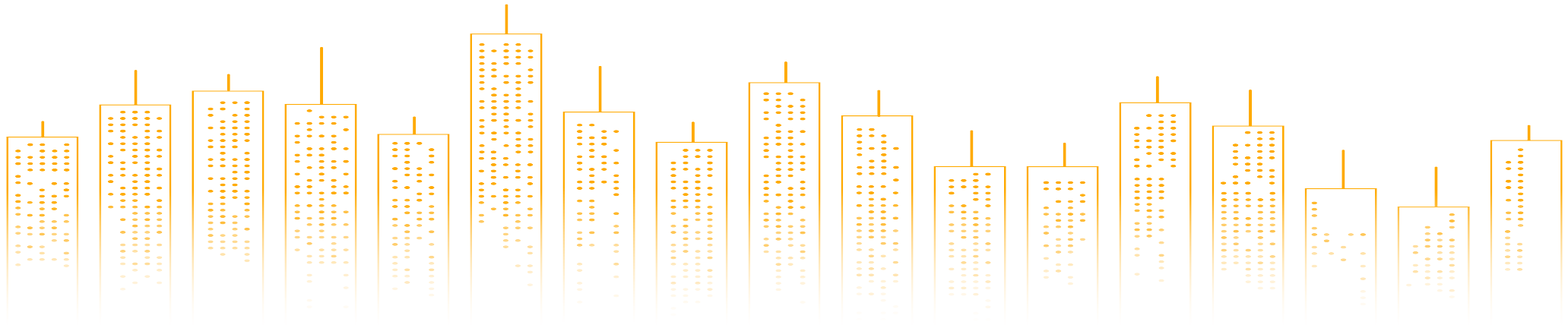
53%

29%

18%



HOMEBUYING OUTLOOK



Homebuyers hint at resuming their home search in the coming **3-months**; availability and **proximity to healthcare facilities** to drive future demand preference.

Residential real estate continues to be the preferred investment asset class

PREFERRED ASSET CLASS

Real estate
Stock market
Fixed deposit
Gold

H1 2021

 **43%**

20%

19%

18%

H1 2020

35%

15%

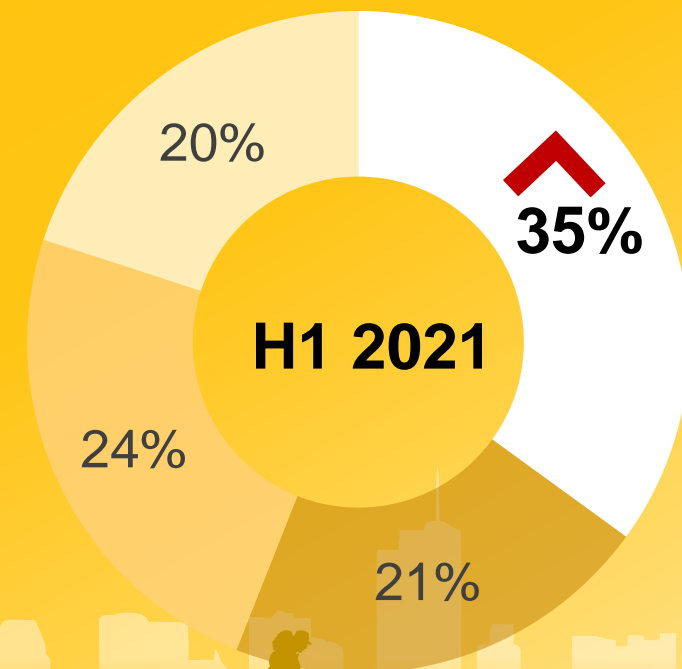
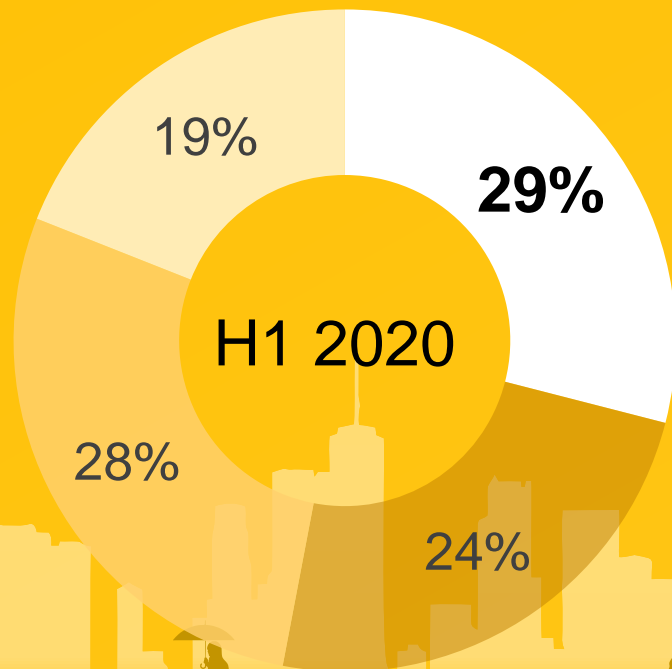
22%

28%

Buyers keen on resuming their search-for-home in the coming 3-months

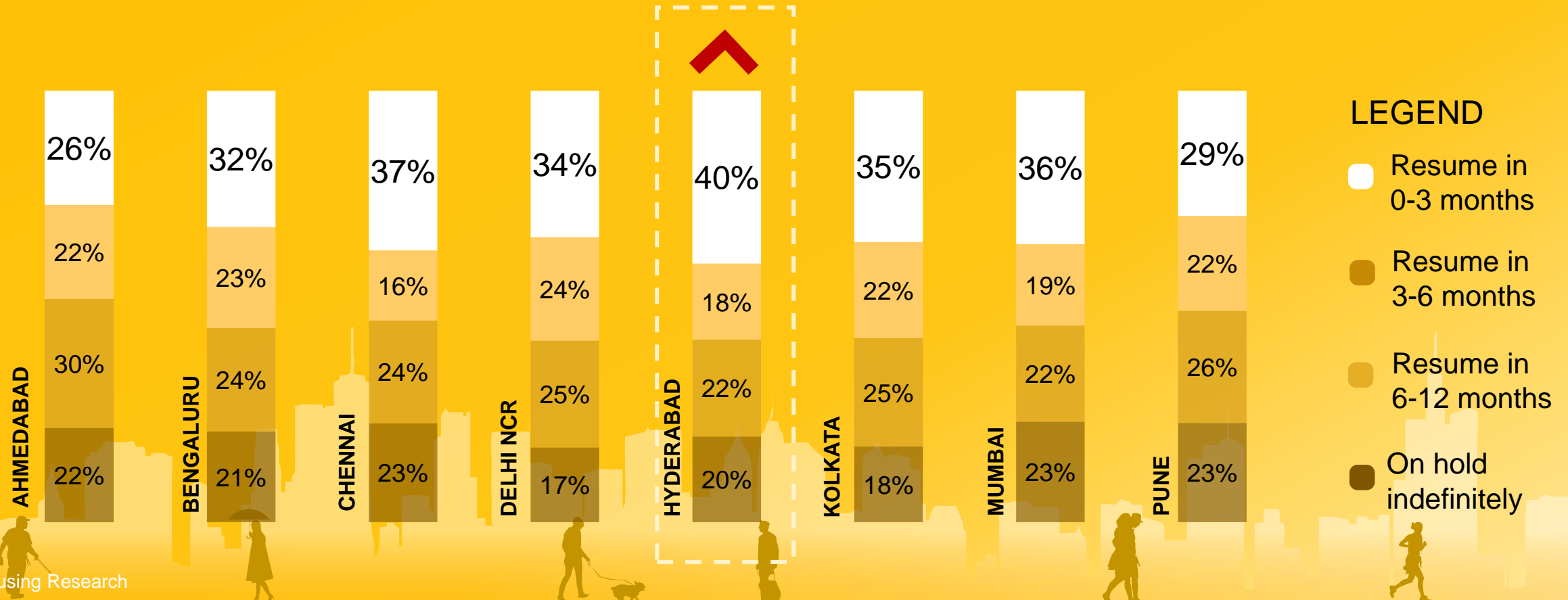
COVID-19 IMPACT ON HOMEBUYING DECISION

- Resume in 0-3 months
- Resume in 3-6 months
- Resume in 6-12 months
- On hold indefinitely



Hyderabad homebuyer keen to resume search quicker than other metros

COVID-19 IMPACT ON HOMEBUYING DECISION – CITY-WISE

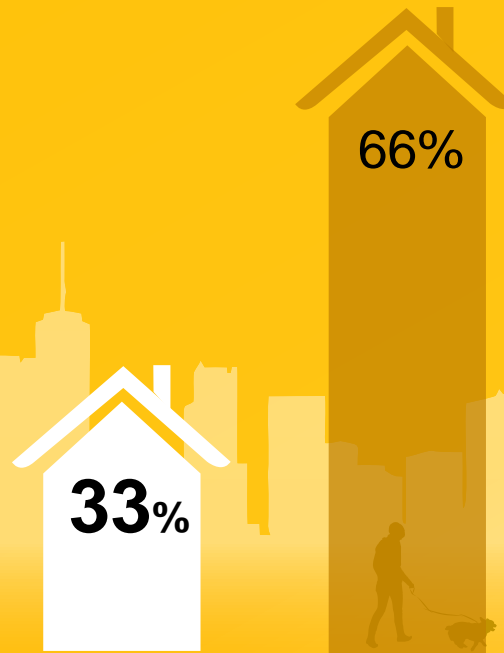


Work-from-home emerges as a key factor for upgrading to a larger home

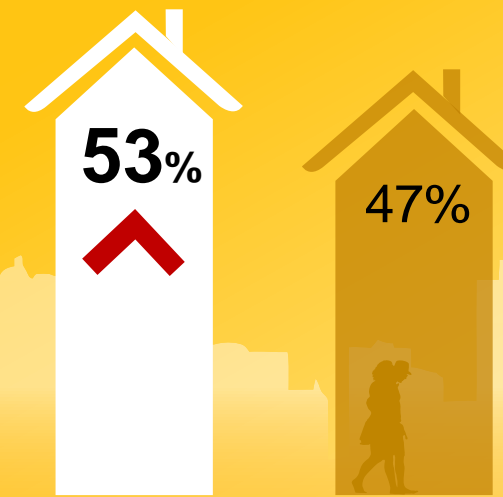
IMPACT OF WORK FROM HOME

- ☐ Yes, I will look for a larger home
- ☐ No, I have planned arrangements in my current home

H1 2020

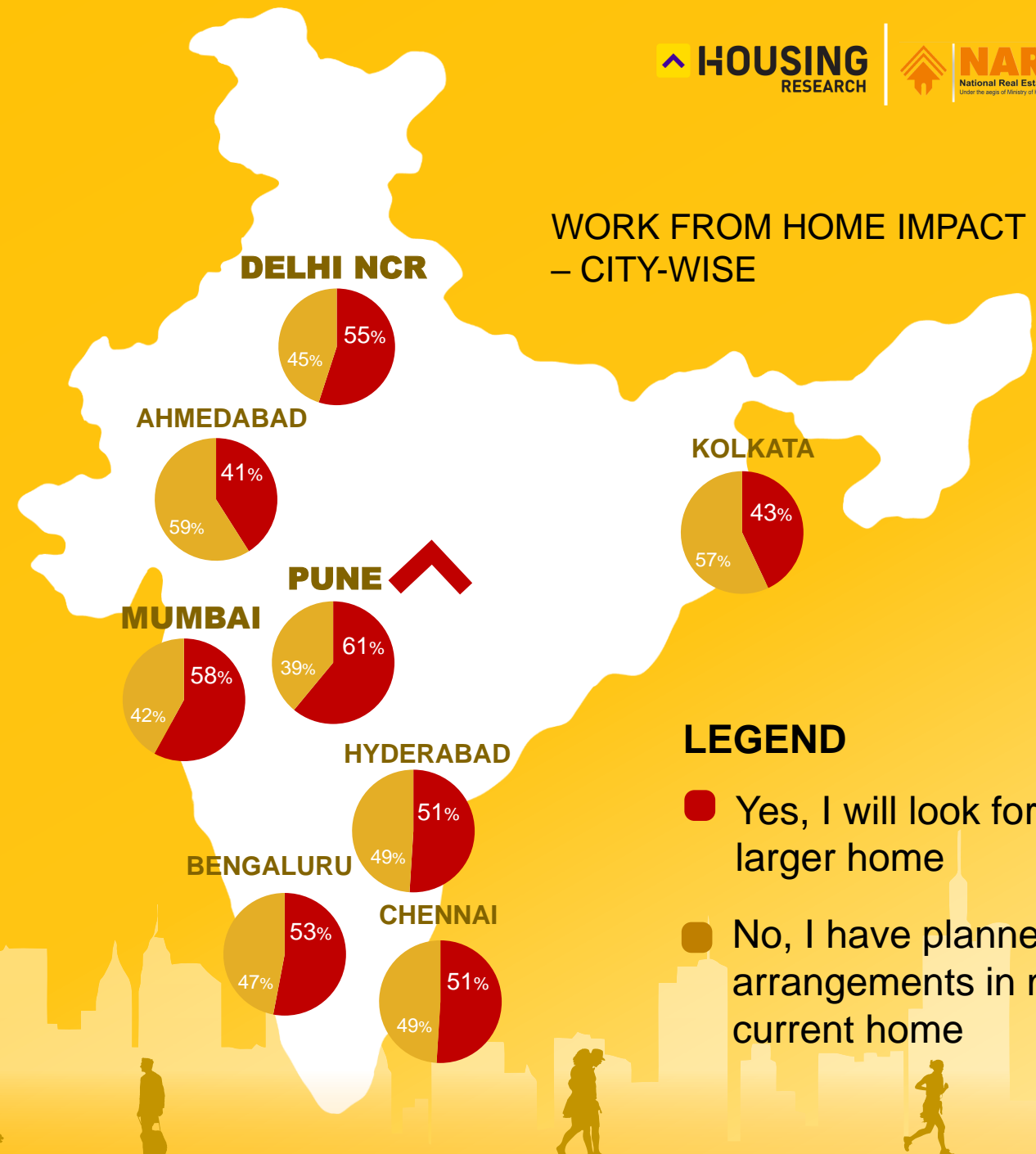


H1 2021



Homebuyers in Pune, Mumbai and Delhi NCR more keen to upgrade homes on account of work-from-home

WORK FROM HOME IMPACT – CITY-WISE



Nearness to healthcare infrastructure to guide demand in future



Proximity to
healthcare services

PREFERRED AMENITIES


49%



Recreational and
open spaces

24%



Day care
centre

13%



Gated
community

9%



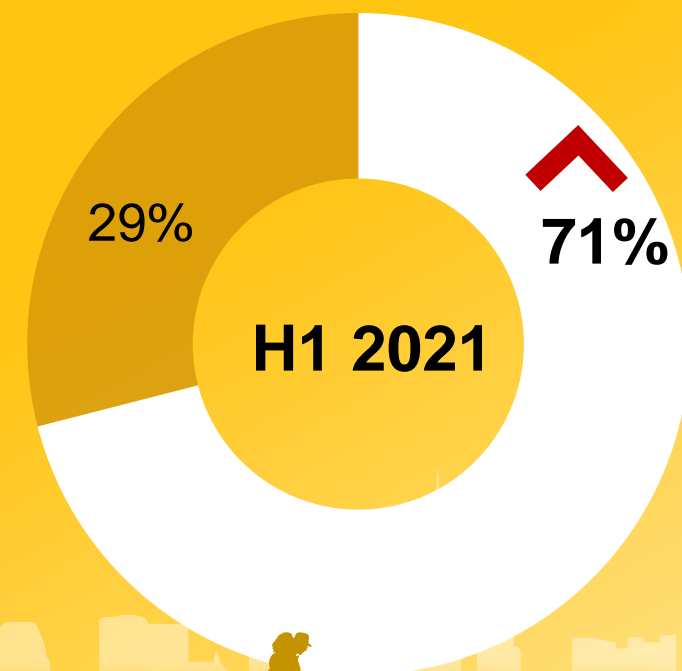
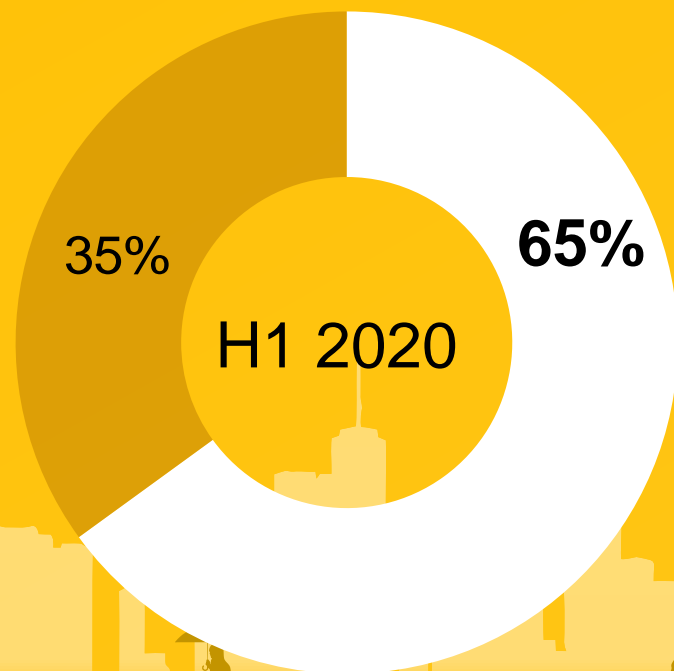
Senior citizen
friendly

5%

Flexible payment plans and discounts, key to drive fence-sitting homebuyers

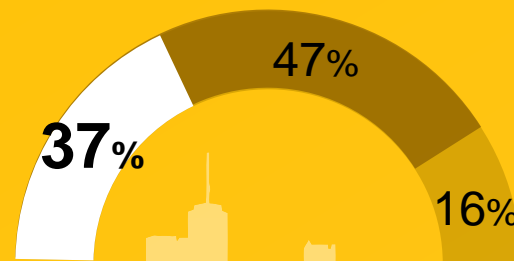
FINANCIAL COMFORT

- Flexible payment plans and discounts
- Low mortgage rates

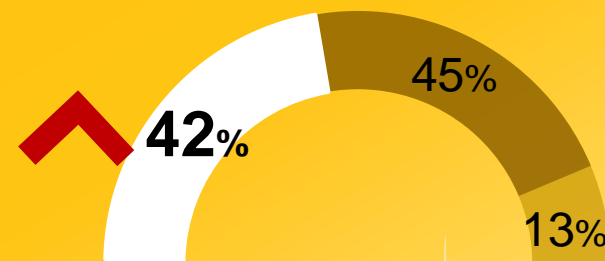


Online business platforms gain homebuyer confidence for credibility and quality

- Close the deal completely online or after one site visit
- Close the deal after multiple site visits
- Do not prefer online platforms



H1 2020



H1 2021



Key Takeaways

- The economic and income outlook for the coming six months is more **optimistic** as compared to H1 2020.
- **Real estate** remains a **preferred** asset class.
- Buyers keen to **resume home search in coming 3-months**, compared to deferring for a year in H1 2020.
- Work from home a key factor to upgrade home, as businesses continue to adopt remote working and hybrid policies.
- **Proximity to healthcare infrastructure** followed by **recreational and open spaces** were most preferred amenities amongst the potential homebuyers.
- **Flexible payment plans and discounts** continue to motivate homebuyers.
- Use of **technology** and **online search platforms** has **accelerated** during the pandemic.



Approach & Methodology

- The residential consumer sentiment outlook is a half-yearly assessment to gauge residential demand predispositions for the coming six months.
- The survey includes findings and assessment of the consumer's sentiments regarding economy, income and home buying.
- The survey is undertaken by Housing Research once every six months, through a random sampling technique for a fair representation across regions. The latest survey was conducted between January to June 2021.
- The insights entirely represent the view of more than three thousand potential homebuyers who reach out to Housing.com to complete their property search.



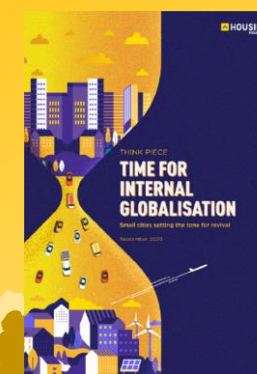
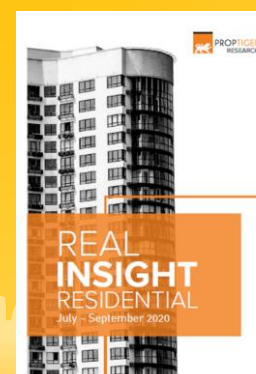
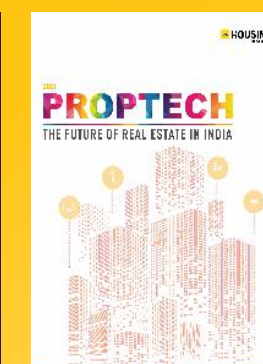
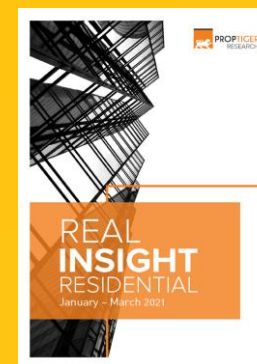


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