Real Estate Market Report by Property (Residential, Commercial, Industrial, Land), Business (Sales, Rental), Mode (Online, Offline), and Region 2024-2032

Market Report | 2024-03-02 | 138 pages | IMARC Group

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Report description:

The global real estate market size reached US$ 7,239 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 8,654 Billion by 2032, exhibiting a growth rate (CAGR) of 1.9% during 2024-2032. The market is experiencing steady growth driven by rapid urbanization, low interest rates, changing lifestyle trends, e-commerce growth, inflating disposable incomes of individuals, infrastructure development and improvements, remote work, demographic shifts, and favorable government policies.

Real Estate Market Analysis:
Market Growth and Size: The global market is experiencing robust growth, driven by the increasing demand for residential and commercial properties, coupled with favorable economic conditions.
Major Market Drivers: Key drivers include the growing urban population, low interest rates, and a rise in realty investments.
Technological Advancements: Technological advancements, such as blockchain for transparent transactions and virtual reality for property showcasing, are reshaping the industry.
Industry Applications: Realty applications span residential, commercial, and industrial sectors, influencing urban planning, construction, and property management.
Key Market Trends: Key trends include the rise of smart homes, sustainable construction practices, and a shift towards suburban living.
Geographical Trends: Geographically, Asia-Pacific is witnessing substantial growth, driven by rapid urbanization, infrastructure development, and emerging economies.
Competitive Landscape: The competitive landscape is characterized by key players employing innovative strategies, mergers, and acquisitions to gain market share.
Challenges and Opportunities: Challenges include regulatory uncertainties and market fluctuations, while opportunities lie in proptech innovations and sustainable development.
Future Outlook: The future of the market appears promising, with sustained growth anticipated, driven by technology integration, demographic shifts, and a focus on environmentally conscious realty practices.

Real Estate Market Trends:
Economic factors

Economic conditions play a pivotal role in driving the realty market. Factors such as interest rates, employment levels, and overall economic stability significantly influence the demand for both residential and commercial properties. Low interest rates typically stimulate homebuying by making mortgages more affordable, fostering increased demand, and driving property values higher. Conversely, economic downturns may lead to reduced consumer confidence, impacting housing markets negatively. Additionally, employment rates directly correlate with housing demand, as job stability and income levels influence individuals' ability to purchase or invest in realty. A strong and stable economy generally propels realty growth, attracting investors and driving development in both residential and commercial sectors.

Demographic trends

Demographic factors, including population growth, age distribution, and urbanization, are crucial drivers shaping the realty market. Urbanization trends, with a shift from rural to urban areas, influence housing demand and the development of commercial spaces. Changing age demographics, such as the millennial generation entering the housing market, impact preferences for housing types and locations. The aging population may drive demand for retirement communities or healthcare facilities. Understanding these demographic shifts is essential for developers, investors, and policymakers to anticipate and meet evolving realty needs. Demographic factors significantly mold the real estate market, encompassing aspects like population growth, age distribution, and urbanization. Urbanization trends, marked by a shift from rural to urban areas, dynamically shape housing demand and commercial space development. The changing age demographics, notably the entry of millennials into the housing market, directly influence preferences for housing types and locations.

Technological innovation

Technological advancements are revolutionizing the realty industry, impacting how properties are marketed, transacted, and managed. Proptech innovations, including virtual reality tours, artificial intelligence in property management, and blockchain for transparent and secure transactions, enhance the efficiency and accessibility of realty processes. The rise of smart homes, equipped with IoT devices for automation and energy efficiency, influences property development and attracts tech-savvy buyers. Technology also facilitates data-driven decision-making, enabling realty professionals to analyze market trends, predict property values, and optimize investment strategies. As the industry continues to embrace and integrate new technologies, it shapes the overall landscape of the realty market, offering new opportunities and challenges for stakeholders.

Real Estate Industry Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the global real estate market report, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on property, business, and mode.

Breakup by Property:
Residential
Commercial
Industrial
Land

Residential accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the property. This includes residential, commercial, industrial, and land. According to the report, residential represented the largest segment.

Residential holdings dominate the market share, which encompass homes, apartments, and living spaces tailored for private occupancy. The demand for residential properties often outstrips other segments due to the ever-growing population and the intrinsic need for shelter. Individuals and families seeking a place to call home significantly contribute to the buoyancy of the residential realty market. Residential holdings, including homes, apartments, and private living spaces, dominate the market share as the preferred choice for private occupancy. The perpetual demand for residential properties surpasses other segments, propelled by the continuous growth of the population and the fundamental need for shelter. The dynamic influx of individuals and families in search of a place to call home plays a pivotal role in sustaining the vibrancy of the residential realty market.

Commercial properties constitute another vital segment, catering to businesses and enterprises. Office spaces, retail outlets, and other commercial establishments fall under this category. The demand for commercial properties is driven by economic activities and business expansions, reflecting the dynamics of the corporate landscape.

Industrial properties form a distinct sector, featuring manufacturing plants, warehouses, and facilities dedicated to production. This segment is integral to the economic infrastructure, supporting various industries with specialized spaces designed for industrial operations.

Land, though seemingly inert, holds immense value as the canvas for future development. It serves as the foundation for constructing residential, commercial, and industrial structures. The fluctuating demand for land is influenced by urbanization trends, zoning regulations, and infrastructure developments, making it a crucial component in the property landscape.

Breakup by Business:

Sales
Rental

Sales holds the largest share of the industry

A detailed breakup and analysis of the market based on the business have also been provided in the report. This includes sales and rental. According to the report, sales accounted for the largest market share.

Sales, the dominant force in the industry, involves the transfer of property ownership from the seller to the buyer. This segment encapsulates the diverse array of residential, commercial, and industrial properties changing hands through transactions. The realty market's pulse is often measured by sales activity, reflecting economic health and consumer confidence. The ebb and flow of sales in various property segments provide a comprehensive idea of the market's dynamism, making it a key indicator for assessing the prevailing trends and sentiments within the realty industry.

In contrast, the rental segment caters to those seeking temporary occupancy without the commitment of ownership. Residential rentals span apartments, houses, and condominiums, while commercial rentals encompass office spaces and retail outlets. The rental market responds to demographic shifts, economic conditions, and lifestyle preferences, providing flexibility to individuals and businesses alike.

Breakup by Mode:

Online

Offline

The report has provided a detailed breakup and analysis of the market based on the mode. This includes online and offline.

The realty industry undergoes a transformative segmentation based on the mode of operation, encompassing both online and offline channels. Online platforms have revolutionized property transactions, offering convenience and accessibility. Websites and apps facilitate virtual property exploration, digital transactions, and seamless communication between buyers, sellers, and agents. This mode's popularity has risen, driven by technology and the ability to transcend geographical barriers. Moreover, online channels enable real-time updates, extensive property databases, and data-driven insights, empowering users to make informed decisions. This digital transformation has not only reshaped traditional property dealings but has also expanded the reach of real estate transactions globally.

On the other hand, the traditional offline mode persists through physical interactions, relying on face-to-face engagements, print media, and local networks. Realty agents, offices, and traditional marketing methods are integral to this mode. The coexistence of online and offline avenues represents the industry's adaptability to diverse preferences and technological advancements.

Breakup by Region:
North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Asia Pacific leads the market, accounting for the largest real estate market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the

Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The growth trajectory of the Asia Pacific realty market is dynamic, propelled by swift urbanization in emerging economies such as India, China, and Southeast Asian nations. This growth in urban migration stems from the pursuit of enhanced job opportunities and elevated living standards, fostering the creation of new urban centers and satellite cities. Foreign direct investment (FDI) plays a pivotal role in expanding the Asia Pacific market, as global investors are lured by the region's vibrant economies for higher returns and portfolio diversification. This international capital influx contributes to the development of colossal realty projects, including mixed-use complexes, infrastructure initiatives, and commercial hubs, thereby catalyzing market growth. Moreover, government initiatives prioritizing sustainable and smart cities further propel realty development, with a focus on eco-friendly urban planning, infrastructure enhancements, and technological advancements to elevate livability and attract global investment.

North America is a powerhouse in the global market, driven by a robust economy and dynamic urbanization trends. Major metropolitan areas such as New York, Los Angeles, and San Francisco exert substantial influence, attracting both domestic and international investors. The tech-centric landscapes, notably Silicon Valley, contribute to the region's realty dynamism, fostering demand for commercial and residential properties. Economic stability, innovation hubs, and a continuously growing population propel the market forward. The North American realty sector serves as a key barometer of global economic health, with diverse opportunities and a resilient market that remains attractive to investors seeking stability and potential returns.

Europe stands as a pivotal force in the global realty arena, characterized by economic stability, cultural richness, and diverse urban landscapes. Major cities like London, Paris, and Berlin serve as epicenters for realty activity, attracting substantial investment. The European market reflects a harmonious blend of historical charm and modern development, appealing to a broad spectrum of investors. The influence of the European Union is pronounced, shaping policies that emphasize sustainability and the development of smart cities. Emerging markets in Eastern Europe add a dynamic element to the overall landscape, showcasing the region's adaptability and resilience in the ever-evolving world of realty investment.

Latin America's market is propelled by a combination of economic reforms, urbanization, and a growing middle class. Countries like Brazil and Mexico play pivotal roles, exhibiting an increase in the demand for both residential and commercial properties. Infrastructure development, coupled with a burgeoning economy, contributes to the vibrancy of the real estate sector in the region. The allure of Latin America lies not only in its natural beauty but also in its potential for investment growth. Government initiatives aimed at fostering sustainable development further bolster the attractiveness of the market, making Latin America a compelling destination for both local and international investors.

The Middle East and Africa are driving the global market with a unique blend of oil-driven economies, rapid urbanization, and burgeoning tourism. Cities like Dubai serve as global real estate hubs, boasting architectural marvels and attracting substantial international investment. Government initiatives, economic diversification plans, and a growing population contribute to the expansion of real estate markets across the region. Mega-infrastructure projects and a focus on luxury developments define the landscape. The Middle East and Africa emerge as dynamic players, showcasing a rich tapestry of opportunities for investors seeking both stability and high potential returns in the ever-evolving global sphere.

Leading Key Players in the Real Estate Industry:
The key players in the market are leveraging their financial prowess and industry expertise to drive market trends and dictate the direction of significant projects. Their investments in technological advancements, sustainable practices, and smart city initiatives influence the broader market, setting new standards for real estate development. Collaborations with architects, urban planners, and environmental experts showcase a commitment to creating not just structures, but entire ecosystems. Moreover, global players often expand their reach across borders, participating in cross-national investments and joint ventures. Their involvement fosters international cooperation and brings a global perspective to local markets.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

American Tower Corporation
Aston Pearl Real Estate Broker
Ayala Land Inc. (Ayala Corporation)
Cbre Group Inc.
Colliers International
Gecina
Jones Lang Lasalle Incorporated
Prologis Inc.
Reliance Relocation Services
SEGRO plc
Simon Property Group Inc.
Wanda Group (Dalian Hexing Investment Co. Ltd.)

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:
February 20, 2024: CBRE Group, Inc. announced the pricing details for its offering of $500 million in aggregate principal amount of 5.500% Senior Notes due 2029. With an annual interest rate of 5.500%, the Notes will be issued at 99.837% of their face value. The issuance will be through the Company?s wholly owned subsidiary, CBRE Services, Inc., with full and unconditional guarantees by the Company. The settlement of the Notes is anticipated on February 23, 2024, contingent upon the fulfillment of standard closing conditions.
August 29, 2023: Prologis, Inc., the foremost global player in logistics real estate, has officially fulfilled all redemption requests as of June 30, 2023, for its two significant strategic capital funds, namely, Prologis European Logistics Fund (PELF) and Prologis U.S. Logistics Fund (USLF).
January 31, 2024: Jones Lang Lasalle Incorporated (JLL) has once again earned a place on Fortune's prestigious World's Most Admired Companies list. The list is a major authority on corporate reputations compiled each year by Fortune and Korn Ferry through a survey of global executives, directors and analysts.

Key Questions Answered in This Report

1. What was the size of the global real estate market in 2023?
2. What is the expected growth rate of the global real estate market during 2024-2032?
3. What are the key factors driving the global real estate market?
4. What has been the impact of COVID-19 on the global real estate market?
5. What is the breakup of the global real estate market based on the property?
6. What is the breakup of the global real estate market based on the business?
7. What are the key regions in the global real estate market?
8. Who are the key players/companies in the global real estate market?

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