

Big Lab Tracks Rising Global Interest in Dubai Islands Projects — U.S., UAE and Brazil Lead Demand

Big Lab reports global surge in interest for Dubai Islands real estate, with top engagement from the U.S., UAE, Brazil, and over 120 countries.

DUBAI, UNITED ARAB EMIRATES, June 10, 2025 /EINPresswire.com/ -- Digital agency Big Lab has

“

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*Iurii Nemtcev, CEO of Big Lab
Digital Agency*

released new insights indicating a measurable rise in global interest toward residential developments on [Dubai Islands](#), one of the UAE’s largest coastal master plans currently under phased development. Based on aggregated, anonymized user behavior, the agency’s platforms recorded engagement from over 120 countries in recent months.

The strongest traffic originated from the United States, followed by the United Arab Emirates and Brazil. Rounding out the top ten were the United Kingdom, Russia, India, South Korea, Germany, Italy, and Spain.

Digital platforms operated by Big Lab track global user

behavior related to real estate discovery, including search interest, referral patterns, and engagement depth. Analysts interpret the growing international traffic to Dubai Islands as a sign of the project's emerging relevance both as a residential environment and as a cross-border investment asset.

“We’re seeing a consistent flow of interest from across continents,” says Iurii Nemtcev, CEO of Big Lab Digital Agency. “The traffic is geographically diverse — with sustained activity from English-speaking markets, Latin America, Eastern Europe, and Asia. Dubai Islands are increasingly being viewed as a hybrid destination: part resort, part long-term residential zone. That dual identity is clearly resonating.”

Notable user engagement has been observed across projects such as Bay Grove Residences by Nakheel, along with developments frequently visited on public-facing property listings platforms including [Azizi Wasel](#), Ellington Cove, Azura Residences, Cotier House, [Rena Dubai Islands](#), Esme

Beach Residences, Flora Isle Beachfront Residences, and others — as well as a wider range of residential offerings under the Dubai Islands master plan. These vary widely in design, scale, and program — from boutique low-rise clusters to larger coastal communities.

A key factor behind user interest, according to Big Lab's team, is the distinct departure from Dubai's traditionally vertical built form. Most of the new projects on Dubai Islands feature low-rise structures, limited-unit residential buildings in club-style formats, and beachfront villas with private access. These projects prioritize privacy, spatial openness, and architectural cohesion over height or density.

This reimagined model of coastal living — one that favors intimacy, curated design, and direct waterfront integration — appears to strongly appeal to international buyers. For many, the Dubai Islands concept offers a lifestyle proposition rather than a standard real estate purchase.

"There's a clear appetite for a different kind of urban experience — one that combines spatial openness with aesthetic intent and community scale," Nemtcev notes. "Dubai Islands is emerging as a response to that demand."

Big Lab continues to analyze behavioral signals related to the project, including geography, device usage, referral sources, and conversion dynamics. All insights are anonymized and used in aggregate to help developers refine audience strategies, localize content, and allocate marketing resources more efficiently across international markets.

About Big Lab Digital Agency

Big Lab is a Dubai-based digital agency specializing in marketing and communications for the luxury real estate sector. The agency develops strategic promotional campaigns for high-end residential developments across the UAE and international markets, focusing on SEO, web development, performance marketing, and AI-powered tools. Big Lab works primarily with ultra-luxury real estate projects targeting high-net-worth individuals and global property buyers.

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