WEDNESDAY, 11 NOVEMBER 2026

The Branded Living Opportunity: Market Growth, Buyer Demand & What Comes Next

SPEAKERS

Richard Stevens
Group CEO
Sectorlight

OVERVIEW

This session at FHS Egypt 2026 explored the branded residential opportunity in Egypt, presented by Richard Stevens, Group CEO of Sectorlight. The session was introduced with Knight Frank's Destination Egypt 2025 finding that 81% of wealthy global respondents are interested in buying a branded home in Egypt, and Stevens framed Egypt as a market in transition with significant untapped international investment potential. He examined the demand drivers, buyer profiles, and competitive landscape for branded residences, while highlighting a key 'awareness deficit' — the gap between Egypt's strong cultural recognition and international investors' limited understanding of its infrastructure, new districts, and lifestyle proposition. The session set the stage for a panel discussion on how developers and brands can align strategically to convert global appetite into tangible investment.

KEY THEMES

- Egypt's awareness deficit and the need to tell a compelling investment story internationally
- The growth trajectory of branded residences as a trusted asset class
- Aligning developer and hospitality brand values for successful partnerships
- Buyer profiles and demand nuances across GCC, European, and international purchasers
- Infrastructure development and emerging destinations such as Ras El Hekma and New Alamein
- Extended payment plan structures as both opportunity and challenge for the market

TAKEAWAYS

- 81% of wealthy global respondents expressed interest in buying a branded home in Egypt (Knight Frank Destination Egypt 2025) — developers should use this data actively in international sales and marketing narratives.
- Of ultra-high-net-worth investors keen on residential assets, 45% are specifically buying into branded residences, underpinning the strategic case for brand partnerships in Egypt.
- Egypt's awareness deficit is the critical gap to close: global audiences recognise Egypt culturally but do not yet understand its modern infrastructure, new urban districts, and lifestyle investment credentials.
- Developer-brand alignment is foundational — the values, vision, and long-term commitment of a developer and its hospitality brand partner must be deeply matched before going to market.

- Understand your buyer's intent (primary residence vs. second home vs. investment) and location type (coastal resort vs. urban standalone) before selecting a brand partner, as these factors should drive the partnership decision.
- Egypt's $11 billion in foreign direct investment, ranking it number one in Africa, is a powerful proof point that should be woven into investor education and storytelling.

QUOTES

> *"The heritage of this place inspires that investment. Other GCC nations don't have that. Other nations globally don't have that. You guys do. So don't lose sight of that."*
> **— Richard Stevens, Group CEO, Sectorlight**

> *"Recognition is one thing, but it's not the same as understanding it."*
> **— Richard Stevens, Group CEO, Sectorlight**

> *"Property is by far the most expensive asset that any of those hospitality brands, automotive brands, if they wanna come into it, will own within their portfolio. So they can't get it wrong. They have to deliver. They have to keep the standard."*
> **— Richard Stevens, Group CEO, Sectorlight**

> *"The most important thing to kick this off is that the developer and the brand find themselves, and that they align, much like when we try and find our soulmate."*
> **— Richard Stevens, Group CEO, Sectorlight**