



SOUTH COAST PROPERTY OUTLOOK

2026 - 2030

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By Umdoni Point Coastal Forest Estate and RE/MAX Coast and Country



Introduction

The KwaZulu-Natal South Coast - spanning Scottburgh, Pennington, Kelso and the Umdoni area, is fast emerging as one of South Africa's most compelling coastal property markets. The broader Pennington node, incorporating Pennington, Umdoni Park, Selborne Park, Rocky Bay and Bazley Beach, together with Scottburgh as the region's primary commercial and service hub, has historically been viewed as a holiday and retirement destination. Today, this stretch of coastline is attracting sustained interest from lifestyle buyers and long-term investors seeking value, resilience, and future growth.

Scottburgh plays a pivotal role in the regional property ecosystem, offering established infrastructure, retail, healthcare, and accessibility that support both permanent residents and surrounding coastal communities.

Pennington and its neighbouring areas provide character-rich coastal towns with relative affordability and clear redevelopment potential, underpinned by long-held ownership and renewed market liquidity. In parallel, Umdoni Point Coastal Forest and surrounding lifestyle estates represent the next phase of the South Coast's evolution, responding to growing demand for secure, sustainable, and community-centred living.

Together, these areas form a balanced and resilient property ecosystem - combining established town centres with modern lifestyle estates - positioning the South Coast as a credible long-term investment destination rather than a passing coastal trend.

1. Scope of Report

This report was compiled by Umdoni Point Coastal Forest Estate in partnership with RE/MAX Coast and Country using combined data sourced from area sales reports and demographics using real estate data provider, LOOM Property Insights, as well as anonymised sales data from Umdoni Point to illustrate market trends.

The report covers the Pennington and Scottburgh areas in KwaZulu-Natal. Pennington area that includes several smaller, charming, seaside villages and suburbs within the broader Umdoni Municipality. This includes Pennington itself, which is the main town, Bazley Beach, Elysium, Ifafa Beach, Kelso (also known as Kelso Beach), Mtwalume, Sezela and several large estates like Umdoni Point Coastal Forest Estate. Scottburgh includes Scottburgh Central, Scottburgh South, Freeland Park and Park Rynie.

1.1. Data Notes and Methodology

- LOOM Property Insights: Area sales reports, valuations, seller/buyer demographic charts
- Active listings export: Listings, total asking value and average days on the market by market area and property type filtered to KwaZulu-Natal and active for sale listings
- Listing counts can vary by data source, extraction date and boundary definitions
- Where September and December listing snapshots differ materially, this report treats the shift as an indicator of tightening stock, but notes that source methodology may also contribute

2. Market Snapshot and Key Dynamics (2025 baseline)

2.1. Current Landscape (2025):

Recent combined sales across key South Coast towns (Pennington and Scottburgh as detailed in Section 1) number 236+ transfers YTD, with R300m+ in recorded sales volume.

In Pennington, the total property stock comprises approximately 5,882 units, including 3,637 full-title and 2,245 sectional title properties. This is considered a substantial amount of stock for a small town like Pennington. The median valuation is R1,290,000 for full-title and R990,000 for sectional title properties.

Pennington currently has 355 active listings, with an average listing price of R1,437,174 and an average time-on-market (DOM) of approximately 150 days (Almost five months). This price is more accessible than prices on the KwaZulu-Natal North coast, making it a compelling destination for lifestyle buyers and investors seeking value. Of these properties, 143 are houses, 57 are town houses, 14 are apartments, 130 are vacant land and one is a commercial property.

Pennington's active listings have tightened materially over recent months. Comparing the September snapshot used earlier in the report's compilation to the latest listings export (December), active listings in Pennington reduced from 355 to 203 - a decrease of roughly 43%. Over the same period, average asking prices edged up from approximately R1.44 million to around R1.50 million, while average time on market increased from about 150 days to roughly 190 days. This points to a market where well-priced stock is being absorbed, while remaining listings are taking longer as buyers become more selective. In the latest export, the Pennington market mix is led by houses (102) and vacant land (64), alongside townhouses (29) and a smaller number of apartments (7).

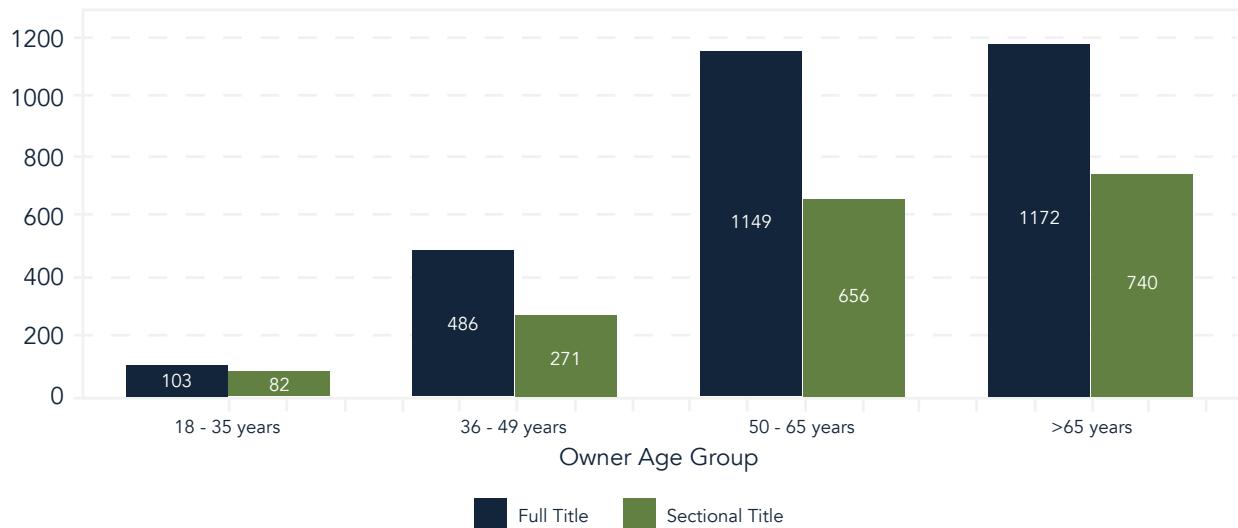
Owners skew older with the majority aged 50 - 65 and 65+, with a significant portion having held the property for more than eight years, implying anticipated turnover in coming years.

Total Stock:		5882
Full Title:		3637
Sectional Title:		2245

Full Title Median LOOM Estimation: R 1,290,000

Sectional Title Median LOOM Estimation: R 990,000

Owner Age Distribution



As of 17 November 2025

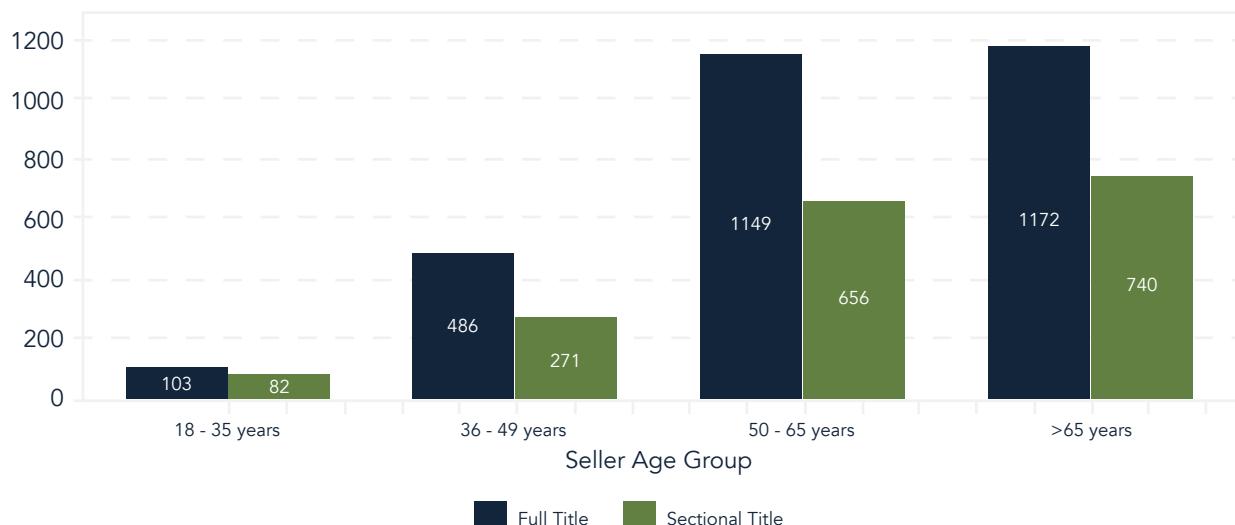
Duration of Ownership



As of 17 November 2025

The demographic of recent sellers is made up of an older base, with 40 percent (1172) of full title sellers older than 65 and up, followed closely by 39 percent (1149) between the age of 50 and 65. There is a similar trend with sectional title sellers with 42 percent older than 65 and 38 percent between the age of 50 and 65 years old.

Profile of Recent Sellers



As of 17 November 2025

When looking at buyers there is the expected pre-retiree and retiree majority aged 50 – 65 and older than 65. However, buyers between the ages of 36 – 40 year olds make up 31% for full title properties and 23% of sectional title properties. This is a rising segment, especially in the full title housing market.

Profile of Recent Buyers



As of 17 November 2025

2.2. What this tells us:

There is a large existing base of full-title and sectional-title properties. This abundance of stock at a relatively accessible price provides opportunity for value driven investors and 'semigrators', waiting for rejuvenation via resale or redevelopment.

The combination of mature ownership, long holding periods, and aging demographics suggests that a steady trickle of new listings, resales, or redevelopment is quite plausible over the next 3 - 5 years.

Demand remains firm: the listing-to-sales ratio and sustained buyer interest suggests the market remains liquid and advantageous for investors seeking entry.

2.3. Comparative Benchmarking: KwaZulu-Natal South Coast vs KwaZulu-Natal North Coast

To contextualise the South Coast value proposition, LOOM area reporting was used to compare median valuations and average sale prices between Pennington Area (17 Nov 2025) and the KwaZulu-Natal North Coast (15 Jan 2026). This does not imply outperformance on growth; it highlights relative entry price, affordability and the potential for value-led demand.

Key statistics:

- I. North Coast median full-title valuation is ~3.3x Pennington's;
- II. North Coast median sectional-title is ~3.0x Pennington's
- III. North Coast average sale price is ~2.8x Pennington's, reinforcing the South Coast's relative affordability for lifestyle buyers and investors.
- IV. In the active listings export, KwaZulu-Natal North Coast average asking is ~R2 283 957 versus Pennington ~R1 501 125; Ballito and Dolphin Coast averages ~R4 472 116.

3. Investment Case: Why South Coast? Why Now?

3.1. Appeal of Estate and Lifestyle Developments:

Coastal estates such as Umdoni Point Coastal Forest Estate have demonstrated capital growth of 20 - 40% since 2018. This underscores a robust demand for lifestyle-oriented developments with secure, modern infrastructure. Investors and home-seekers are increasingly drawn to the South Coast's mixture of affordability, coastal lifestyle, amenities, and relative calm compared to overdeveloped northern areas.

3.2. Projected Drivers 2026 - 2030:

3.2.1. **Semigration and retirement-led demand**

As costs and pressure rise in major metros and northern coastal belts, more retirees and semi-retirees are likely to seek the South Coast for affordability and lifestyle.

3.2.2. **Estate-driven demand**

Gated communities and managed developments offering security, maintenance, and community living, will become more sought after.



"Umdoni Point Coastal Forest Estate's success reflects what modern buyers want - meaningful, sustainable living with nature, community and security at the forefront. The broader South Coast market is finally aligning with those values."

*Sean Willis (Chief Financial Officer,
Umdoni Point Coastal Forest Estate)*

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3.2.3. **Redevelopment and upgrading of older stock**

Many older full-title and sectional properties have been held for the long-term. A wave of turnover is expected allowing for remodelling, or redevelopment as new owner preferences trend toward modern design, sustainability, and amenities.

3.2.4. **Eco-conscious and wellness living demand**

There is growing interest in sustainable building, green spaces, wellness-focused communities and proximity to nature and this is where estates living becomes attractive to buyers. Eco estates like Umdoni Point Coastal Forest Estate are positioned strongly in the market to meet these needs.



3.3. **Investment insights:**

Properties acquired at this stage within well-managed estates such as Umdoni Point Coastal Forest Estate are well positioned to participate in the next phase of market growth, particularly for investors with a medium-term holding horizon of three to five years.

Beyond lifestyle estates, entry-level full-title and sectional-title homes within established neighbourhoods present attractive value opportunities, with potential upside achievable through redevelopment or targeted property improvements.

For developers and longer-term investors, a clear opportunity exists within retirement living, wellness-focused estates and eco-conscious developments, reflecting a broader shift in market demand away from volume-driven supply toward quality-led, lifestyle-oriented offerings.

4. 2026 - 2030 Outlook and Predictions

Trend / Metric	Outlook 2026 - 2030
Sales volume and transfers	5 - 7% annual increase, driven by resale and new estate sales
Capital appreciation in estates	15 - 25% growth over 5 years for well-managed estates
Redevelopment and renovation activity	Growing - as older stock is upgraded or replaced to meet modern preferences
Demand segments	Retirement and seniors lifestyle, eco-wellness estates, family coastal homes
Market risk	Moderate - dependent on macroeconomy, interest rates, national migration patterns; mitigated by affordability vs metros

"The South Coast is entering a golden era. Buyers are choosing the region not just for investment - but for lifestyle. We're seeing confidence return as people pick coastal living for long-term value and quality of life."

Pat Symcox (Owner, RE/MAX Coast and Country)

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4.1. Strategic insight for investors

The period from 2025 to 2027 presents a favourable entry window for investors, allowing participation early in the growth cycle before broader demand exerts upward pressure on pricing.

A diversified investment approach is recommended, combining long-term holdings within established lifestyle estates with opportunistic acquisitions in older housing stock that offer scope for renovation, redevelopment or future resale.

Across all investment strategies, a clear focus on end-user value remains critical. Properties that align with growing buyer demand for security, community, wellness and sustainable coastal living are best positioned to deliver resilient performance over the medium to long term.

5. Socio-Economic and Regional Impact

The projected growth in property demand and development along the South Coast is expected to deliver meaningful socio-economic benefits for the region:

Employment creation:

Increased construction activity, property renovation, estate management and ongoing maintenance are likely to support job creation across construction, hospitality, property services and local support industries.

Tourism and secondary economic growth:

As more buyers invest in coastal homes or relocate permanently, demand for retail, leisure, healthcare and community services is expected to rise, stimulating local businesses and strengthening the regional economy.

Infrastructure and amenities uplift:

Higher levels of private and public investment may contribute to improvements in infrastructure, social amenities and environmental management, enhancing liveability and long-term sustainability for residents.

Real estate market maturation:

Growing demand is expected to encourage more formalised developments, improved estate governance and higher development standards, broadening the market's appeal beyond traditional holiday and retirement buyers.

Conclusion and Recommendation

With affordability, lifestyle appeal and long-term fundamentals converging, the KwaZulu-Natal South Coast is entering a defining growth phase. Anchored by developments such as Umdoni Point Coastal Forest Estate and supported by experienced real estate partners like RE/MAX Coast and Country, the region is positioned for sustained momentum between 2026 and 2030 as semigration accelerates, lifestyle estates mature and established stock re-enters the market.

For investors, this creates a strategic window to secure coastal assets ahead of the next price increase. For owner-occupiers and retirees, it presents the opportunity to lock in lifestyle-oriented homes within secure, amenity-rich environments. Taken together, current market dynamics and projected demand shifts indicate that the present cycle represents an optimal entry point for those seeking medium- to long-term value, coastal living and enduring growth potential.



"This coastline remains one of the most undervalued property markets in South Africa. As national pressures push buyers away from saturated metros and northern coastal belts, the South Coast offers opportunity - and we expect demand to rise steadily through 2030."

Paul Tedder (Developer and Master Builder, Umdoni Point Coastal Forest Estate and P&G Construction)

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About Umdoni Point Coastal Forest Estate

Umdoni Point Coastal Forest Estate is an exclusive over-50s lifestyle village in Pennington, KwaZulu-Natal, designed for sustainable, low-maintenance living. Set across 150 hectares, the estate preserves 72% of its natural forests and wetlands and offers Indian Ocean views, walking trails, fishing, sports facilities and on-site restaurants.



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