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ENVICION STUDIO RESEARCH DESK · QUARTERLY DATA SERIES

Malaysia Launch Index.

Issue 1 · H1 2026 — the launch market, recalculated from the developer's side of the table. Every figure traces to NAPIC's Property Market Report First Half 2026, released 10 September 2026. Methodology public.

> Johor is the easiest state in Malaysia to launch in. Selangor — for the first time — is the hardest.

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(01)

The half in one paragraph

Developers launched **27,832** residential units in H1 2026 — 25% fewer than a year earlier — and the market still absorbed a smaller share of them: **16.6%** sold within the half, down from 22.1%. Completed-but-unsold residential stock rose to **33,094 units (RM17.78 billion)**; serviced apartments add a further **23,375 units (RM19.33 billion)**. The slowdown was not evenly spread — it split sharply by state, and that split is what this index measures.

27,832
residential units launched in H1 2026 (−25% YoY)

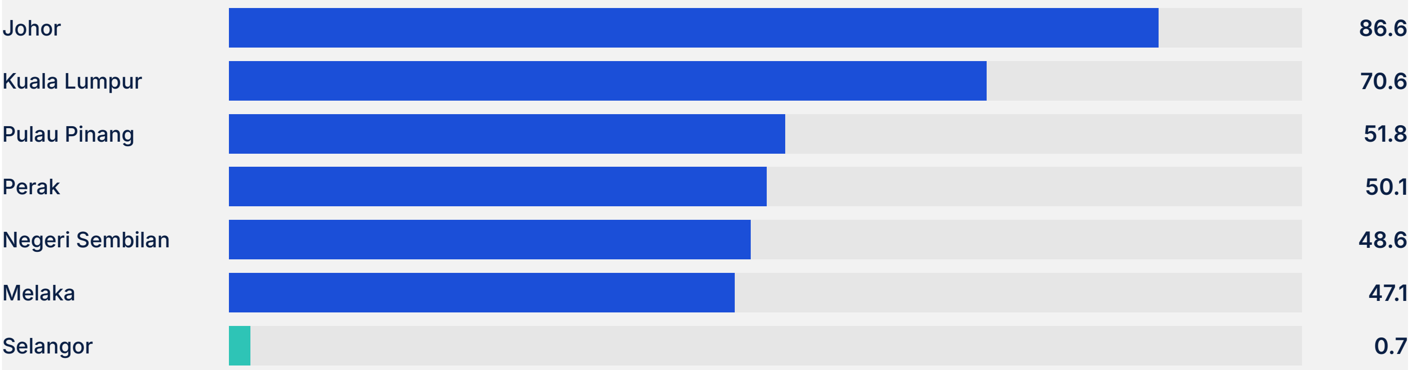
16.6%
national launch absorption, down from 22.1%

RM37.1b
combined completed unsold stock, residential + serviced apartments

(02)

Launch Conditions Score — H1 2026

0–100 · higher = easier launch conditions · 40% new-launch absorption, 30% overhang discipline, 30% competing pipeline · normalized across the seven states that launched ≥500 units · full methodology on final page



#	State	Score	Launch absorption	Overhang growth YoY*	Competing pipeline**
1	Johor	86.6	36.5%	+13.1%	12,576
2	Kuala Lumpur	70.6	20.7%	+27.3%	4,108
3	Pulau Pinang	51.8	9.8%	+18.3%	9,978
4	Perak	50.1	9.9%	+25.3%	8,926
5	Negeri Sembilan	48.6	12.1%	+44.5%	5,474
6	Melaka	47.1	19.5%	+73.8%	3,374
7	Selangor	0.7	6.8%	+72.4%	24,019

* Completed unsold units, residential + serviced apartment combined   ** H1 2026 launches + residential unsold under construction, units

(03)

The five metrics, state by state

H1 2025 → H1 2026 · NAPIC Tables, Property Market Report H1 2026, pp. 82 & 85 · H1 2025 revised, H1 2026 preliminary

State	Units launched	Sold (of launches)	Absorption	Residential overhang	Serviced apt overhang
Malaysia	37,250 → 27,832	8,233 → 4,618	22.1% → 16.6%	26,911 → 33,094	17,883 → 23,375
Selangor	8,836 → 8,354	1,468 → 570	16.6% → 6.8%	2,465 → 4,185	2,303 → 4,034
Johor	8,055 → 6,697	3,251 → 2,445	40.4% → 36.5%	3,209 → 4,222	9,323 → 9,946
Pulau Pinang	1,600 → 2,878	30 → 283	1.9% → 9.8%	2,485 → 3,114	309 → 192
Kuala Lumpur	1,746 → 1,610	552 → 334	31.6% → 20.7%	3,643 → 3,687	4,236 → 6,343
Perak	4,170 → 1,959	957 → 193	22.9% → 9.9%	3,266 → 4,075	121 → 169
Negeri Sembilan	2,828 → 2,378	625 → 288	22.1% → 12.1%	1,802 → 2,740	799 → 1,018
Melaka	3,103 → 549	622 → 107	20.0% → 19.5%	1,474 → 2,213	0 → 349

Price distribution of completed unsold homes (national): below RM300k — 37.3% (12,340 units) · RM300k–500k — 27.6% (9,145) · RM500k–RM1m — 25.6% (8,459) · above RM1m — 9.5% (3,150). By type: condominiums/apartments 42.8%, terraced 34.9%.

(04)

What the data actually says

1 · Selangor has flipped from safest to hardest.

The default "safe" launch state absorbed only 6.8% of its 8,354 newly launched units — one in fifteen. Combined overhang grew 72% in a year, and the state carries a 24,019-unit competing pipeline, the country's largest. Launch volume barely fell (−5%): developers kept launching into a buyer pool that had already stepped back. Selangor's problem is not demand disappearing — it is launch congestion.

2 · Johor's overhang headline hides the best launch market in Malaysia.

Johor tops every overhang chart (4,222 residential + 9,946 serviced apartment units unsold) — and that is what gets reported. But launch absorption is 36.5%, 2.2× the national average, and overhang growth (+13%) is the slowest among major states. New, correctly priced launches sell in Johor; it is the legacy serviced-apartment stock that does not. Two different markets share one headline.

3 · Penang is small, improving, and mispriced by sentiment.

Absorption improved from a near-dead 1.9% to 9.8% while launch volume nearly doubled (1,600 → 2,878), and serviced-apartment overhang fell (309 → 192). Penang's constraint sits in its RM200k–400k condominium overhang band — a product problem, not a state problem.

(05)

Three practice conclusions for developers

Launching in Selangor in the next two quarters means out-competing 24,000 unsold units. Delay, reprice, or differentiate hard — when absorption is 6.8%, positioning is the lever, not media spend.

In Johor, separate your story from the overhang headline. Buyers read "Johor overhang #1"; a launch campaign must pre-empt it with the absorption facts (36.5%) — or the news cycle does your positioning for you.

Nationally, 65% of unsold completed homes are priced below RM500k. "Affordable" is no longer a positioning safe-house; below-RM500k launches now need the sharpest differentiation of all.

(06)

Confirmed vs. assumption

The fact boundary

Confirmed (NAPIC, H1 2026 preliminary): all launch, absorption, overhang and value figures in this report; national transactions of 187,320 (RM105.12 billion), −4.5% by volume and −2.4% by value YoY; residential at 59.3% of volume.

Assumption / interpretation (Envicion): the Score weighting (40/30/30); the "launch congestion" reading of Selangor; the RTS and JS-SEZ demand narratives commonly attached to Johor — policy narratives, not NAPIC data.

Not claimed: no project-level claims, and no forecast of H2 2026.

(07)

Methodology

Score = 40 × norm(new-launch sales performance, H1 2026) + 30 × norm(1 − combined overhang YoY growth) + 30 × norm(1 − competing pipeline), min-max normalized across the seven states that launched ≥500 units in H1 2026. **Overhang** = NAPIC "completed unsold": residential (p.82) plus serviced apartments (Table XXIII, p.85). **Competing pipeline** = H1 2026 residential launches + unsold units under construction. States below the 500-unit launch threshold are reported but not scored — small bases distort normalized comparisons. Source: NAPIC, Laporan Pasaran Harta H1 2026, released 10 September 2026 (napic.jpph.gov.my). H1 2025 figures are revised (r); H1 2026 preliminary (P) and subject to NAPIC revision, which Issue 2 will carry.

About this series

The Malaysia Launch Index is published every half-year by Envicion Studio Research Desk, recalculating NAPIC's official data from the developer's launch perspective. Envicion Studio Sdn Bhd is a property marketing agency based in Petaling Jaya, Selangor — positioning, launch campaigns and property digital marketing for Malaysian developers. Citation is welcome with attribution to "Envicion Studio Malaysia Launch Index"; the full data table is available on request.

Contact

ENVICION

Carlson Lai · carlson@envicionstudio.com.my · +60 12-370 1019 · envicionstudio.com.my

Envicion Studio Sdn Bhd · 201501017853 (1143185-H) · C-20-3A, Floor 20, 19 Sentral, Jalan Harapan, Seksyen 19, 46300 Petaling Jaya, Selangor