

**India Real Estate Market, By Property Type (Residential, Commercial, Land, Others),
By Business (Sales, Rental, Lease), By Mode (Online, Offline) By Region, Competition,
Forecast & Opportunities, 2020-2030F**

Market Report | 2025-02-28 | 88 pages | TechSci Research

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Report description:

The Indian real estate market was valued at USD 263 billion in 2024 and is projected to reach USD 404 billion by 2030, with a compound annual growth rate (CAGR) of 7.27% during the forecast period. Real estate refers to land and any permanent structures attached to it, such as residential homes, commercial properties, or industrial facilities. It also includes natural resources like water, minerals, and crops located on or beneath the land. The sector is typically divided into four main categories: residential, commercial, industrial, and vacant land. Residential real estate encompasses single-family homes, apartments, and condominiums, while commercial real estate includes office buildings, retail outlets, and hotels. Industrial real estate covers manufacturing facilities, warehouses, and distribution centers, while vacant land refers to undeveloped property for agricultural, development, or investment purposes.

Real estate is integral to economic development, influencing housing markets, business growth, and infrastructure expansion. Investors acquire real estate to generate rental income, benefit from property value appreciation, or develop projects for resale. The industry also involves real estate agents, brokers, appraisers, and property managers, who facilitate transactions and property maintenance. Factors such as location, market demand, government regulations, and broader economic conditions play a key role in determining real estate values. Whether used for personal, commercial, or investment purposes, real estate remains a critical asset that offers long-term financial returns. The sector continues to evolve, adapting to emerging market trends and technological advancements.

Key Market Drivers

Government Policies and Reforms

The Indian government has played a pivotal role in shaping the real estate market through various policies and reforms. Landmark initiatives such as the Real Estate (Regulation and Development) Act (RERA) and Goods and Services Tax (GST) have brought greater transparency, efficiency, and accountability to the sector. Introduced in 2016, RERA has safeguarded the interests of

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homebuyers by regulating developers and ensuring transparency in real estate transactions, thereby enhancing consumer confidence and driving investment. GST has simplified the tax structure, reducing overall costs for both developers and homebuyers.

The government's affordable housing initiatives, including the Pradhan Mantri Awas Yojana (PMAY), aim to provide "Housing for All," offering home loan subsidies and tax benefits to first-time buyers, making housing more accessible to the middle class. Additionally, the relaxation of Foreign Direct Investment (FDI) norms has attracted substantial foreign investments. Government-driven infrastructure initiatives, such as metro rail projects, smart city developments, and highway expansions, further support the growth of the real estate sector. These measures have helped structure and make India's real estate market more investor-friendly, positioning it to withstand economic fluctuations.

Key Market Challenges

Affordable Housing Shortage and High Property Prices

A key challenge in the Indian real estate market is the shortage of affordable housing, particularly for middle- and lower-income groups. Although urbanization and economic growth have increased demand for residential properties, factors such as high land prices, rising construction costs, and regulatory obstacles have made housing unaffordable for many Indians.

Despite government initiatives like PMAY aimed at promoting affordable housing, the gap between supply and demand remains substantial. Developers often prioritize luxury and high-end projects, given their higher profit margins, which contributes to a lack of affordable housing. The scarcity of land in urban areas further drives up costs, making it difficult for many people to purchase homes in prime locations.

The inflation of raw material and labor costs also contributes to higher property prices. As the prices of materials like cement and steel rise, construction costs increase, leading developers to price properties higher. Additionally, lengthy and costly government approval processes further delay projects, pushing up prices.

The affordability crisis is compounded by low-income levels and high-interest rates on home loans. Strict lending policies and substantial down payments make financing difficult for many potential buyers. While government subsidies and tax benefits help, the average Indian's purchasing power remains limited.

To address these challenges, stakeholders must focus on affordable construction methods, land acquisition reforms, and more accessible financing options. Encouraging public-private partnerships (PPPs) and reducing bureaucratic delays could promote the development of more affordable housing.

Key Market Trends

Growth of Affordable and Mid-Segment Housing

Affordable and mid-segment housing has become a dominant trend in India's real estate market in recent years. Increasing urbanization and the expansion of the middle class have driven demand for budget-friendly housing. The government has introduced schemes like PMAY, offering subsidies and financial support to homebuyers.

Developers are focusing on compact, efficient housing units in suburban and peripheral areas of major cities. These areas offer lower land costs, enabling developers to build affordable homes while maintaining decent connectivity to city centers. The rise of satellite towns and smart city initiatives has further fueled this trend, increasing accessibility to homeownership.

The COVID-19 pandemic has further shaped buyer preferences, with many first-time homebuyers opting for affordable properties with modern amenities. The availability of lower interest rates on home loans and flexible payment options has also encouraged investments in mid-segment homes.

As demand for affordable housing continues to grow, developers are integrating sustainable construction methods, smart home technologies, and community-oriented amenities to attract buyers. This trend is expected to significantly influence the future of India's residential real estate market.

Key Market Players

- [] Godrej Properties Limited
- [] Oberoi Realty Limited
- [] Sobha Limited
- [] Tata Housing Development Company Limited
- [] Mahindra Lifespace Developers Limited

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-□Brigade Enterprises Limited

-□Hiranandani

-□Puravankara Limited

Report Scope

This report segments the India Real Estate Market into various categories, with detailed insights into industry trends as follows:

-□India Real Estate Market, by Property Type:

o□Residential

o□Commercial

o□Land

o□Others

-□India Real Estate Market, by Business:

o□Sales

o□Rental

o□Lease

-□India Real Estate Market, by Mode:

o□Online

o□Offline

-□India Real Estate Market, by Region:

o□South India

o□North India

o□West India

o□East India

Competitive Landscape

Company profiles: In-depth analysis of the leading companies in the Indian real estate market.

Available Customizations

TechSci Research offers the following customization options for the India Real Estate Market report:

-□Company Information: Detailed analysis and profiling of additional market players (up to five).

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