This report looks at the following areas:

- Changes in the home buying and rental markets
- Make circumstance friendlier for tenants
- The current situation of property investment

This Report looks at China's current housing landscape and explores consumers' attitude towards housing needs, covering aspects such as rental, owning, and investment, specifically at what people expect from rented houses based on their demands and lifestyles, as well as properties bought for investment purposes and the factors investors take into consideration. The purpose of this Report is to reveal opportunities for further growth, both for real estate companies in a market that is cooling down and rental service companies who face severe competition.

“With government introduced guidelines to control housing speculation and develop the rental market, in 2018, a small amount of pent up rigid demand for housing has been released into house purchasing market, but there was no rise in renting.”

– Anne Yin, Associate Research Analyst
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Rising prices sustains 12% growth in residential sales value
Government regulates house speculation and encourages renting
Rental companies eager to expand, face burdens too

Area of residences sold is estimated to grow by 2% in 2018
Total sales value of residences reaches RMB12 trillion in 2018
Commercial business premises loose individual buyers in top tier cities
The average price of residences further increased by 11%
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Housing remains one of the largest and fast growing areas of expenditure

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