

Residential Real Estate Market In Latin America - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Key Highlights

The Latin American residential real estate market is expected to record a CAGR of more than 5% during the forecast period. The market is driven by increased urbanization and a burgeoning middle class. COVID-19 has had a significant impact on the Latin American residential real estate market, with the economic slowdown and increased investor uncertainty serving to dampen growth in the short term.

However, the pandemic has stimulated demand for both rental properties and accommodation with outdoor space, while also accelerating the digitalization of the industry and boosting competition among mortgage lenders.

Despite the negative social and human cost of COVID-19, one positive development has been the accelerated adoption of new digital technologies across a range of sectors. The Latin American residential real estate sector is no exception to this trend, with firms embracing digitalization to bring innovative products and services to consumers.

The COVID-19 pandemic accelerated the process of the digitization of the real estate across Latin America. In the face of social distancing, the search for real estate on virtual platforms grew, confirming the bet of startups and companies that acted strongly on the internet and, at the same time, pressured developers and real estate companies to quickly invest in technology to follow this transition from the physical to the digital world.

Further, with the rise in production and consumption is expected to aid the increasing consumer demand for the residential real estate.

Latin America Residential Real Estate Market Trends

Increase in Urbanization Boosting Demand for Residential Real Estate

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

In 2021, the total population of Latin America was approximately 660 million inhabitants. In 2022, the population in Latin America grew by approximately 0.9% compared to the previous year. As the population is increasing, many people are moving to urban areas for better education and job opportunities. Due to the increasing urban population, there is an increase in the demand for residential properties in urban areas of Latin America. Some Latin American governments have taken steps to promote pro-poor urban infrastructure, especially in relation to housing.

This statistic shows the degree of urbanization in Latin America from 2017 to 2021. Urbanization means the share of the urban population in the total population of a country. Urbanization levels have increased significantly in Latin America. In 2021, 81.12% of the total population of Latin America lived in urban areas and cities.

Increase in Residential Property Prices in Mexico

As of the first quarter of 2021, Mexico City was the most expensive place to purchase residential property in Mexico. On average, a property in the country's capital city would cost more than MXN 3 million (USD 148 thousand), approximately MXN 1.7 million (USD 84 Thousand) above the national average.

The housing market is one of the most essential and stable markets in Mexico, contributing to approximately six percent of the country's GDP. Moreover, compared to 2020, the nominal price in 2021 increased by nearly 15 percent. Mexico City registered the highest price of a property, with the average exceeding MXN 3 million (USD 148 Thousand) per residential unit followed by Morelos and Queretaro with an average price of MXN 1.995 million (USD 98 thousand) and MXN 1.977 million (USD 97 thousand) respectively.

Up until the beginning of 2021, housing prices had been increasing nationwide. Between Q1 2020 and Q1 2021, the country recorded a 15% growth in residential property prices. Compared to renting or borrowing, house ownership is the favored form of housing tenure in Mexico. The market is predominantly an owners' market, with nearly 69% of homes in the country fully paid off by their holders, while only 15% of homes are rented.

Latin America Residential Real Estate Market Competitor Analysis

The Latin American residential real estate market is highly competitive and fragmented, with the presence of regional and international players. Major companies in the market have adopted strategies such as acquisition, business development, joint venture, partnership, and product launches to offer better services to customers in the residential real estate market. The major players include JLL, CBRE, Mrv Engenharia e Participacoes SA, Homex, and Consorcio ARA, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

2.1 Analysis Methodology

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2.2 Research Phases

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Current Market Scenario

4.2 Residential Real Estate Buying Trends - Socioeconomic and Demographic Insights

4.3 Government Initiatives and Regulatory Aspects Pertaining to the Residential Real Estate Sector

4.4 Insights into the Size of Real Estate Lending and Loan-to-value Trends

4.5 Insights into the Interest Rates for the General Economy and Real Estate Lending

4.6 Insights into the Rental Yields in the Residential Real Estate Sector

4.7 Impact of COVID-19 on the Market

5 MARKET DYNAMICS

5.1 Market Drivers

5.2 Market Restraints

5.3 Market Opportunities

5.4 Industry Attractiveness- Porter's Five Forces Analysis

5.4.1 Bargaining Power of Suppliers

5.4.2 Bargaining Power of Consumers / Buyers

5.4.3 Threat of New Entrants

5.4.4 Threat of Substitute Products

5.4.5 Intensity of Competitive Rivalry

6 MARKET SEGMENTATION

6.1 By Type

6.1.1 Apartments and Condominiums

6.1.2 Landed Houses and Villas

6.2 By Geography

6.2.1 Mexico

6.2.2 Brazil

6.2.3 Colombia

6.2.4 Rest of Latin America

7 COMPETITIVE LANDSCAPE

7.1 Overview

7.2 Company Profiles

7.2.1 JLL

7.2.2 CBRE

7.2.3 Mrv Engenharia e Participacoes SA

7.2.4 HomeX

7.2.5 Consorcio ARA

7.2.6 Cyrela

7.2.7 Multiplan Real Estate Asset Management

7.2.8 Groupe CARSO

7.2.9 Grupo Sadasi

7.2.10 Bmx Realizacoes Imobiliarias e Participacoes SA*

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.3 Other Companies

8 MARKET OPPORTUNITIES AND FUTURE TRENDS

9 APPENDIX

9.1 Macroeconomic Indicators (GDP Breakdown by Sector, Contribution of Construction to Economy, etc.)

9.2 Key Production, Consumption, and Export and Import Statistics of Construction Materials

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Residential Real Estate Market In Latin America - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

