

**PropTech Market By Component (Solution, Service), By Deployment Mode (On-premise, Cloud), By Type (Residential, Commercial), By End-User (Housing Associations, Property Managers/ Agents, Property Investors, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-08-01 | 267 pages | Allied Market Research

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**Report description:**

Proptech (property technology) is the use of information technology (IT) to help individuals and companies research, buy, sell, and manage real estate. Proptech is designed to streamline and connect processes for participants in all stages of the real estate industry, including buyers, sellers, brokers, lenders, and landlords. Popular proptech solutions include virtual reality software that allows website visitors to virtually walk through properties, software for reporting repairs, splitting rent payments, and crowdfunding new real estate projects. Furthermore, increasing digitalization in businesses and adoption of advanced technology such as AI, data analytics, and cloud-based solutions are expected to provide lucrative opportunities for market growth during the forecast period.

Additionally, proptech solutions streamline a number of formerly labor-intensive and manual activities, including property administration, leasing, and maintenance. This improves operational effectiveness, lessens the administrative stress, and enables handling of larger portfolios with less resources. In addition, large volumes of data are collected and analyzed by proptech solutions, which offer insightful information to real estate experts.

In addition, with increasing urbanization and digitization in every sphere of life and industry, today technology is the central driving force in improving overall well-being and driving key economic metrics across the globally. This rapid adoption of technology has also created lucrative vistas opportunities with promising potential for disrupting traditional industries such as the real estate sector that is primed for technological disruptions and digital transformations. Moreover, as technology continues to advance, the proptech industry is likely to expand further, providing new and exciting possibilities for both real estate businesses and consumers alike. Moreover, proptech platforms frequently provide more effective user experiences to both renters and

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property owners. Online rental applications, virtual property tours, and digital lease agreements simplify and improve the convenience of the leasing process for every participant. Additionally, the growing trend of digital marketing and online advertising and marketing strategies are major factors driving the market growth. Meanwhile, numerous public and private enterprises are adopting several strategies such as collaboration, partnership, and product launch to expand their product portfolio in proptech solutions, which is anticipated to accelerate the market demand and hence, drive global market growth. Also, the proptech market is witnessing significant growth, owing to several key factors including the expansion of online platforms. Moreover, the proptech solutions can include blockchain technology to offer safe and transparent real estate transactions. Such factors further help organizations to enhance the customer experience, hence, are anticipated to drive global market growth.

Furthermore, increase in adoption of IoT devices and rise in demand for automation and efficiency positively impact the growth of the market. In addition, growing investment in industry 4.0 technologies is expected to propel the global market growth. However, lack of skilled professionals in AI infrastructure and data privacy & security concerns are expected to hamper the market growth. Furthermore, rise in advancements in AI technologies creates numerous opportunities for proptech solutions to optimize resource management, reduce energy consumption, and improve quality of life. Moreover, reduction in the cost of connected devices is expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The proptech market is segmented into component, deployment mode, type, end user, and region. By component, it is bifurcated into solution and service. Based on deployment mode, it is divided into on-premise and cloud learning. By type, it is categorized into residential and commercial. On the basis of end user, the market is classified into housing associations, property managers/agents, property investors, and others. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the proptech market are Altus Group, Ascendix Technologies, Coadjute Limited, Guesty Inc., HoloBuilder, Inc., ManageCasa, Inc., Opendoor technologies, Inc., Qualia, Zillow, Inc. and Zumper Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the proptech market globally.

#### Key Benefits for Stakeholders

- The study provides an in-depth analysis of the proptech market forecast along with the current and future trends to explain the imminent investment pockets.
- Information about key drivers, restraints, and opportunities and their impact analysis on proptech market trends is provided in the report.
- The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.
- The quantitative analysis of the proptech market from 2022 to 2032 is provided to determine the market potential.

Additional benefits you will get with this purchase are:

- Quarterly Update and\* (only available with a corporate license, on listed price)
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