

## **Germany Real Estate Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 90 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 Germany Real Estate Services Market size is estimated at USD 31.41 billion in 2024, and is expected to reach USD 37.02 billion by 2029, growing at a CAGR of 3.34% during the forecast period (2024-2029).

#### Key Highlights

- Businesses providing residential property services benefit from price increase and new construction and 26% more people working in intermediation, sales, and management (2014-2017). There is an increase in the turnover of real estate agencies, after the introduction of the "orderer principle" for rented dwellings by the Federal Government of the country. Residential property agencies increased their turnover from EUR 6.73 billion to EUR 8.49 billion (2017). Real estate agencies are benefiting from the rising prices of dwellings and houses.
- The facility management market was valued at USD 71.9 billion in 2018. Additionally, the real estate industry's revenue stood at EUR 158.4 billion in 2019, an increase of 1.2% compared to the previous year. In 2018, real estate activities' revenue was valued at EUR 156.4 billion, rental and leasing activities' revenue was valued at EUR 46.9 billion, and residential care activities' revenue was valued at EUR 16.4 billion.
- In 2018, real estate investments from all Germany's 16 federal states were amounted to EUR 269 billion from almost 990,000 transactions. In 2018, German construction companies invested EUR 4.7 billion on tangible fixed assets, which was a significant increase of 17.4% compared to the previous year.

#### Germany Real Estate Services Market Trends

Increase in GVA (Gross Value Added) in Real Estate Activities

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

In 2018, real estate activities accounted for 10.5% of the total German GVA (Gross Value added). Real estate activities were in the top 5 economic activities in Germany, in terms of output generated.

Gross Value Added: Real estate activities' revenue was amounted to EUR 82.282 billion in September 2019. This records an increase from the previous years' value of EUR 80.715 billion. Investments toward real estate have been increasing. Additionally, construction activities, like new buildings for residential and non-residential, have been steadily increasing month over month. As many factors are driving the real estate market, the real estate activities are expected to generate more revenue in the coming years.

#### Increase in the Number of PropTech Startups

Germany is one of the leading European countries in the Fintech market. Startups are often the driver of innovation, bringing new and disruptive products and services. As of September 2019, there were 202 property Fintech startups in Germany, targeted at the real estate market. PropTech includes solutions, such as online listing services, mobile apps, property management SaaS products, and crowdfunding platforms, among others. Many solutions utilize data analytics, in order to help users make intelligent decisions when it comes to buying, selling, leasing, or investing in real estate, simplifying property management, or marketing their products in the industry.

#### Germany Real Estate Services Industry Overview

The report covers the major players operating in the German real estate services market. The market is fragmented. Some of the prominent companies present in the region include Instone Real Estate Group AG, Deutsche Wohnen SE, and Vonovia SE. The construction activity, low mortgage rates, and other factors drive the market, and the market is expected to grow during the forecast period.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

###### 1.1 Study Deliverables

###### 1.2 Study Assumptions

###### 1.3 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET DYNAMICS

###### 4.1 Market Overview

###### 4.2 Market Drivers

###### 4.3 Market Restraints

###### 4.4 Porter's Five Forces Analysis

###### 4.4.1 Threat of New Entrants

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- 4.4.2 Bargaining Power of Buyers/Consumers
- 4.4.3 Bargaining Power of Suppliers
- 4.4.4 Threat of Substitute Products
- 4.4.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

- 5.1 By Property Type
  - 5.1.1 Residential
  - 5.1.2 Commercial
  - 5.1.3 Other Property Types
- 5.2 By Services
  - 5.2.1 Property Management
  - 5.2.2 Valuation Services
  - 5.2.3 Other Services

## 6 COMPETITIVE LANDSCAPE

- 6.1 Vendor Market Share
- 6.2 Mergers and Acquisitions
- 6.3 Company Profiles
  - 6.3.1 Instone Real Estate Group AG
  - 6.3.2 Gewobag Wohnungsbau
  - 6.3.3 Vivawest Wohnen GmbH
  - 6.3.4 SAGA Siedlungs-Aktiengesellschaft Hamburg
  - 6.3.5 Deutsche Wohnen SE
  - 6.3.6 Bundesanstalt für Immobilienaufgaben
  - 6.3.7 Vonovia SE
  - 6.3.8 STRABAG Property and Facility Services GmbH
  - 6.3.9 HEID
  - 6.3.10 GESOBAU AG

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Germany Real Estate Services - Market Share Analysis, Industry Trends & Statistics,  
Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 90 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="2026-03-03"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

