

# Residential



## Urban housing supply and demand down

First-hand residential price in the main urban area edged up to RMB27,684 psm.

- In 1H/2024, first-hand commodity housing supply in urban areas was about 2.45 million sqm, down 12.5% QoQ and 23.3% YoY.
- Urban first-hand commodity housing transactions totalled 2.08 million sqm, down 32.7% QoQ and 42.2% YoY.
- Average first-hand commodity housing price was RMB27,684 psm, up 5.2% QoQ and 4.4% YoY.
- In 1H/2024, first-hand commodity housing supply in suburban areas was about 3.14 million sqm, down 11.9% QoQ and 34.6% YoY.
- Suburban first-hand commodity housing transactions totalled 3.17 million sqm, down 25.9% QoQ and 42.5% YoY.
- Average suburban first-hand commodity housing price was RMB15,713 psm, up 1.1% QoQ and 0.9% YoY.
- Residential land transactions in urban areas reached 317,000 sqm.

“Chengdu’s first-hand residential market saw a decline in supply and sales in 1H/2024, but the average transaction price remained stable. Chengdu’s land market turnover declined sharply, while the average land price in the main urban areas increased in contrast to those with significant decline in the suburbs.”

SOPHY PAN, SAVILLS RESEARCH

### Savills team

Please contact us for further information

#### RESEARCH

**James Macdonald**  
 Senior Director  
 China  
 +8621 6391 6688  
 james.macdonald@savills.com.cn

**Sophy Pan**  
 Senior Manager  
 Western China  
 +8628 6737 3686  
 sophy.pan@savills.com.cn

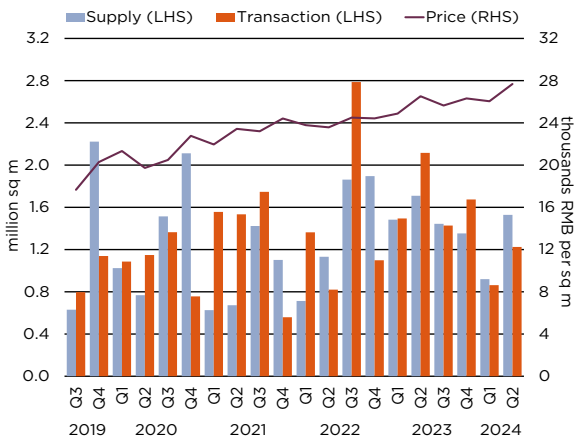
#### AGENCY

**Criz Dai**  
 Senior Director  
 Western China  
 +8628 6737 3798  
 criz.dai@savills.com.cn

Savills plc  
 Savills is a leading global real estate service provider listed on the London Stock Exchange. The company established in 1855, has a rich heritage with unrivalled growth. It is a company that leads rather than follows, and now has over 600 offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East. This report is for general informative purposes only. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent. Whilst every effort has been made to ensure its accuracy, Savills accepts no liability whatsoever for any direct or consequential loss arising from its use. The content is strictly copyright and reproduction of the whole or part of it in any form is prohibited without written permission from Savills Research.

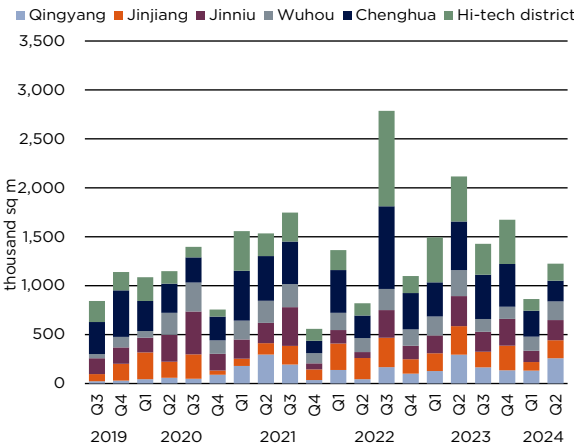
<sup>1</sup>Urban areas: Qingyang, Jinjiang, Jinniu, Wuhou, Chenghua and Hi-tech District  
<sup>2</sup>Suburban areas: Longquanyi, Shuangliu, Wenjiang, Xindu, Qingbaijiang, Pidu District and Tianfu New Area

**GRAPH 1: Chengdu Urban Area Residential Supply Transaction And Average Price, Q3/2019 To Q2/2024**



Source Savills Research

**GRAPH 2: Transaction Volumes In Urban Areas, Q3/2019 To Q2/2024**



Source Savills Research

**GRAPH 3: High-end Residential Price Index, Q3/2019 To Q2/2024**



Source Savills Research

**MARKET OVERVIEW**

Residential housing transactions in the main urban area decreased 32.7% QoQ and 42.2% YoY to 2.08 million sqm. These transactions primarily took place in the Chenghua and Qingyang districts, recorded at 476,000 sqm and 391,000 sqm, respectively. New home supply continued to contract in 1H/2024, down 12.5% QoQ and 23.3% YoY to approximately 2.45 million sqm. Average first-hand residential transactions rose by 5.2% QoQ and 4.4% YoY to RMB27,684 psm. Jinjiang District recorded the highest transaction price in the city at RMB35,037 psm, attributed to the hot sales of several high-end properties in 1H/2024, including projects Jinchen Fu and Luwan Jinshangying.

In the suburbs, the residential market demonstrated similar trends, with both supply and sales declining and the average price relatively stable. Supply in suburbs amounted to about 3.14 million sqm, down 11.9% QoQ and 34.6% YoY. The transaction volume was 3.17 million sqm, down 25.9% QoQ and 42.5% YoY. The average transaction price was stable at RMB15,713 psm, with a slight increase of 1.1% QoQ and an increase of 0.9% YoY.

To address the current supply-demand imbalance in the real estate market, Chengdu has been easing housing purchase restrictions. On April 28, Chengdu City removed checks on home purchase qualifications and the lottery mechanism on commodity housing sales. The policies have lowered the threshold for home buyers to enter the market and are expected to stimulate demand and increase overall market vitality.

**LAND MARKET**

In Q2/2024, 26 residential land transactions were completed in Chengdu at RMB 17.1 billion, totaling 753,000 million sqm of construction area. Among them, 11 residential plots of 259,000 sqm were sold in the main urban area, recording a significant quarterly increase but down 60.6% YoY. The urban residential land price reached an average of RMB19,264 psm, up 20.4% QoQ and 16.1% YoY. The most expensive plot was the one in Liujiang street, Jinjiang District, the average floor price at RMB24,500 psm, and obtained by Chongqing Shan Yanmao Real Estate Co.

In the suburbs, the total area of residential land sold was 494,000 sqm, and the average price was RMB5,744 psm, down 42.0% QoQ and 29.4% YoY. The residential land with the highest floor price was Yixin Street, Shuangliu District, reaching RMB10,600 psm. It was obtained by Chengdu Zhenyue Real Estate Co.

**MARKET OUTLOOK**

The first-hand residential market in Chengdu's main urban and suburban areas experienced a decline in supply and sales in 1H/2024, and the price remained stable. Chengdu's land market turnover declined sharply, while the average land price in the main urban areas increased in contrast to those with significant decline in the suburbs. Several policies were announced to promote supply-demand balance in the commodity housing market, which should effectively lower the entry threshold for home buyers, increase demand and boost market vitality.

**TABLE 1: Key Land Transactions, Q2/2024**

PROJECT NAME	COMPLETION	DISTRICT	DEVELOPER
Liujiang Street	24,500	Jinjiang District	Chongqing Shan Yanmao Real Estate Co.
Guixi Street	23,200	Hi-tech District	Sichuan Zhongrui Tianyue Industry Co.
Yixin Street	10,600	Shuangliu District	Chengdu Zhenyue Real Estate Co.

Source Savills Research