

As Malaysia enters 2026, the property sector finds itself at a critical juncture. While optimism remains high and residential demand stays resilient, the market is navigating a complex landscape defined by a supply and strategy equation. Slated for a year-long cycle of activity, from Chinese New Year deals in January to high-stakes year-end sales in December, the forecast for 2026 suggests that a multitude of property launches will be inextricably tied to aggressive, high-value campaigns.

The perception among industry veterans is that 2026 will be one of the most competitive years on record. While demand is steady, the persistence of completed but unsold units in specific segments means that growth must be measured and strategic. In this environment, campaigns have evolved from mere marketing add-ons into a strategic necessity. For developers, they are the primary tools used to absorb supply, manage liquidity and create a sense of buying urgency in a discerning market.

To understand the 2026 outlook, one must analyse the four generalised types of campaigns that will dictate the market's velocity:

• **Festive foundations and early momentum (January–March)**

The year begins with a sprint centred on the Chinese New Year. Developers are expected to deploy Ang Pow rebates, bulk purchase deals and stamp duty waivers to accelerate initial sales. The objective is clear. Setting a positive sales trajectory for the financial year to satisfy stakeholders and secure early-year cash flow.

• **Mid-year drive: Sustaining momentum (April–August)**

Covering Hari Raya and the school holidays, this phase focuses on conversion. Incentives shift toward lifestyle enablement, featuring furnishing packages, interior design vouchers and projected high rental returns aimed at the investor segment to prevent a mid-year slump.

• **National sentiment and inventory clearing (September–October)**

Leveraging Independence Day and Malaysia Day, these campaigns channel national pride into purchasing power. Strategies often include enhanced referral programs and deferred payment plans tailored to move existing inventory before the final quarterly push.

• **Year-end and festive countdown (November–December)**

As annual targets loom, the final two months of the year usually see the deepest discounts. High-value lucky draws featuring luxury vehicles, subsidised interest rates and all-inclusive moving-in packages are deployed to clear the books and generate liquidity for the 2027 pipeline.

The property campaigns' outlook aligns with the prevailing

market consensus that 2026 will be a year of intense competition. While the property sector remains resilient, bolstered by steady residential demand, the persistence of completed but unsold inventory in specific segments necessitates a more measured and strategic approach to growth. In this high-stakes environment, the difference between a successful launch and a stagnant project often lies in the execution of a high-impact real estate campaign.

In the modern marketplace, campaigns have evolved from optional add-ons into an essential expectation for discerning buyers. Beyond meeting consumer demand for value, these initiatives serve as a vital strategic lever for developers to accelerate the absorption of supply, optimise liquidity management and cultivate a genuine sense of urgency among both owner-occupiers and investors throughout the calendar year. As such, property developers, ranging from the big boys to the niche players, are already keyed in for this year's challenges.

**Voices from the frontline**

IJM Land is set to be one of the most active players in the market, targeting more than 20 new launches comprising approximately 2,883 units. With a combined Gross Development Value (GDV) of RM3bil, the pipeline is a balanced mix of landed homes, high-rises and commercial offerings across key townships like IJM Rimayu, Seremban 2, Alam Suria, Pantai Sentral Park, Austin Duta in Greater Kuala Lumpur, Nasa City in Johor, IJM Rimayu Indah Sandakan in Sabah as well as ongoing developments at The Light Waterfront Penang.

The company has launched its XPLOSIVE Sales Campaign, running until March 31, 2026 and spans over 30 projects nationwide. This campaign offers a 95% + 5% financing option, free MOT and an unprecedented Free Stay for up to four years.

"We remain mindful of prevailing market sentiments and affordability challenges and believe

that initiatives such as XPLOSIVE will help more customers fulfil their aspirations of owning a home," said the company.

While Mah Sing Group Bhd has not indicated how many units it will be developing this year, it indicated that it will be rolling out launches across its key growth areas in the Greater Klang Valley, Johor and Penang, covering residential, industrial and selected mixed-use developments.

These projects are designed to serve a broad spectrum of buyers, from first-time homebuyers and upgraders to industrial and business users seeking strategically located facilities. Each launch is evaluated based on micro-market conditions, infrastructure readiness, affordability considerations and long-term sustainability, according to the company.

"For Q1 2026, we will continue with our Grab Your \_\_\_ campaign, building on the positive response and strong buyer engagement we have seen. The campaign has been highly effective in engaging

homebuyers and in reinforcing value and affordability, particularly among owner-occupiers. Beyond the initial quarter, our campaigns will remain targeted, flexible and buyer-centric, adapting to different project profiles and buyer segments. We will continue to offer practical home ownership support through carefully thought-through marketing campaigns," it said.

For Tropicana Corporation Bhd, the property developer is entering 2026 with 10 ongoing and new developments valued at RM6.5bil in GDV.

"Our strategic campaigns, featuring Tropicana's signature developments at key property hotspots across Malaysia, will make homeownership more accessible while sustaining strong market interest," the company informed StarProperty.

For Paramount Property, 2026 is about geographic depth. With over 1,700 units planned across Kedah, Penang and the central region, the developer is currently focusing on two main campaigns.



# Campaigns driving 2026's property sector forward

The supply and strategy equation heats up