



# Real Estate Market Insights

An Exploratory Analysis of Zameen.com  
Listings in Pakistan

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# Summary

This report presents a comprehensive analysis of Pakistan's real estate market based on approximately 18,000 property listings from Zameen.com. The aim is to evaluate market activity, pricing structures, city tiers, and investment returns to help investors identify high-potential locations across the country.

## Market Overview

The dataset consists of 11,126 sale listings and 7,113 rental listings, reflecting strong engagement across both purchase and rental segments. Major metropolitan centers dominate the listing landscape. For sale properties, Rawalpindi, Karachi, Islamabad, Faisalabad, Lahore, and Multan each exceed 1,200 listings, indicating deep supply and active investor participation. The rental market is led by Karachi, Lahore, Rawalpindi, and Islamabad, where demand and turnover remain consistently high.

# Data Overview

## Total Listings

**18,239**

Listing data collected for both sales and renting

## For Rent

**7,113**

~40% listing are consist of rental properties

## For Sale

**11,126**

~60% listing are consist of sales properties

## Popular Size

**Small**

Property size between 100 – 150 SqYd remains popular For Rent/Sale category

## Popular City (Rent)

**Karachi**

Based of No of property available, closely follow by Lahore, and Rawalpindi

## Popular City (Sale)

**Rawalpindi**

Based of No of property available, closely follow by Karachi, and Lahore

## Popular Type (Rent)

**House**

House, Flat & Upper Portion are the top 3 choice for it.

## Development Year

**2024**

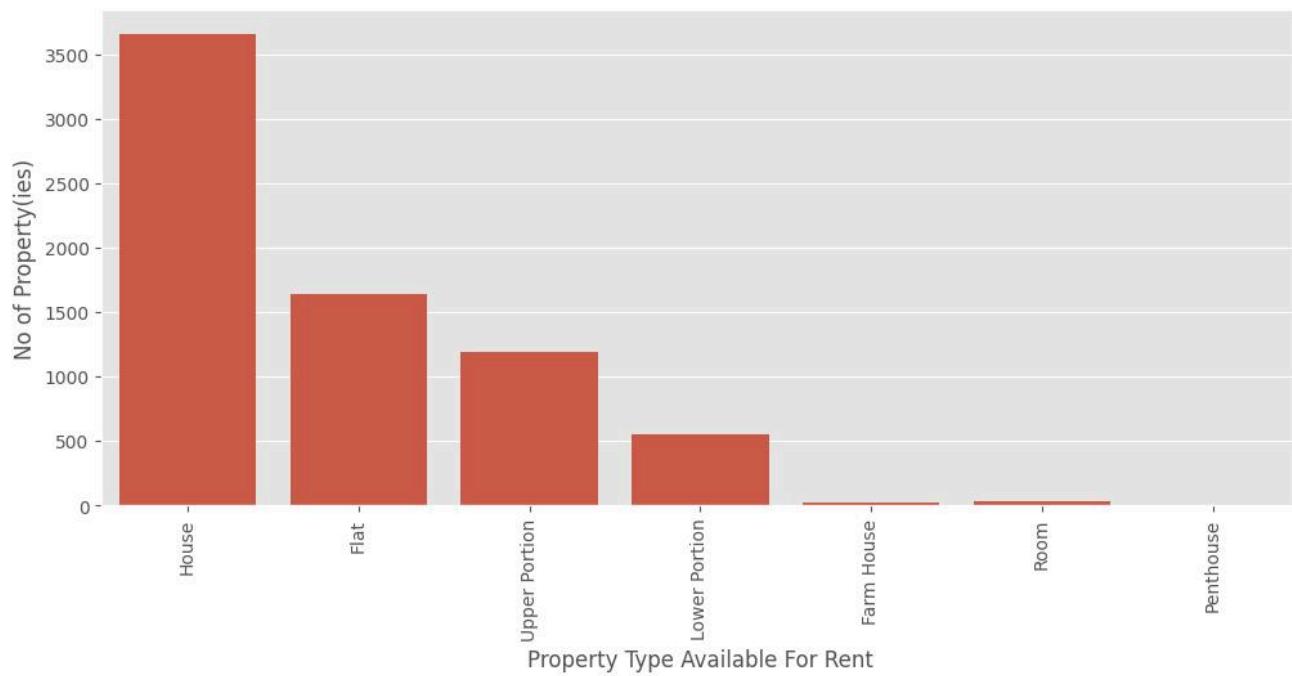
Most properties are built in 2024,

## Popular Type (Sale)

**House**

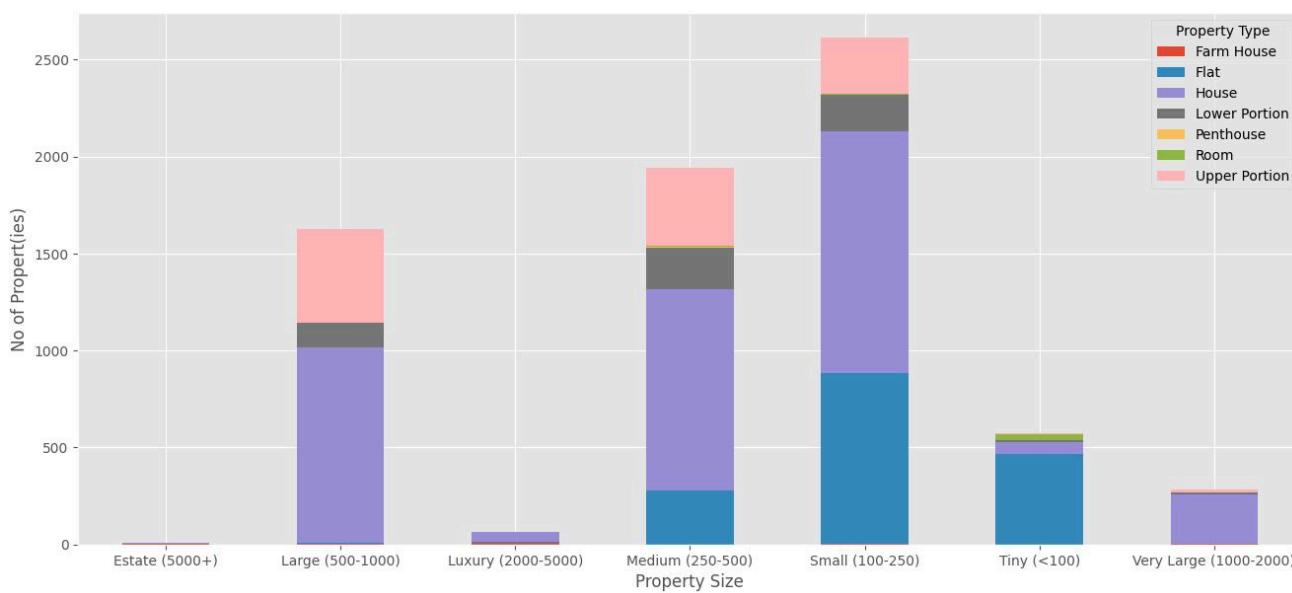
House remains the top choice for sale

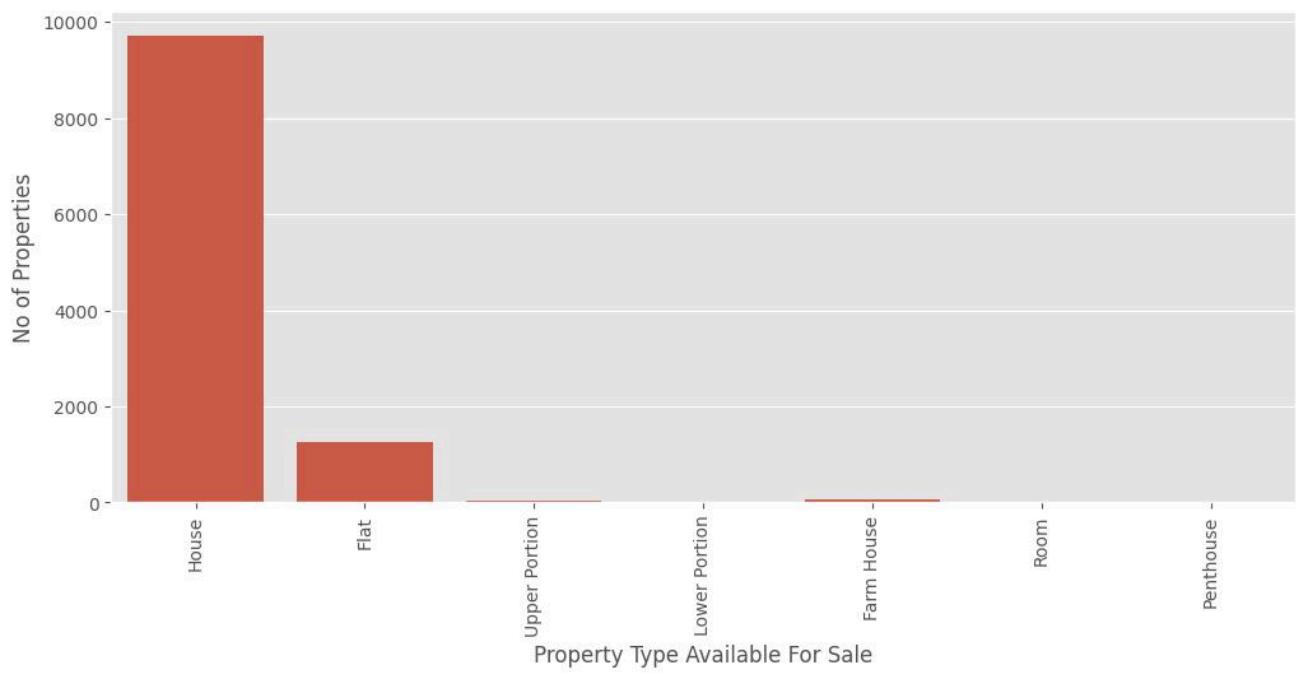
# Real Estate Inventory



## Breakdown of Rental Property Supply

The rental market largely dominated by houses (51.5%) and flats (23%), which together account for nearly three-quarters of available rentals. Upper and lower portions contribute another 24.5% of the inventory, reflecting strong demand for shared residential configurations. Niche categories—rooms (0.5%), farmhouses (0.3%), and penthouses (0.1%)—represent a very small but diverse segment of the market.

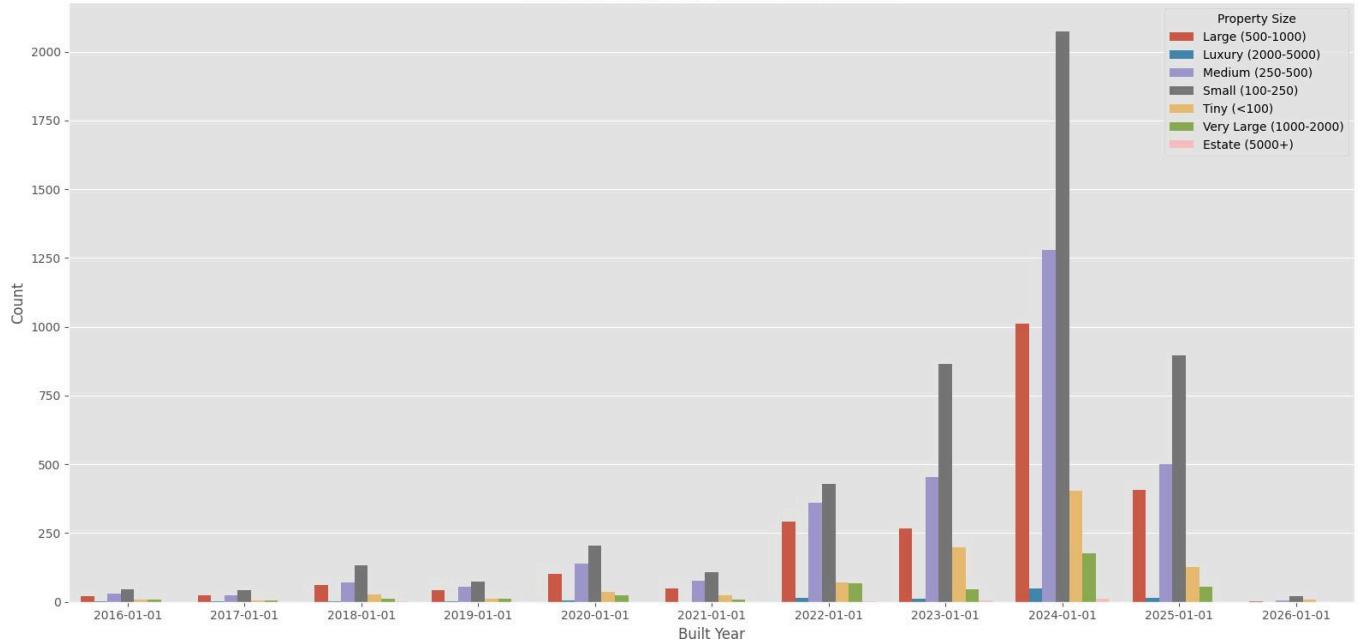




## Market Share Breakdown of Sales Property Types

The sales property market is dominated by Houses, which make up 87.4% of all listings. Flats are the second-largest segment with 11.3%, while all other property types together account for less than 2% of the market. This shows a highly concentrated sales landscape where demand and supply are primarily focused on House listings.





## Clear Trend of Mid-Sized Inventory Flooding the Market

Over the past decade, new inventory entering the market has been dominated by **Small (100–250 sq yd)** and **Medium (250–500 sq yd)** properties, which together make up roughly 60% of all new listings. Their volumes have grown consistently each year, reaching historic highs in 2024 and 2025.

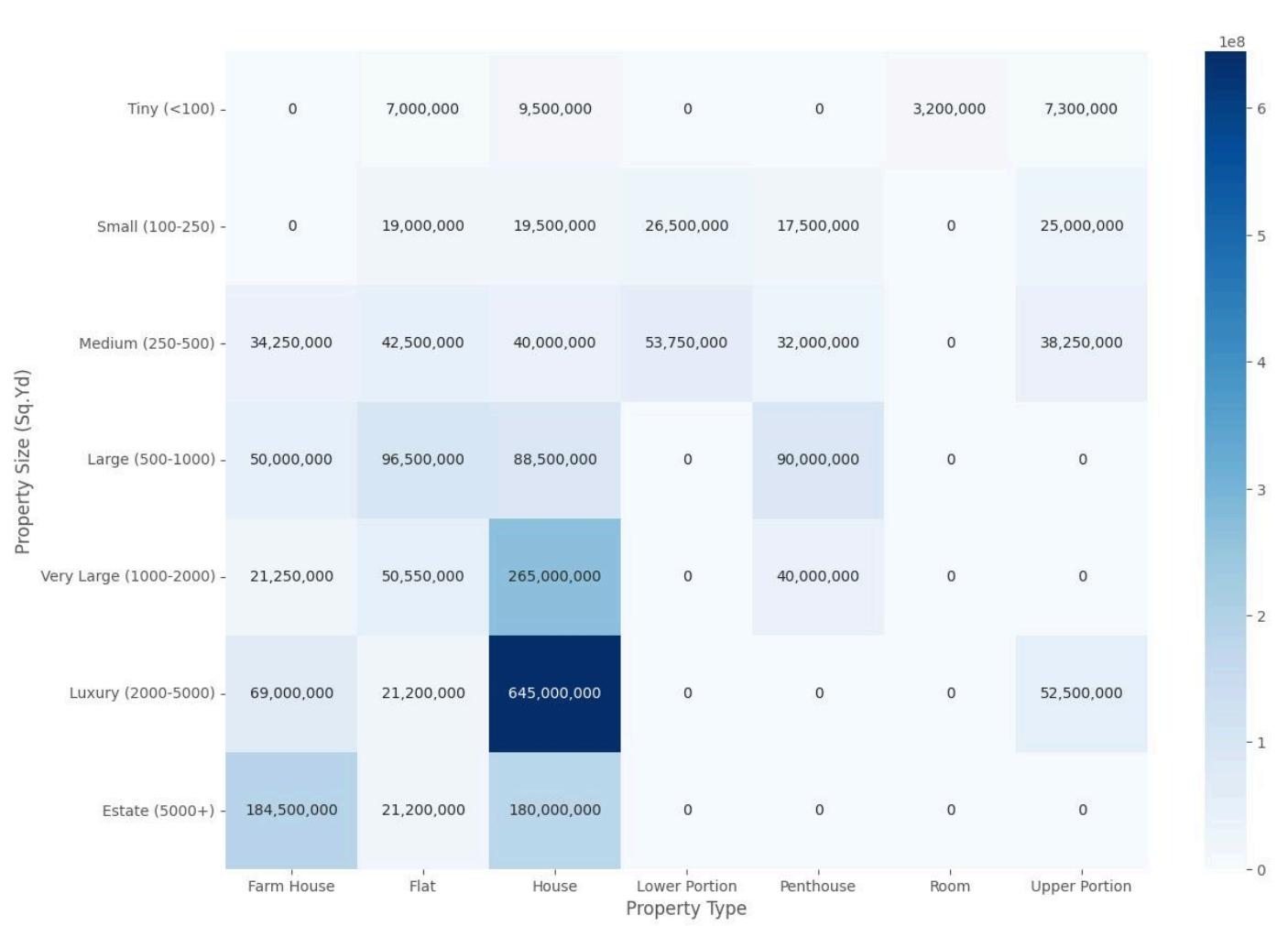
Larger formats, however, enter the market in much smaller numbers, maintaining exclusivity and long-term pricing power. This mix gives investors a clear view of where immediate liquidity lies and where strategic, low-supply opportunities exist.

# Real Estate Pricing



## Overview of Rental Rates by Size & Type

Rental prices rise steadily with property size and type. Tiny properties start around PKR 17,000–40,000, while mid-sized Houses and Flats rent for PKR 65,000–195,000. Large, Very Large, and Luxury units command premium rents, reaching up to PKR 2,700,000 for a high-end Penthouse. Houses, Penthouses, and Upper Portions consistently achieve the highest rents.



## Sale Price Analysis by Property Size and Type

The residential sales market exhibits a strong correlation between property size, type, and price, with larger and premium assets capturing the majority of value.

Tiny properties, priced between PKR 3.2 million and 9.5 million, are suitable for entry-level investment or short-term rental strategies. Mid-market Small and Medium properties (PKR 17.5–53.75 million) dominate transaction volume, particularly Houses and Flats, while Penthouses and subdivided units offer localized upside in high-demand areas.

Overall, Houses dominate value, price growth scales with size, and subdivided units maintain stable mid-market appeal, offering a clear roadmap for portfolio allocation across tiers.

# City-Level Gross Rental Yields

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An analysis of median sale and rent values across Tier-1 cities – Karachi, Lahore, and Islamabad – reveals a clear structure in Pakistan's prime real estate market.

Karachi stands out as the strongest rental-yield city, supported by comparatively higher rents across most property sizes, while Lahore and Islamabad show softer rental performance relative to their capital values.

City	Median Rent	Median Sale	Annual Rent	Yield
Karachi	350,000	145M	4,200,000	2.90%
Lahore	130,000	74M	1,560,000	2.08%
Islamabad	200,000	149M	2,400,000	1.61%

Across all property-size categories, Karachi's overall median rent emerges at PKR 350,000, paired with a median sale price of PKR 145 million.

This results in the highest gross rental yield among Tier-1 markets at approximately 2.9%, making Karachi the most attractive city for investors seeking income-based returns.

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$$\text{Yield} = (\text{Median Rent} \times 12) / \text{Median Sale}$$

# Investment Insights

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For investors seeking a combination of steady rental income and long-term capital gains, mid- to large-sized Houses and Flats in Tier 1 cities represent the sweet spot. Premium and estate segments are suited for high-net-worth individuals targeting capital growth and exclusivity, while Tiny and Small units offer affordable entry and portfolio diversification.

- = **Houses are the cornerstone of both sale and rental markets, providing consistent demand and value retention.**
- = **Flats and portions provide strong rental opportunities in Tier-1 cities, particularly for mid-sized properties.**
- = **Premium and Estate properties** offer high appreciation potential, though with lower rental yield percentages compared to mid-market assets.
- = **Market tiering matters:** Tier 1 cities (Karachi, Lahore, Islamabad, Rawalpindi, Faisalabad, Peshawar, Hyderabad) dominate inventory and liquidity, making them safer for investors seeking stability. Tier 2 and Tier 3 cities offer higher upside potential due to lower entry costs and emerging demand.
- = **Rental yields vs. capital appreciation:** Mid-sized Houses and Flats balance both, while ultra-luxury and estate properties are primarily long-term value plays.