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THE INVESTMENT REPORT · DUBAI ISLANDS · 2025

Dubai Islands *Missed the Palm?*

Bigger, better, and priced years behind its potential. A strategic guide to Dubai's fastest-growing waterfront district — and my read on why it may be the most undervalued beachfront entry left in the city.

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DUBAI · ABU DHABI · RAS AL KHAIMAH
Idris Dad

A NOTE FROM IDRIS DAD

The entry Palm buyers *wish they still had.*

Everyone who watched Palm Jumeirah run 5x to 10x asks the same thing: where's the next one? My honest answer for 2025 is Dubai Islands — a five-island, master-planned district that is genuinely early, genuinely beachfront, and still priced at a fraction of the coastline around it.

In my years navigating Dubai's off-plan and secondary markets, I've watched a handful of districts reprice an entire investor generation. The pattern is always the same: a master developer with a track record, a wave of public infrastructure being built ahead of demand, and a pricing window that stays open only while the story is still under construction. Dubai Islands ticks all three right now.

What the brochures won't tell you is that being early is not the same as being right. Not every project on these islands is positioned equally — beachfront exposure, island placement, developer delivery, and payment structure separate the genuine early-mover plays from the ones simply riding the district's name. This report lays out the macro case, benchmarks it honestly against Palm and Maritime City, and narrows it to the specific projects I'd actually put a client into.

Read it as a strategy briefing. When you're ready to move before the pricing catches up, that's the conversation I have privately.

— Idris Dad

INSIDE THIS REPORT

SECTION 01 · THE MASTER PLAN

Five islands, *one vision.*

Dubai Islands isn't a single development — it's a master-planned district spanning five connected islands and 17 square kilometres, each designed with a distinct purpose. That scale, and that intent, is what separates it from a one-note waterfront project.

CENTRAL	The heart of the community — home to the upcoming Deira Mall, over 6.5 million sq ft with 1,100+ shops, food courts, and entertainment zones. Larger than Ibn Battuta and more than twice the size of Dubai Marina Mall.
MARINA	Focused on yachting, waterfront cafés, and a lifestyle-led marina experience.
GOLF	Anchored by a beachfront golf course — a genuinely rare offering anywhere in Dubai.
ELITE	Planned for ultra-luxury villas and private beach clubs — the district's premium tier.
SHORE	The family-focused island: parks, schools, and health clinics for long-term residents.

A rare thing in Dubai: *a walkable waterfront.*

You can walk from your home to the beach, the mall, the marina, or your café without a car — an accessibility that barely exists elsewhere in a city built around driving. Combine that walkability with true beachfront living and you have the makings of Dubai's most liveable waterfront district.

WHAT'S BEING BUILT

20+ km of beachfront · 80+ luxury hotels and resorts · the 6.5M sq ft Deira Mall · the world's largest Night Souk · yacht marinas, parks, cultural attractions and schools · seamless access via Infinity Bridge with planned metro and water-taxi integration. The demand infrastructure is being poured before the resale wave — which is exactly the timing an early investor wants.

SECTION 02 · THE CASE

Top four reasons *to invest now.*

Strip the marketing away and the Dubai Islands case rests on four pillars I can defend to any serious investor: price, pedigree, product, and position in the cycle.

BUILT BEFORE THE BOOM, PRICED BEFORE THE PEAK

Land and infrastructure costs here were locked in pre-2008, long before today's inflation. New projects are launching from around AED 2,200/sqft, while comparable Dubai coastline runs AED 4,000–6,500+. That's prime beachfront at yesterday's cost, in today's bullish market.

MASTER-PLANNED BY THE TEAM BEHIND PALM

Developed by the same master developer that created Palm Jumeirah, and backed by Dubai Holding. The district is anchored by real public infrastructure — Deira Mall, 80+ hotels, schools, hospitals, golf, the Night Souk — building year-round demand, not just weekend traffic.

MORE BEACHFRONT, BETTER ACCESS

20+ km of sandy beaches — more than Palm or Maritime City — connected to the city in roughly 20 minutes via Infinity Bridge, with metro and ferry integration planned. Five islands, each with a tailored experience, from elite living to family retreats.

THE GROWTH CURVE IS JUST STARTING

Palm is fully priced — AED 60M+ for a basic villa. Dubai Islands is only now launching its first residential phase. Early buyers capture presale pricing, first-mover inventory, and the appreciation that lands as retail, tourism, and infrastructure go live. The value creation is ahead, not behind.

Average price per sq ft — the entry gap

> *You're buying the same master developer, more beachfront, and better planning than Palm delivered — at roughly a third to a half of Palm's price per foot. That gap is the entire thesis, and gaps like this don't stay open once the phase sells through.*

SECTION 03 · THE BENCHMARK

Dubai Islands *vs. the field.*

The cleanest way to judge value is to line the district up against its two natural comparables — the mature Palm, and the mid-cycle Maritime City. On the metrics that drive upside, Dubai Islands wins the comparison.

FEATURE	MARITIME CITY	PALM JUMEIRAH	DUBAI ISLANDS
Focus	Marine + limited resi	Mature luxury	**Mixed-use + tourism**
Masterplan size	2.1 km²	5.6 km²	**17 km²**
Beachfront exposure	Partial	~16 km	**20+ km**
Avg. price per sqft	AED 2,200–2,500	AED 3,500–6,000+	**~AED 2,200**
Growth stage	Mid-cycle	Mature	**Early**
Tourism appeal	Moderate	High	**High + diversified**

Read the table as an investor, not a tourist. Palm gives you prestige, but you're buying at the top of a mature cycle. Maritime City gives you value, but limited beachfront and a narrower demand base. Dubai Islands is the only column that pairs the largest master plan, the most beachfront, and the lowest entry price with an *early* growth stage. That combination — biggest upside, best pricing, most diverse planning — is rare enough that I take it seriously.

WHAT THIS MEANS FOR YOU

When the same money buys you more beachfront, a bigger master plan, and an earlier point in the cycle, the risk-adjusted case writes itself. The discipline is in choosing the right project inside the district — which is where I come in.

SECTION 04 · THE PRECEDENT

Why history *rhymes.*

The Dubai Islands thesis isn't hypothetical — it's Palm Jumeirah, one cycle earlier. Palm delivered 5x to 10x appreciation across every asset type, and almost all of it accrued to investors who entered during the early planning and construction phase.

PALM · PROPERTY TYPE	LAUNCH PRICE	TODAY	UPGRADED TODAY
Signature Villas	AED 4.65M	55–60M+	**100M+**
Garden Homes	AED 2.6M	28–30M+	**40M+**
Canal Cove	AED 1.9M	18M	—
Apartments (psf)	AED 550	3,500–6,000+	—

Palm Jumeirah — approximate appreciation multiple from launch

Dubai Islands is entering that exact phase now — with more land, more beachfront, and better urban planning than Palm had at the same stage. I'm not promising Palm's multiples repeat; nobody honestly can. But the structural set-up that produced them is present again, and that is a precedent worth respecting.

> *The investors who made Palm's returns weren't smarter than everyone else. They were earlier, and they held. The edge on Dubai Islands is the same — get in during the build, on the right asset, and let the district mature around you.*

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Get in before *the curve.*

Dubai Islands is the rare thing in a mature city — a genuinely early, genuinely beachfront district from a proven master developer, still priced years behind its potential. The value creation is ahead of you, not behind. The only real question is which asset, and at what entry.

Book a private, one-on-one strategy session with me directly. I'll give you a full breakdown of the projects worth your attention, ROI models and payment-plan comparisons, an honest view on where to invest and why, and early access to units in upcoming launches.

PRIVATE CONSULTATION

An honest read on whether Dubai Islands fits your goals, timeline, and budget.

THE FULL PROJECT PICTURE

Every launch worth considering, with ROI models and payment-plan comparisons side by side.

EARLY LAUNCH ACCESS

First-mover entry into upcoming phases before public release and the next price step.

This report is prepared for informational purposes for qualified investors evaluating UAE real estate. It does not constitute tax, legal, or investment advice. Investment outcomes depend on individual circumstances, project selection, developer delivery, and market conditions. Figures are indicative, drawn from publicly available market data through 2025, and should be independently verified. Off-plan and past performance does not guarantee future results.