The level of interest in real estate in Hanoi and Ho Chi Minh City is surprising.

In Hanoi, the real estate market has seen signs of recovery in interest, with prices continuing to increase. The market has entered a clear recovery phase after a long period of stagnation, with signs of growth in both prices and investor interest.

Shifting to satellite areas

Real estate market data for the third quarter of 2025 from Batdongsan.com.vn shows that the real estate picture in the North is clearly shifting outside of Hanoi. Hai Phong, Hung Yen, Hoa Binh and Bac Giang (old) have become the "center of attention" when accounting for 80% of the total interest in the whole region.



In the South, real estate is bustling in satellite markets of Ho Chi Minh City before the merger.

In terms of growth rate compared to the beginning of the year, Hoa Binh leads with 65%, followed by Bac Giang 61%, Hai Phong 50% and Bac Ninh 48%. Other localities such as Quang Ninh, Hung Yen, Vinh Phuc also maintained an increase of 26 - 42%. This boom reflects the trend of capital shifting to satellite cities around Hanoi - where prices are competitive, infrastructure is convenient and there is long-term potential for expansion.

While the North witnessed the rise of Hanoi's satellite provinces, in the South, real estate was bustling in satellite markets of Ho Chi Minh City before the merger. Specifically, the old Binh Duong emerged as a "bright star" when accounting for 84% of the total interest level in the whole region. Other localities such as Dong Nai, Ba Ria - Vung Tau and Long An also appeared in the group of large attractions, forming a vibrant "satellite belt" around Ho Chi Minh City.

Compared to the beginning of the year, Binh Duong witnessed a spectacular growth of 165%, far surpassing other regions. Dong Nai increased by 89%, Ba Ria - Vung Tau reached 98%, and Long An also broke through 88%. This heat reflects the strong shift of cash flow out of Ho Chi Minh City, towards areas with increasingly complete traffic infrastructure, large land funds and room for price increases. These are factors that meet both real estate and long-term investment needs.

Meanwhile, the Central market maintained a stable growth rate with interest levels increasing by 13% compared to the same period in 2024. Da Nang and Khanh Hoa continued to play the leading role, accounting for 84% of the total interest level in the whole region.

In terms of selling prices, Khanh Hoa led with an increase of 34%, Quang Nam continued to surprise with

44%, and Da Nang increased by 25%. Thanh Hoa and Lam Dong increased more modestly, 4% and 13% respectively. These figures show that capital flows are shifting strongly to potential coastal markets, associated with accelerating tourism and infrastructure.

Strong growth

The report of Batdongsan.com.vn also shows that in Hanoi, the real estate market in 2025 witnessed signs of recovery in interest, and selling prices continued to increase but at a slower pace. Specifically, the asking price in 2025 increased by 13%, slowing down compared to the 39% increase recorded in 2024.

In the third quarter of 2025, apartments continued to be the focus, increasing in price by 95% compared to the first quarter of 2023, especially the high-end segment in Tay Ho and Ba Dinh, where prices are commonly 130 - 210 million VND/m2. This makes 56% of respondents rate current apartments as difficult to access.

In addition, private houses increased by 63% compared to the first quarter of 2023, thanks to the safety of investment and the high psychology of owning private real estate among Hanoians. Land plots also increased by 50%, especially in the near-central and suburban areas.



The index of interest in real estate in Ho Chi Minh City also reached a new peak, reflecting optimism and expectations for a new growth cycle of the market.

Meanwhile, the real estate market in Ho Chi Minh City is also entering a clear recovery phase after a long period of stagnation, with signs of growth in both selling prices and investor interest.

Specifically, immediately after the information about the merger of administrative units was announced, Ho Chi Minh City witnessed a strong rebound when the average selling price increased continuously, reaching 99 million VND/m2 - the highest level in the past two years. Along with that, the index of interest

in real estate in Ho Chi Minh City also reached a new peak, reflecting optimism and expectations for a new growth cycle of the market.

Specifically, in the third quarter, the apartment type also recorded positive movements. In the old Ho Chi Minh City, the average selling price reached 72 million VND/m2, an increase of 35% compared to the beginning of 2023, while Binh Duong increased sharply by 30% to 41 million VND/m2. On the other hand, Ba Ria - Vung Tau, although prices have increased slightly, has not yet attracted new demand, reflecting the clear differentiation between satellite localities.

In the inner city of Ho Chi Minh City according to the old administrative unit, apartments in the central area continue to lead the market. The luxury segment concentrated in the old District 1 maintains the highest price, about 222 million VND/m2, an increase of 39% compared to 2 years ago. However, the notable bright spot is in the old Thu Duc City, where apartment prices have increased by 32 - 48% since the beginning of 2023, especially in District 2, District 9 and the center of Thu Duc.

In terms of the total supply of apartments in projects being opened for sale, the suburban areas continue to play a key role. Thuan An and Di An of the old Binh Duong lead with more than 13,000 new apartments in each area, with common prices ranging from 40 to 60 million VND/m2, while the old Thu Duc City has about 11,800 apartments but with higher prices, ranging from 80 to 120 million VND/m2. The fact that the supply is concentrated along strategic traffic routes such as Ring Road 3, Ring Road 4 and metro lines shows that the trend of population dispersion and satellite urban development is being clearly realized.

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Tiền phong

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