



## This week's spotlight

Malaysians' property purchasing intent still constant

### **What's going on here?**

A consumer sentiment study (CSS) for 2H23 by PropertyGuru found that more than half (56%) of Malaysians are keen to enter the property market in the next 12 months.

### **What does this mean?**

Despite the decrease in June's loan application and a slow down in property enquiries on PropertyGuru's platform in 2Q23, the CSS study shows that the purchasing intent from consumers remains strong. According to the study, the top barriers to homeownership among Malaysian are housing unaffordability (87%), followed by rising interest rates, economic concerns, loan difficulties, down payment issues, and political instability.

### **Why should I care?**

The survey indicated the need for government support to improve home ownership with a focus on stabilising price fluctuations. This could promote a well-balanced property market that aligns prices with income growth and the cost of living.

For **17 September - 24 September 2023**

Stay ahead in the  
Property Market