

## **Italy Luxury Residential Real Estate - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The Italy Luxury Residential Real Estate Market size is estimated at USD 3.99 billion in 2025, and is expected to reach USD 4.55 billion by 2030, at a CAGR of 2.63% during the forecast period (2025-2030).

#### Key Highlights

- Italy's luxury residential real estate market stands out as a stable and attractive option in Europe, drawing both local and international buyers. Cities like Milan, Rome, and Florence are at the forefront, with wealthy buyers looking for residences that seamlessly blend modern luxury with Italy's rich heritage.
- In recent years, preferences in the luxury sector have shifted, with buyers increasingly favoring larger and more adaptable spaces. Today's high-end homes emphasize features such as spacious outdoor areas, dedicated home offices, and state-of-the-art smart home technologies. These trends underscore a broader move towards a more comfortable and flexible lifestyle, a shift hastened by the global uptick in remote work.
- Key urban regeneration projects, notably Rome's revitalization, are amplifying the allure of luxury properties. These initiatives rejuvenate historic neighborhoods, marrying Italy's architectural legacy with contemporary luxury living.
- Italy's political stability, robust real estate regulations, and rich cultural allure solidify its status as a prime destination for global investors. From the bustling fashion district in Milan to the serene landscapes of Tuscany, Italy's luxury market presents uniquely desirable offerings, cementing its appeal to high-net-worth individuals in search of extraordinary homes.

Italy Luxury Residential Real Estate Market Trends

Resilience and Growth in Italy's Luxury Villa Segment

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Italy's luxury villa segment stands resilient, continuing its upward trajectory. Regions like Tuscany, the Amalfi Coast, and Milan are witnessing a surge in demand, with both domestic and international buyers drawn to their expansive properties, scenic views, and historical allure. This robust demand underscores the villas' pivotal role in Italy's luxury real estate landscape, remaining largely insulated from broader economic fluctuations.

While the overall Italian luxury home market recorded a modest 1% price uptick in 2024, the broader real estate market experienced a slight 0.5% decline, as highlighted in August 2024 reports. This divergence underscores the sustained appetite for high-end properties, especially villas, marking them as prime investment choices for the affluent.

Demand for villas in Tuscany and the Amalfi Coast is on the rise, fueled by both international and wealthy domestic investors. Tuscany's villas, blending traditional architecture with modern amenities, are increasingly favored by those seeking lifestyle and investment opportunities. Industry reports from 2024 highlight a consistent uptick in demand for prime-location villas in these regions, even amidst broader economic headwinds.

Milan, Italy's financial nucleus, is bustling with luxury property activity. Yet, as of November 2024, the construction sector faces hurdles, notably with building permits, momentarily limiting the influx of new villas. Nevertheless, Milan's allure in the high-end real estate arena remains undiminished, with international investors still keen on its luxury villas.

Several factors underpin the sustained success of Italy's luxury villas. International buyers, especially from Europe, the U.S., and the Middle East, are increasingly flocking to Italy. An industry report from 2024 attributes this trend to Italy's rich cultural heritage, breathtaking landscapes, and premium properties. Furthermore, villas are perceived as stable investments, promising long-term value. This perception, coupled with rising demand, solidifies their status as coveted assets for investors.

#### Milan's Luxury Residential Real Estate Market

Milan has firmly established itself as a premier destination in Italy's luxury residential real estate market, drawing both local and global interest. This surge in attention is attributed to a combination of stable pricing, attractive tax incentives, and pioneering projects. Price stability in Milan's luxury market, evident in 2024, marks a significant evolution. The market, once characterized by rapid growth, has now matured, showcasing consistent value retention. After a 6.7% year-over-year increase in 2022 and a subsequent 3.5% rise in 2023, property prices in Milan's luxury segment have stabilized in 2024, highlighting this maturation.

Italy's "res non-dom" tax incentive has significantly boosted international interest in Milan. This policy, which levies a flat annual charge on overseas income, has positioned Milan as a key destination for affluent individuals. As high-net-worth residents are drawn to the city by its luxurious offerings and financial advantages, the demand for upscale properties has increased.

In Milan, luxury is increasingly aligned with sustainability. The city is introducing distinctive residential projects that cater to eco-conscious buyers. A prime example is Bosco Verticale, celebrated for its innovative vertical forest design that integrates greenery into urban living. Such developments reflect Milan's commitment to pioneering eco-friendly luxury housing solutions.

#### Italy Luxury Residential Real Estate Industry Overview

Italy's high-end residential real estate market is competitive, with players from both inside and outside the country. The Italian luxury residential real estate market can be defined as a semi-consolidated market. Some of the top players in this market are Christie's International Real Estate, Immobiliinvest Real Estate, Sotheby's International Realty, Chianti Estates SRL, and Carratelli Real Estate. The growing presence of international funds and foreign capital is increasingly attracting domestic developers to form joint ventures as a way of gaining a foothold in the country and enhancing their financial strength and management expertise.

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Additional Benefits:

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

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