Global It Market In Real Estate - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 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:

The IT market in real estate is expected to register a CAGR of 13.2% over the forecast period. It is becoming a driving force necessitating how real estate companies market products to their clients. The shift from physical to digital-based records and documents has been the initial stepping stone for adopting technology in real estate. With the COVID-19 pandemic, real estate developers suddenly face the need to adopt technology to get property sales going rapidly. CRM SaaS is the key for real estate companies that want to leverage enhanced software technology to drive their business.

Key Highlights
In the real estate industry, It is important to boost visibility and efficiencies across the organization. ERP systems can make it possible and reduce costs without rewriting industry benchmarks or compromising on quality. Oracle ERP Cloud has helped a US real estate company to increase productivity and streamline activities.
The introduction of IT Software, CRM, ERP, and Business Intelligence are emerging trends in the real estate market. The market is being driven by urbanization and a surge in adopting new software tools for accurate data software, reduced risk of errors, and other amenities. Dominant players, like Autodesk, IBM, Microsoft, etc., provide solutions for different needs and requirements of the real estate industry. Therefore, the funding gained by these companies is expected to accelerate the use of property technology bounds and strengthen the rise of real estate software globally.
Huge construction sites and housing programs by developing countries like China and India in Asia and countries like Serbia and Russia in Europe serve as a driving force for the cloud and on-premise real estate IT software and other property management platforms. These platforms provide efficiency, transparency, accessibility, and reliability to the entire project and real estate management.
The use of technology in the real estate industry has resulted in more efficient information management and the smooth execution of numerous business activities. Organizations that want to embrace industry best practices and provide administrative support to their customers are using customer relationship management (CRM) and business intelligence models.
However, automated communications and technological advancements can streamline the user's messaging, but they still can't replace human interaction and authentic communication, which can create a barrier to the growth of the IT market in real estate.

Real Estate IT Market Trends

Cloud Type of Deployment is Expected to Account for a Significant Share

Digital transformation has created an increasing demand for connectivity. The explosion of Big Data with the Internet of Things (IoT) and constant technological innovations to efficiently manage the complex real estate portfolio require simply connected IT solutions. The deployment of these solutions on premise requires different servers to be purchased for different solutions, which not only adds to the redundancy but also leads to the requirement for additional employment, increasing the cost-to-completion of the project.

Thus, with a cloud-based solution, such as SAP Cloud for Real Estate, facility managers and lease administrators can manage real estate lease agreements, with all payment and valuation postings being recorded in real-time within SAP S/4HANA, providing real estate vendors with a holistic solution to manage operations without additional infrastructure and employment costs.

The stakeholders in the real estate industry are highly reliant on physical paperwork and are required to carry the documentation on the go. At the same time, employees can access their digital library of files while on premises (unless the company has not digitized its records), but realtors are weighed down by this problem when away from the office.

In May 2022, Sage, an accounting, financial, HR, and payroll technology for small and medium-sized businesses (SMBs) provider, announced the launch of Sage Intacct Real Estate, a new module that adds property management functionality to the Sage Intacct cloud financial management system. The solution combines the Sage 300 Construction and Real Estate (CRE) Property Management with Sage Intacct's multi-tenant cloud platform.

The Indian market is witnessing an increase in demand for the real estate industry. According to IBEF, the market size of the real estate industry in India was valued at around USD 120 billion in 2017. It is estimated to reach USD 650 billion by 2025. In 2022, over USD 2.5 billion worth of investments were estimated in this sector across the country.

North America is Expected to Account for the Largest Share

The real estate industry in North America seems to be on an accelerating disruption curve, highlighted by rapid changes in tenant dynamics, customer demographic shifts, and ever-increasing needs for better and faster data access to allow improved service and amenities.

In the United States, investor sentiment related to real estate remains positive but has weakened over the past year, owing to uncertainty over economic policy and rising interest rates.

According to the US Census Bureau, it is projected that real estate and rental and leasing revenue in the United States would amount to approximately USD 786.4 billion by 2024. Traditionally, the residential sector has been known to be the quickest adopter of IT.

In July 2021, Salesforce announced the acquisition of Slack Technologies Inc. Together, Salesforce and Slack would create the Slack-first Customer 360, a single platform for connecting staff, clients, and partners with one another and the daily-use apps they utilize, all inside their current processes.

Various emerging startups are establishing their business in the real estate technology market in the United States. For instance, New York-based property technology startup Facilio has raised USD 35 million in its latest funding round as the company aims to expand and enhance its technology. This investment would allow the company to expand its sales and marketing and enable more companies to reach success through a predictive, connected model of real estate operations.

Real Estate IT Market Competitor Analysis

The global IT market in real estate is fragmented, with the presence of numerous players manufacturing various products in the market. Some of the prominent players in the market include IBM Corporation, Oracle Corporation, Salesforce.com Inc., The Sage Group PLC, SAP SE, and MRI Software LLC, among others.

June 2022: IBM, in partnership with SL Green Realty Corp., announced that SL Green is leveraging IBM sustainability software to help advance their company's environmental, social, and governance (ESG) strategy. SL Green would use software from Envizi, an IBM Company, to better understand and report on its environmental initiatives, identify opportunities for improved efficiency, and further drive sustainability across its extensive real estate operations.
June 2022: Hyland, a content services company, announced the release of its most recent product upgrades and enhanced solutions to support its clients' journey through digital transformation.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION
1.1 Study Assumptions and Market Definition
1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS
4.1 Market Overview
4.2 Industry Attractiveness - Porter's Five Forces Analysis
4.2.1 Bargaining Power of Suppliers
4.2.2 Bargaining Power of Buyers
4.2.3 Threat of New Entrants
4.2.4 Intensity of Competitive Rivalry
4.2.5 Threat of Substitutes
4.3 Industry Value Chain Analysis
4.4 Assessment of COVID-19 Impact on the Market

5 MARKET DYNAMICS
5.1 Introduction to Market Dynamics
5.2 Market Drivers
5.2.1 Technologically Transforming the Real Estate Sector and Increasing Demand to Manage Projects
5.2.2 Increasing Adoption of Cloud-based Solution
5.3 Market Restraints
5.3.1 High Costs Associated with IT Solutions

SCOTTS INTERNATIONAL

Global It Market In Real Estate - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 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*	Phone*
First Name*	Last Name*
Job title*	
Company Name*	EU Vat / Tax ID / NIP number*
Address*	City*
Zip Code*	Country*
	Date 2026-03-01
	Signature