

## **Residential Real Estate In Brazil - 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 Residential Real Estate Market In Brazil Market size is estimated at USD 62.83 billion in 2025, and is expected to reach USD 81.73 billion by 2030, at a CAGR of 5.4% during the forecast period (2025-2030).

### **Key Highlights**

- The Brazilian real estate market is highly varied, presenting numerous investment prospects. Major cities like Sao Paulo and Rio de Janeiro boast vibrant residential and commercial segments. Coastal areas, particularly in states like Santa Catarina and Bahia, are sought after for vacation property purchases due to high demand. In addition, Brazil's ongoing favorable demographic trends suggest a long-term uptick in demand for housing and real estate.
- The Brazilian residential real estate market is shaped by its large, rapidly urbanizing population, leading to increased housing demand, especially in major cities like Sao Paulo and Rio de Janeiro, causing a shortage of affordable homes. Developers are responding by creating more budget-friendly options. Additionally, the market faces challenges from the country's complex legal and bureaucratic property transaction processes, though government efforts to simplify these procedures may boost the market in the future.
- Rising demand for housing, driven by population growth and better living conditions, is pushing up both rent and property prices, particularly in metropolitan regions. The market is improving, with growing demand for properties and more construction activities. For instance, home prices rose by 17.6% during the historical period, and there has also been a consistent increase in property values over the past years. This suggests the potential for long-term investment gains.
- As Brazil's population gets wealthier, there is increasing demand for housing, which could further boost property values. Additionally, expected inflation could boost property prices, potentially leading to higher returns on investment. Residential housing is poised to gain from upcoming trends like urbanization, growing household formations, and rising home ownership costs. The expansion of the market is being supported by fundamental macroeconomic elements, such as economic stability and

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low interest rates.

## Brazil Residential Real Estate Market Trends

### Public Sector Initiatives Accelerating Market Growth

Casa Verde e Amarela Program is a federal initiative assisting individuals with monthly incomes up to USD 1,500 in purchasing homes, offering up to 90% subsidies for building and financing. It benefits the population by improving access to housing, supports construction companies by ensuring demand for their projects, and favors banks by offering low-risk government-backed transactions. Over 5 million people have acquired homes through this program.

FGTS Withdrawal for Real Estate is another program wherein Brazilian workers can use funds from the FGTS, where employers contribute 8% of their monthly gross salary, to buy homes up to USD 300,000. This program injects about USD 1.8 billion monthly into the Brazilian real estate market, offering a significant boost for home purchases.

Real Estate Profit Tax is a tax that applies to the profit made from selling a property at a higher price than its purchase value, with a rate of up to 22% on the profit. However, individuals buying another residential property within 180 days of the sale are exempt from this tax, encouraging continuous investments in the Brazilian residential real estate market.

### Fortaleza Leading the Market

Fortaleza's property prices in the early periods of the current year continued to rise slowly but steadily, similar to the overall trend in Brazil. However, the city has seen a significant spike in rental rates, registering the third-highest increase in the country in 2023. While the purchase prices of homes in Fortaleza have gone up at a rate similar to the national average, the rental rates have surged, having increased more than four times the rate of inflation by the end of 2023. Buying a property in Fortaleza or a permanent residence is considered a budget-friendly investment to earn rental income. The real estate market in Fortaleza is more affordable than in many other Brazilian cities, appealing to those on a budget.

The demand for residential properties in Fortaleza is driven by several factors. Its popularity as a tourist destination creates a constant need for short-term rental properties and vacation homes, especially near beaches or tourist spots. For longer-term living, people are looking for properties with modern facilities, security, and easy access to schools, hospitals, and shopping centers. Additionally, there is interest in the luxury market, with a focus on beachfront apartments and high-end residential areas. The latest data from 2023 showed that Fortaleza's real estate sales hit record highs, indicating a strong market. This surge in property transactions is a key factor behind the record-breaking sales figures.

The growing preference for more spacious living areas and improved quality of life has sparked a significant rise in interest in homes with outdoor spaces and offices, once again transforming the market. Additionally, Fortaleza also witnessed a rise in the launch of new properties last year. This demonstrates the strength of Fortaleza's real estate market and the increasing attraction of the area to investors and people looking to buy homes.

### Brazil Residential Real Estate Industry Overview

The residential real estate market in Brazil is fragmented. Competition and pricing have surged significantly, drawing in new investors and developers to the market. Additionally, both the demand and supply for real estate are on the rise. Favorable interest rates and financing terms are fostering an exceedingly appealing investment landscape for companies. The major companies operating in the market include MRV Engenharia, Cyrela Brazil Realty, Even Construtora, Construtora Tenda, and

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Direcional Engenharia (Direcional).

Additional Benefits:

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

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