THE 2026 EDITION · INVESTOR & BUYER GUIDE

DUBAI'S MASTER DEVELOPERS, DECODED.

An independent guide to the eleven developers shaping Dubai's skyline — their communities, pipelines, payment terms and where they fit your strategy. Built on live transaction data and the latest 2026 market intelligence.

AED 252B	+31%	~6.7%	11
Q1 2026 TRANSACTIONS	VALUE, YEAR-ON-YEAR	AVG. RENTAL YIELD	DEVELOPERS PROFILED

Prepared july 2026

THE ELEVEN, AT A GLANCE

THE DEVELOPERS
INSIDE THIS GUIDE

WHO'S INSIDE

11 DEVELOPERS, 3 TIERS, ONE CLEAR VIEW.

From market titans to boutique specialists — grouped by scale and strategy so you can navigate fast.

EMAAR	TITAN	Master communities · apartments + villas
DAMAC	TITAN	Branded villas & apartments
بن غاطي BINGHATTI	TITAN	High-volume off-plan
SOBHA REALTY	TITAN	Premium, own-build quality
NAKHEEL	SPECIALIST	Waterfront & islands
MERAAS	SPECIALIST	Lifestyle destinations
AZIZI	SPECIALIST	Accessible scale
ELLINGTON	BOUTIQUE	Design-led apartments
NSHAMA	BOUTIQUE	Value community living
H&H PROPERTIES	BOUTIQUE	Branded ultra-luxury
Mr. Eight	BOUTIQUE	Emerging new entrant

THE DUBAI MARKET, 2026

SOURCE · DUBAI LAND DEPARTMENT
Q1 2026 OFFICIAL FIGURES

Dubai entered 2026 from a position of strength rather than froth. After two years of double-digit price gains, the market has shifted into a steadier, deeper cycle — record capital inflows, moderating price growth, and a delivery pipeline that is finally catching demand.

AED 148B
Foreign Investment, Q1 2026
+26% value · 48,445 investments by overseas buyers

AED 252B
Total Transactions, Q1 2026
+31% value · +6% volume YoY across 60,303 deals

AED 176.7B
Residential Sales, Q1 2026
+23.4% value over 47,996 transactions

~120K
New Units Expected 2026
Largest single-year delivery in over a decade

Where prices are heading

Price appreciation is forecast to moderate to 5–8% in 2026, down from the 12–22% annual surges of 2024–2025. Analysts read this as healthy normalisation, not a downturn — a base case of roughly 4% average annual growth over the next five years.

The record incoming supply will gradually rebalance pricing power toward buyers in select apartment districts, while prime and branded stock remains supply-constrained and resilient.

Where the income is

Dubai's defining advantage remains yield. The citywide average sits near 6.7%, with apartments averaging ~7.15% gross and villas/townhouses ~4.98% — roughly double mature markets like London orNew York.

Rental growth has cooled (from 6.2% in Dec 2025 to ~1.5% by Apr 2026), signalling a maturing rental market where location, building quality and developer reputation increasingly separate winners from the rest.

WHY BUYERS & INVESTORS KEEP CHOOSING DUBAI

INVESTOR ESSENTIALS
UPDATED JUNE 2026

The 10-Year Golden Visa

A property valued at AED 2M+ secures 10-year renewable residency with family sponsorship and no minimum-stay rule. Since Feb 2026, the old "50% paid" condition is gone — mortgaged and select off-plan units now qualify.

Yields that compound

~6.7% average gross yield citywide, led by apartments near 7%. High occupancy plus zero income and property tax makes Dubai one of the most cash-flow-efficient global markets.

Global capital magnet

Foreign investment rose 26% YoY to AED 148B in Q1 2026. A politically stable, USD-pegged hub at the crossroads of Europe, Asia and Africa continues to attract relocating wealth.

0% tax on rental income

No personal income tax, no capital gains tax and no annual property tax. The one-off DLD transfer fee (4%) is the principal acquisition cost — returns stay in the investor's pocket.

Developer-financed payment plans

Developer-financed payment plans
Off-plan buyers routinely access 10–20% down with the balance staged through construction, and increasingly post-handover plans — lowering entry capital and improving leverage

The 2026 takeaway

This is a "selection" market. With supply rising, who you buy from — delivery record, community control and resale depth — now matters as much as where you buy. The profiles ahead are built for exactly that decision.

THE DEVELOPER LANDSCAPE

SNAPSHOT · 11 DEVELOPERS
DATA WINDOW JUL 2025 – JUN 2026

Sorted by scale. Completed and pipeline figures are residential units from developer transaction data; primary mix is off-plan vs. secondary sales by value. Tiers are Veer & Sant's editorial grouping.

Developer	Tier	Core focus	Signature communities	Completed	Pipeline	Primary mix
Emaar	TITAN	Apartments + villas, master communities	Downtown, Dubai Hills, Creek Harbour	~91K	~56K	~61%
DAMAC	TITAN	Branded villas & apartments	Damac Hills, Lagoons, Islands	~48K	~49K	~57%
Binghatti	TITAN	High-volume off-plan apartments	JVC, Business Bay, Al Jadaf	~13K	~42K	~97%
Sobha	TITAN	Premium, vertically-integrated build	Sobha Hartland 1 & 2, Central	~7K	~29K	~95%
Nakheel	SPECIALIST	Waterfront & island master communities	Palm Jumeirah, Dubai Islands	~75K	~7K	~67%
Meraas	SPECIALIST	Premium lifestyle destinations	City Walk, Bluewaters, Design District	~6K	~9K	~70%
Azizi	SPECIALIST	Accessible apartments at scale	Al Furjan, Jebel Ali, Azizi Venice	~18K	~38K	~83%
Ellington	BOUTIQUE	Boutique, design-forward apartments	JVC, Dubai Hills, Al Marjan	~3.5K	~13K	~98%
Nshama	BOUTIQUE	Affordable master community	Town Square Dubai	~10K	~5K	~99%
H&H	BOUTIQUE	Branded, ultra-luxury residences	DIFC, Jumeirah, Downtown	~0.1K	~2.6K	~70%
Mr. Eight	BOUTIQUE	New entrant, furnished apartments	Dubai Islands, Dubailand, JVT	—	~1.8K	~91%

TITAN Largest by sales & pipeline · SPECIALIST Distinct community or volume niche · BOUTIQUE Focused scale, design or ultra-prime

Figures rounded · residential units

EMAAR MARKET LEADER

Emaar Properties PJSC
Est. 1997 · Titan tier

AED 80.4B	~91K	~56K	~61 %
2025 SALES — #1 IN DUBAI	COMPLETED UNITS	PIPELINE TO 2030	PRIMARY (OFF-PLAN)

Positioning

The blue-chip benchmark. Emaar built modern Dubai's most recognised addresses and remains the safest store of value — the developer institutional capital and end-users default to. Balanced across apartments and villas, with unrivalled secondary-market depth.

Signature

Address Residences (branded), AEON & Aurea at Creek Harbour, Marina Place, Clearpoint, the ultra-prime The Oasis villas. Burj Khalifa & Dubai Mall in its legacy.

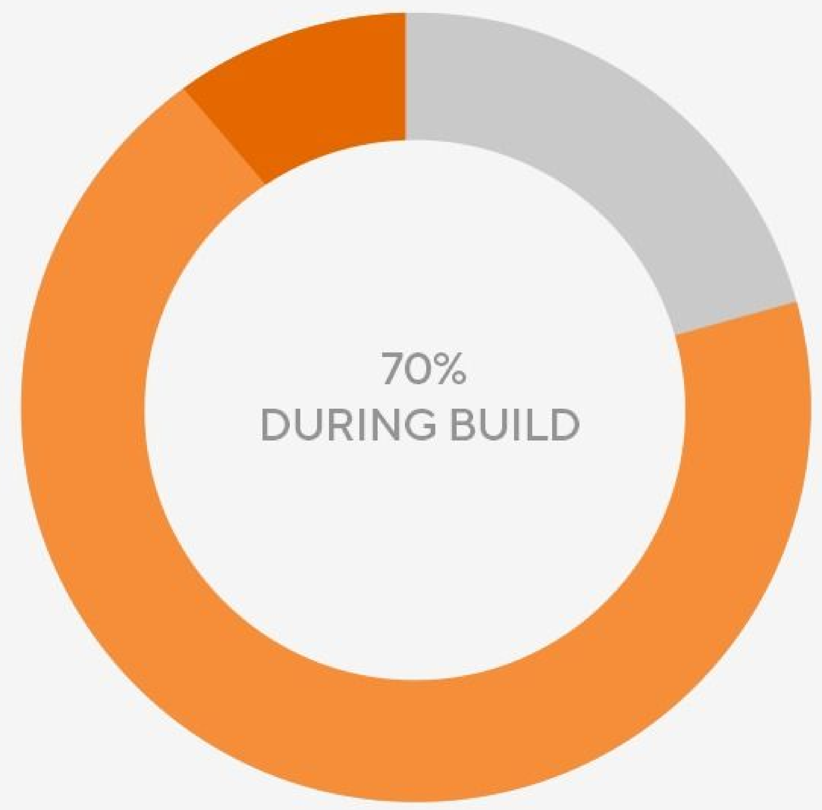
Pipeline

Deepest completed base in the market (~54K apartments, ~31K villas) plus ~56K coming — weighted to Dubai Hills, Creek Harbour and Emaar South.

Where they build

Downtown Dubai · Dubai Hills Estate · Dubai Creek Harbour · The Oasis · Arabian Ranches · Dubai Marina · Emaar South · The Valley

Typical payment plan



Select communities offer extended post-handover terms (historically up to ~40%).

On completion	20%
During construction	70%
On completion	10%

Verdict "The safe default. Buy for liquidity and trust, not for thrills."

BEST FOR

Capital-preservation investors and end-users prioritising liquidity, brand trust and proven delivery. The natural anchor holding in any Dubai portfolio.

WATCH-OUT

Premiums are already priced in — upside is steadier and slower than smaller, higher-beta names.

DAMAC BRANDED LIVING

Damac Properties
Est. 2002 · Titan tier

AED 36B	~48K	~49K	~57 %
2025 SALES — #2 IN DUBAI	COMPLETED UNITS	PIPELINE TO 2029	PRIMARY (OFF-PLAN)

Positioning

The master of the themed, branded community. Damac pairs aggressive volume with lifestyle branding — Cavalli, de Grisogono — and is riding a villa-led wave through its Lagoons and Islands master plans.

Signature

Cavalli Couture & Safa Gate (Al Wasl), the Bali / Bora Bora / Bahamas villa clusters at Damac Islands, Lagoons themed villas, Shoreline on Al Marjan.

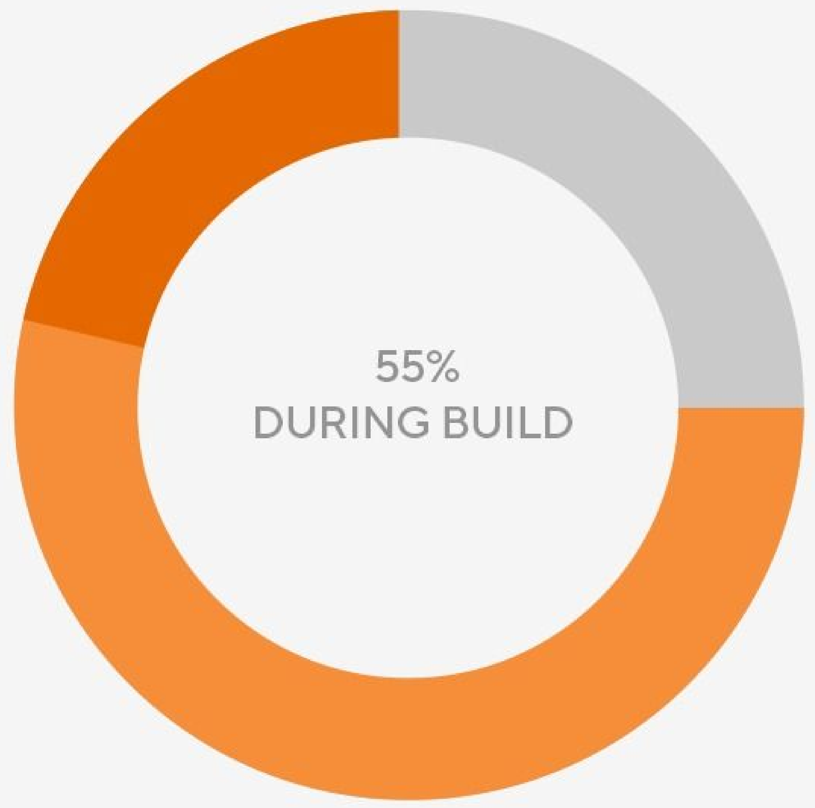
Pipeline

One of the most balanced apartment (~27K) and villa (~22K) pipelines in the market — heavy villa/townhouse weighting taps family and golden-visa buyers.

Where they build

Damac Lagoons · Damac Islands · Damac Hills · Al Wasl · Damac Hills 2 · Business Bay · Dubai Investment Park

Typical payment plan



Frequent promotional plans on villa launches; entry pricing among the most accessible at scale.

On completion	25%
During construction	55%
On completion	20%

Verdict "Branded villas with momentum — higher beta than Emaar."

BEST FOR

Growth-oriented investors chasing branded-villa appreciation and families wanting amenity-rich community living.

WATCH-OUT

More cyclical than the market leader — check delivery timelines and phasing on themed launches.

BINGHATTI OFF-PLAN POWERHOUSE

Binghatti Holding Limited
Est. 2008 · Titan tier

AED 26B	~13K	~42K	~97 %
2025 SALES — #3 IN DUBAI	COMPLETED UNITS	PIPELINE TO 2030	PRIMARY (OFF-PLAN)

Positioning

The fastest-scaling name of the cycle. Binghatti fuses recognisable architecture with rapid build cadence and "affordable luxury" pricing — now extending into branded towers (Mercedes-Benz, Bugatti) that command headline premiums.

Signature

Binghatti Cullinan, Aquarise, Skyhall and Ghost; the Hills towers in Dubai Science Park; plus ultra-prime branded launches that redefined its ceiling.

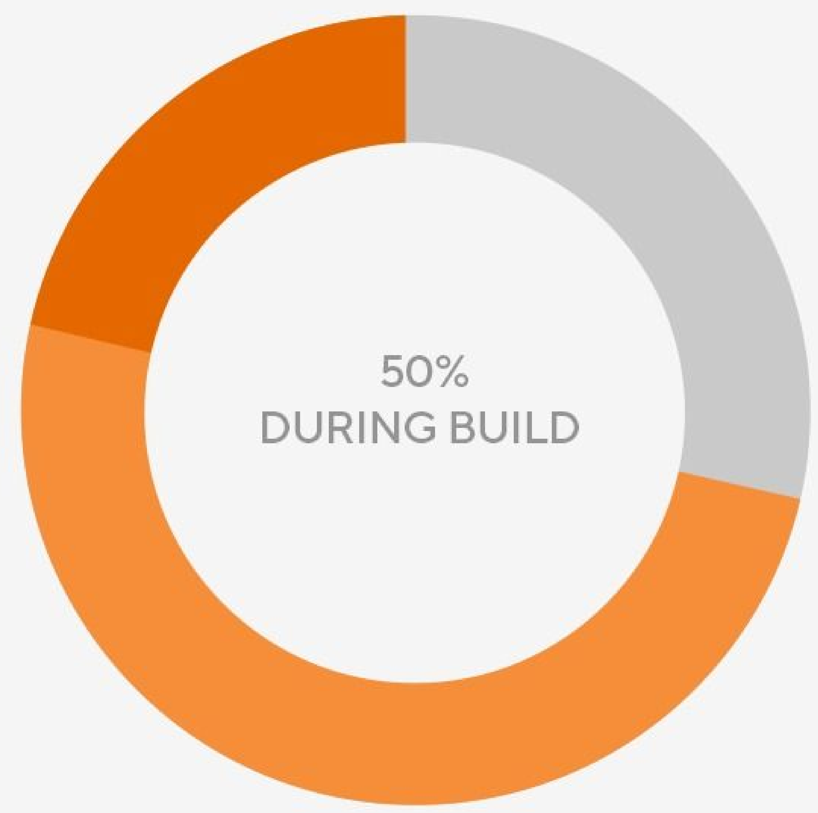
Pipeline

An almost entirely apartment pipeline (~42K) skewed to studios and 1-beds — the engine room of Dubai's off-plan volume, with among the highest deal counts in the city.

Where they build

Business Bay · JVC · JVT · Al Jadaf · Meydan · Dubai Science Park · Majan

Typical payment plan



Fast handover cycles make construction-linked plans attractive for shorter holds.

On completion	30%
During construction	50%
On completion	20%

Verdict "The off-plan yield engine — fast, affordable, everywhere."

BEST FOR

Yield-and-velocity investors targeting entry-priced apartments with strong rental demand, and buyers wanting branded design at mid-market prices.

WATCH-OUT

Heavy studio/1-bed supply in JVC can cap rental growth — check building-level competition.

SOBHA QUALITY BENCHMARK

Sobha Real Estate L.L.C
Est. 2013 · Titan tier

AED 30B	~7K	~29K	~95 %
2025 SALES · +%30 YOY	COMPLETED UNITS	PIPELINE TO 2030	PRIMARY (OFF-PLAN)

Positioning

The connoisseur's developer. Sobha's vertically-integrated "backward integration" model — controlling its own construction and fit-out — earns a reputation for the highest build quality in the mainstream market, justifying a price premium.

Signature

The Riverside Crescent series at Hartland 2, Sobha Seahaven at Dubai Harbour, Sobha Reserve villas, and the large new Sobha Central masterplan on SZR.

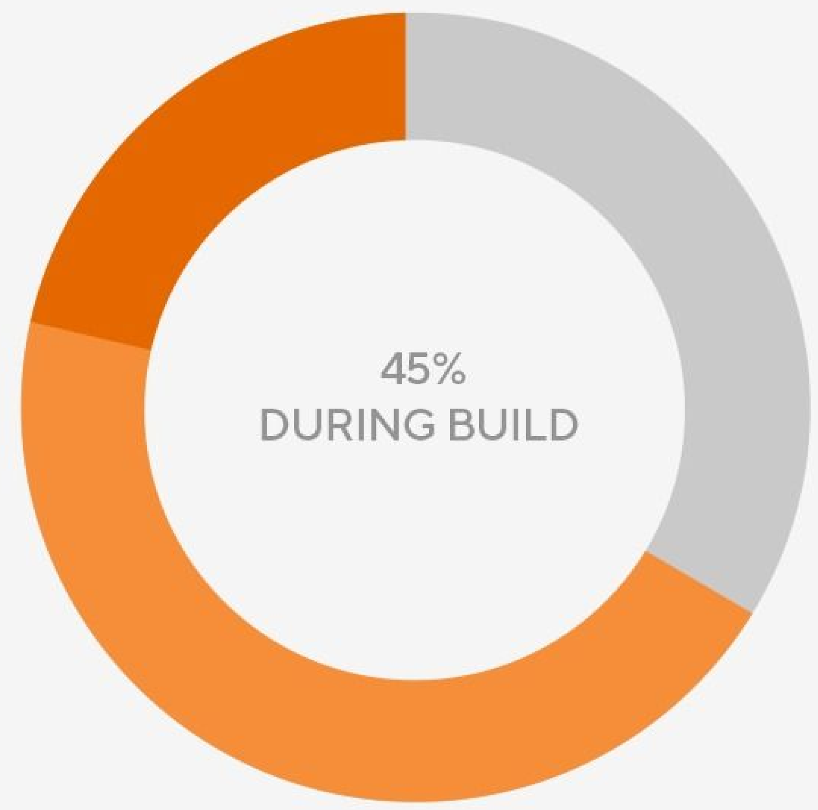
Pipeline

A focused, apartment-led pipeline (~27.5K) concentrated in self-controlled master communities — letting Sobha manage quality, phasing and resale tightly.

Where they build

Sobha Hartland · Sobha Central · Ras Al Khor · Sobha Hartland 2 · Sobha Central (Jebel Ali) · Motor City

Typical payment plan



Plans cluster around 20/40/40 and 20/50/30 across Hartland releases.

On completion	35%
During construction	45%
On completion	20%

Verdict "Best build quality in the mainstream — and you pay for it."

BEST FOR

End-users and premium investors who value build quality, waterfront masterplanning and a controlled resale community. Strong owner-occupier appeal.

WATCH-OUT

Concentrated in Hartland; premium entry pricing means yield is thinner than volume players.

NAKHEEL WATERFRONT ICON-MAKER

Nakheel PJSC
Est. 2000 · Specialist tier

AED 2.6B	~7K	~75K	~67 %
PEAK MONTHLY SALES	PIPELINE TO 2029	COMPLETED UNITS	PRIMARY (OFF-PLAN)

Positioning

The government-backed creator of Dubai's land itself. Nakheel builds the icons — Palm Jumeirah, Palm Jebel Ali, Dubai Islands — controlling entire waterfronts. Its scarcity-driven shoreline is a distinct asset class.

Signature

Bay Grove Residences (Dubai Islands), the relaunched Palm Jebel Ali villas, plus a vast legacy: International City, Discovery Gardens and landmark malls.

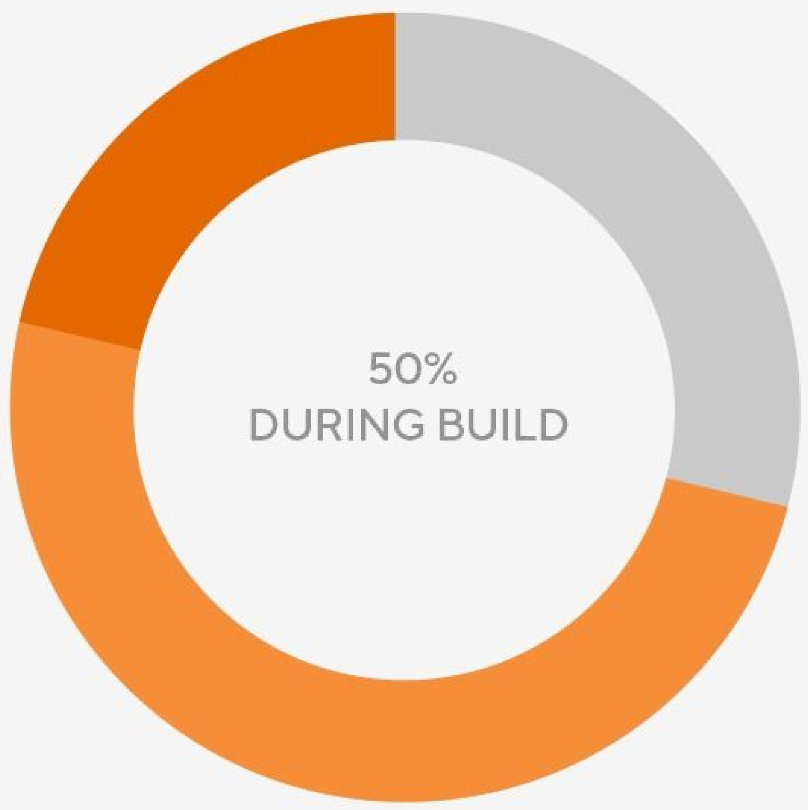
Pipeline

Enormous completed stock (~62K apartments, ~13K villas) but a deliberately tight new pipeline focused on premium waterfront — scarcity supports prime values.

Where they build

Palm Jumeirah · Palm Jebel Ali · Dubai Islands · District One · Jumeirah Village · Al Furjan

Typical payment plan



Standard 20/50/30 across Dubai Islands releases.

On completion	30%
During construction	50%
On completion	20%

Verdict "Trophy waterfront and scarcity — Dubai's landmaker."

BEST FOR

Trophy-asset and waterfront investors seeking prestige (Palm, islands), plus value buyers in its mature, high-yield legacy communities.

WATCH-OUT

Thin new pipeline and large prime tickets — waterfront entry prices are substantial.

MERAAS PREMIUM DESTINATIONS

Meraas Development L.L.C
Est. 2007 · Specialist tier

AED 3.9B	~6K	~9K	~70 %
PEAK MONTHLY SALES	COMPLETED UNITS	PIPELINE TO 2030	PRIMARY (OFF-PLAN)

Positioning

The lifestyle curator. Meraas creates destinations people visit before they live there — City Walk, Bluewaters, La Mer — wrapping residences in retail, beachfront and culture. Premium pricing backed by genuine placemaking.

Signature

Central Park & City Walk Crestlane (Al Wasl), Bluewaters Bay, the ultra-prime Bulgari Lighthouse & Ocean Mansions on Jumeirah Bay, Atelis in d3.

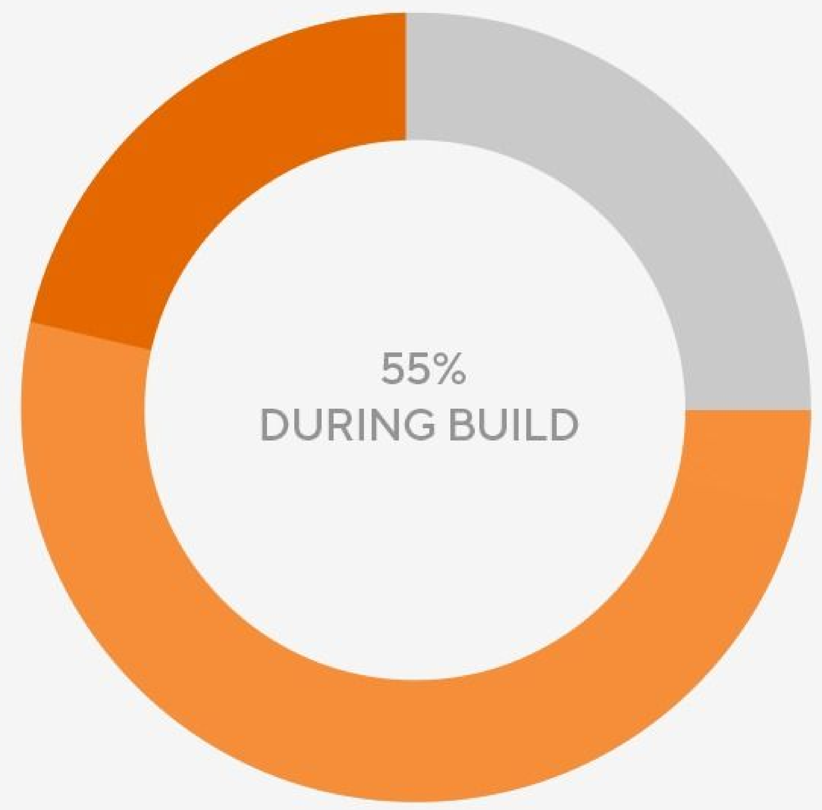
Pipeline

A balanced apartment (~5.4K) and villa (~3.4K) pipeline kept deliberately boutique. Owns marquee retail that sustains location value.

Where they build

City Walk · Bluewaters Island · Jumeirah Bay · Dubai Design · La Mer · Al Wasl · The Acres

Typical payment plan



Plans range from 20/50/30 to 20/55/25 across destinations.

On completion	25%
During construction	55%
On completion	20%

Verdict "Lifestyle districts with built-in footfall and short-let appeal."

BEST FOR

Lifestyle-led buyers and investors targeting prime central districts with premium rental and capital resilience in walkable destinations.

WATCH-OUT

Boutique volume and premium entry prices — less liquid than mass-market apartment stock.

AZIZI ACCESSIBLE SCALE

Azizi Developments
Est. 2007 · Specialist tier

AED 2.9B	~38K	~18K	~83 %
PEAK MONTHLY SALES	PIPELINE TO 2030	COMPLETED UNITS	PRIMARY (OFF-PLAN)

Positioning

High-volume, accessibly-priced apartments — and now a mega-ambition. Azizi's enormous pipeline is anchored by Azizi Venice, a canal-themed megaproject, alongside a dense run of Al Furjan and Jebel Ali towers.

Signature

Azizi Venice (lagoon megaproject), the Riviera community, Creek Views (Al Jadaf), and a large Al Furjan portfolio (Amber, Ameer, Jewel, Central).

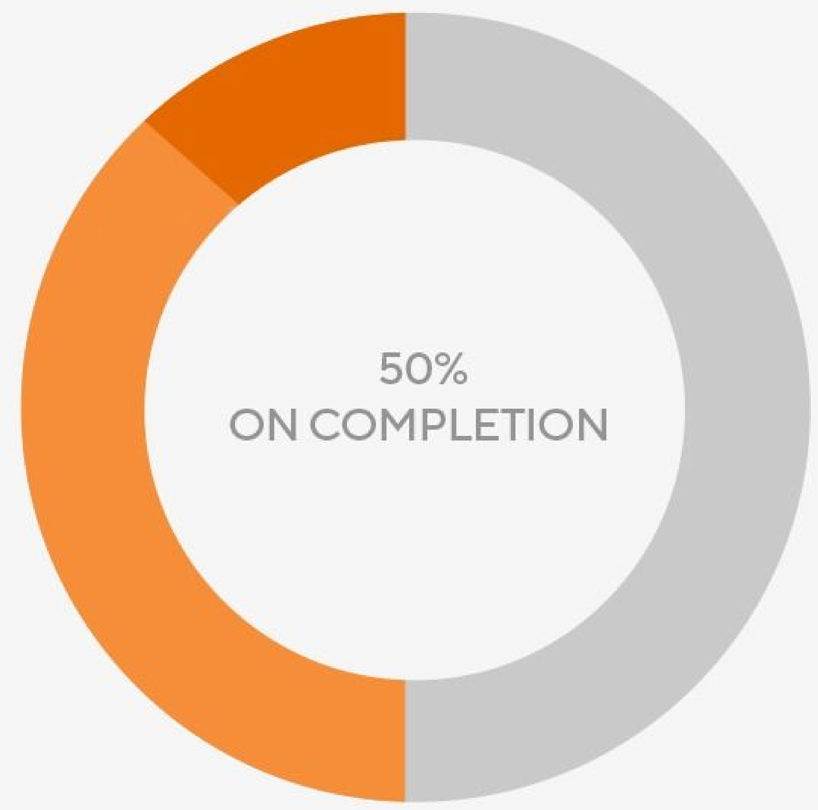
Pipeline

~38K units coming — among the largest counts in this guide — heavily studios and 1-beds. Early RERA percentages signal a long build runway.

Where they build

Al Furjan · Jebel Ali Downtown · Dubai Sports City · Azizi Venice / City of Arabia · Al Jadaf · MBR / Meydan

Typical payment plan



Low 10% entry with a completion-weighted balance eases upfront capital.

On completion	50%
During construction	40%
On completion	10%

Verdict "The lowest entry tickets, at massive scale."

BEST FOR

Budget-conscious investors seeking low entry tickets and strong gross yields in commuter-belt apartments.

WATCH-OUT

Huge pipeline — scrutinise phasing and delivery timelines before committing off-plan.

ELLINGTON BOUTIQUE DESIGN

Ellington Properties
Est. 2014 · Boutique tier

AED 2.1B	~13K	~3.5K	~98 %
PEAK MONTHLY SALES	PIPELINE TO 2030	COMPLETED UNITS	PRIMARY (OFF-PLAN)

Positioning

Dubai's "design-first" developer. Ellington wins buyers on architecture, interiors and amenity quality rather than volume — a boutique reputation that drives premium pricing and loyal owner-occupier demand.

Signature

The Crestmark & One River Point (Business Bay), Portside Square (Al Mina), Costa Mare & Playa Del Sol (Al Marjan), the Ellington House series.

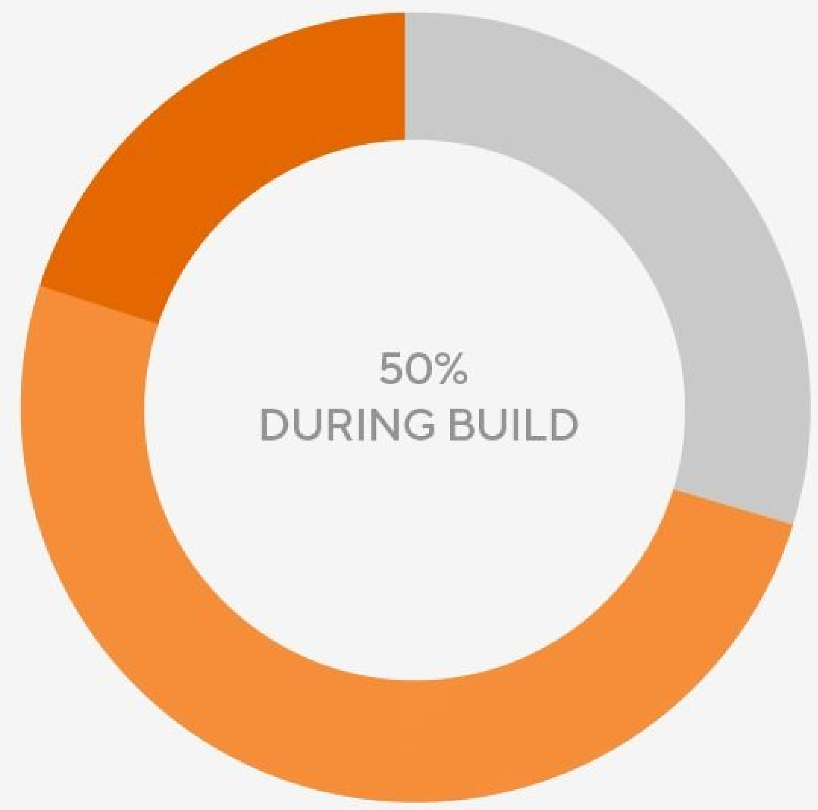
Pipeline

An almost purely apartment pipeline (~13K) expanding into Ras Al Khaimah's coastal boom. Several projects show high RERA completion — a delivery signal.

Where they build

JVC · Dubai Hills Estate · Business Bay · Al Mina · Al Marjan Island · Dubai Islands · Al Mina · Al Hamra (RAK)

Typical payment plan



Consistent 20/50/30 across the portfolio.

On completion	30%
During construction	50%
On completion	20%

Verdict "Design-led boutique with genuine resale appeal."

BEST FOR

Discerning end-users and investors targeting design-premium resale and quality tenants.

WATCH-OUT

Small scale — be selective by project; not every location carries the same premium.

NSHAMA VALUE COMMUNITY

Nshama Properties
Est. 2014 · Boutique tier

AED 0.35B	~5K	~10K	~99 %
PEAK MONTHLY SALES	PIPELINE TO 2029	COMPLETED UNITS	PRIMARY (OFF-PLAN)

Positioning

The single-community specialist. Nshama has poured its energy into one place — Town Square Dubai — a self-contained, affordable master community of parks, retail and schools that has become a benchmark for value family living.

Signature

The Town Square collections — Alton, Augusta, Camden, Ellison, Evelyn on the Park, Berkshire Park — plus Address Grand Downtown as a premium step-up.

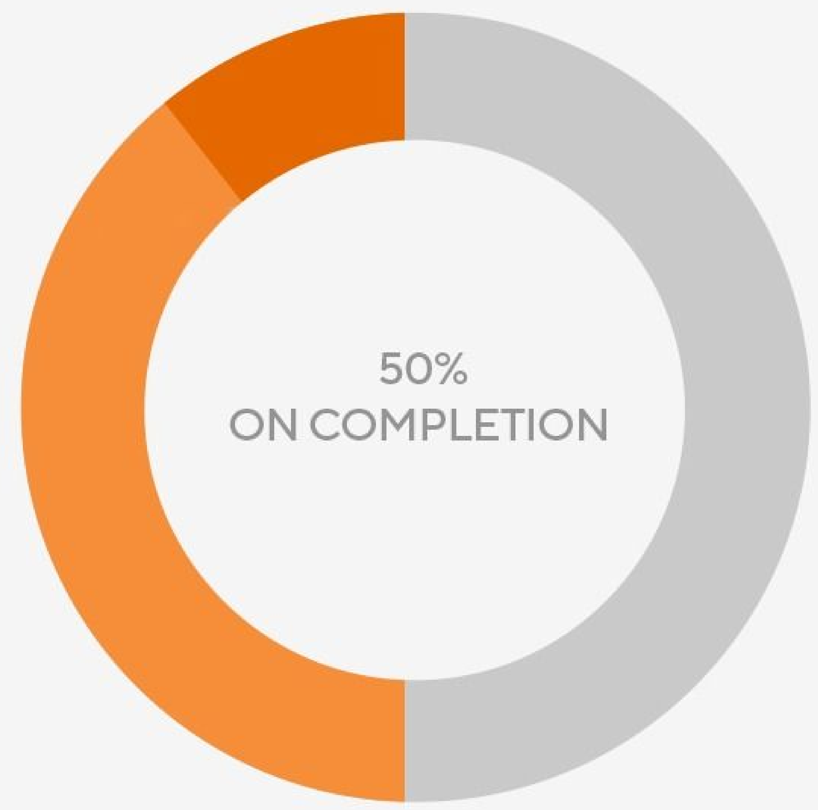
Pipeline

A tidy ~5K-unit pipeline, almost entirely apartments, all within Town Square. Predictable product and pricing — easy to benchmark resale and rent.

Where they build

Low 10% entry; some | Downtown Dubai (select)

Typical payment plan



Low 10% entry; some legacy plans carried post-handover components.

On completion	50%
During construction	40%
On completion	10%

Verdict "Affordable community living, done properly."

BEST FOR

First-time buyers, end-user families and yield investors wanting affordable, amenity-rich living with low entry cost.

WATCH-OUT

All eggs in Town Square — single-community concentration is both the strength and the risk.

H&H BRANDED ULTRA-LUXURY

H&H Investment & Development
Boutique tier · UHNW focus

AED 3.0B	~2.6K	~0.1K	High
PEAK MONTHLY SALES	PIPELINE TO 2029	COMPLETED (BOUTIQUE)	VALUE PER UNIT

Positioning

The hospitality-branded specialist at the very top of the market. H&H delivers low volume but extraordinary value-per-unit through partnerships with the world's leading luxury hotel brands — Aman, Baccarat, Four Seasons, Janu.

Signature

Eden House (Al Wasl & DIFC), Aman Residences, Baccarat Hotel & Residences (Downtown), Four Seasons Private Residences and Janu Dubai (DIFC), The Carlyle.

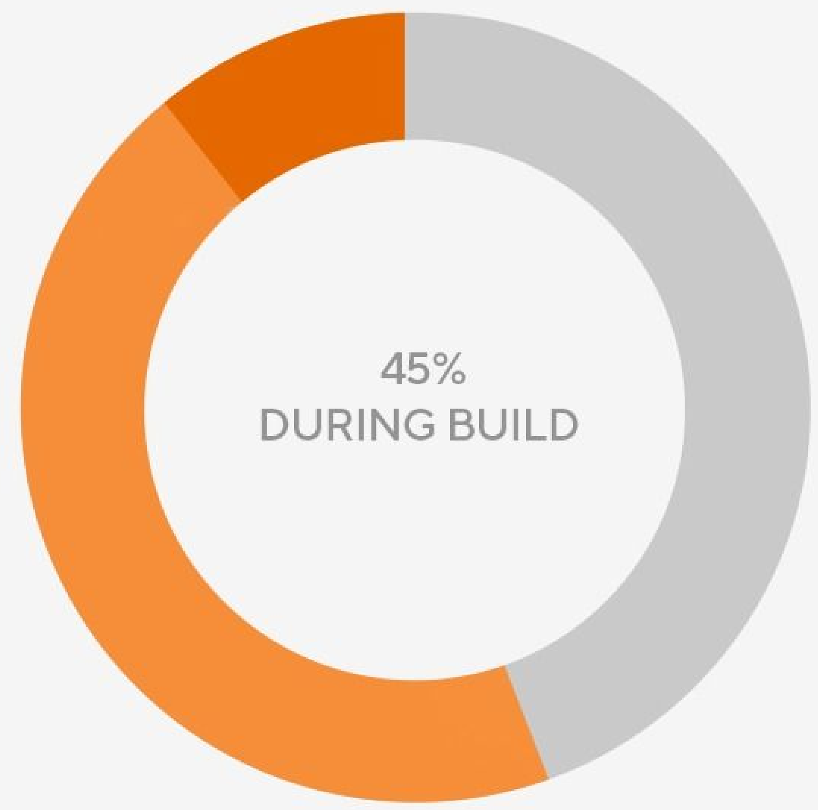
Pipeline

A small (~2.6K) but exceptionally high-value pipeline of branded residences. Tiny completed base reflects a young, top-of-market portfolio.

Where they build

DIFC · Jumeirah · Downtown Dubai · Al Wasl · Dubai Harbour · Al Marjan · Saadiyat (AD)

Typical payment plan



Low down payments (5–13%) common; completion-weighted balances on prime stock.

On completion	45%
During construction	45%
On completion	10%

Verdict "Hotel-branded ultra-prime for UHNW buyers."

BEST FOR

UHNW buyers seeking globally-branded residences with scarcity and managed services — prestige and lifestyle over yield.

WATCH-OUT

A tiny, illiquid segment — resale depth is limited and driven by brand demand.

MR. EIGHT New Entrant

Mr. Eight Development
Recent entrant · Boutique tier

—	~1.8K	AED 190M	~91 %
COMPLETED (NONE YET)	PIPELINE TO 2028	PEAK MONTHLY SALES	PRIMARY (OFF-PLAN)

Positioning

The youngest name in this guide — a fully off-plan newcomer betting on fully-furnished apartments in emerging waterfront and value districts. No track record yet, so the proposition is product and pricing, not delivery history.

Signature

The "Villa del" collection on Dubai Islands (Arte, Brunello, DIVOS, Garda, Gavi), the large Wow Tower in Dubailand, and Interstellar Tower in JVT.

Pipeline

~1.8K apartments, 100% off-plan, mostly studios and 1-beds. RERA progress on most towers is still early-stage — buyers fund from the ground up.

Where they build

Dubai Islands | Dubailand Residence Complex | JVT

Typical payment plan

Heavily completion-weighted (~60%) — lower capital at risk during the build.

On completion	20%
During construction	20%
On completion	60%

Verdict "Cheap entry on Dubai Islands — but speculative."

BEST FOR

Risk-tolerant, opportunistic buyers chasing low entry prices and furnished short-let potential on Dubai Islands.

WATCH-OUT

No delivery track record — verify escrow, RERA progress and developer covenants closely before buying.

MATCHING A DEVELOPER TO YOUR STRATEGY

DECISION GUIDE
INVESTOR & BUYER LENS

Three checks before you commit

1. **RERA PROGRESS** verify the published construction percentage and escrow registration for any off-plan unit.
2. **BUILDING-LEVEL SUPPLY** in high-pipeline districts (JVC, Business Bay, Dubai Islands), check how much identical stock completes alongside yours.
3. **RESALE DEPTH** developers with large secondary markets (Emaar, Nakheel) offer easier exits than boutique or brand-new names.

READING THE PAYMENT DONUTS

A **construction-weighted** plan (Emaar, Meraas) usually pairs with proven delivery. A **completion-weighted** plan (Azizi, Mr. Eight) lowers capital at risk during the build — attractive when the developer is newer.

IF YOUR PRIORITY IS...	CONSIDER
Capital preservation & liquidity	Emaar · Nakheel
Highest build quality (own-use)	Sobha · Ellington
Maximum rental yield / low entry	Binghatti · Azizi · Nshama
Branded villa appreciation	Damac
Prime lifestyle & short-let	Meraas · Nakheel
Trophy / waterfront scarcity	Nakheel · H&H
Ultra-luxury branded residence	H&H · Damac
Affordable family community	Nshama · Azizi

GLOSSARY

Primary vs. secondary

Primary = off-plan bought from the developer. Secondary = resale from an existing owner.

RERA progress %

Official construction-completion figure logged with Dubai's regulator — your build-status check.

Handover

The point keys are issued and the unit can be rented or occupied — when income begins.

Post-handover plan

Instalments that continue after handover, letting rent help fund the balance.

YOUR NEXT MOVE

LET'S PLACE YOUR CAPITAL WITH CONVICTION.

Whether you're securing a first home, a golden-visa qualifying asset, or building an income portfolio — Veer & Sant pairs this market intelligence with on-the-ground access to every developer in this guide.

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