

Global Luxury Residential Real Estate Market Assessment, By Property Type [Villas, Apartments/Condominiums, Single Family House, Others], By Price Range [USD 1 Million to 5 Million, USD 6 Million to 10 Million, Above USD 10 Million], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global luxury residential real estate market is expected to witness a CAGR of 5.62% during the forecast period 2025-2032, growing from USD 646.58 billion in 2024 to USD 1,001.36 billion in 2032. The market has experienced significant growth in recent years and is expected to maintain a medium pace of expansion in the upcoming years due to increasing interest of millennials towards luxury properties and smart facilities in homes.

Luxury house is currently experiencing a boom in all over the world, driven by factors such as economic growth in countries such as China, India and UAE with rapid urbanization in emerging economies, rising individual earnings, and growing demand for an opulent lifestyle. Larger rooms and enough playing area with contemporary and smart amenities and exquisite architectural layouts that guarantee immersive living are now in high demand on a global level.

Luxury real estate developers are deliberately focusing on offering fully furnished properties, self-contained apartments with smart amenities that incorporate every aspect of contemporary living. Another contributing factor is the shift in lifestyle preferences, particularly post-pandemic. Many individuals have reassessed their living situations, leading to a heightened demand for larger homes with more smart amenities with new technology. This kind of trend is particularly evident in suburban and semi-urban areas, where customers are looking for spacious properties that accommodate remote work, family activities and social gathering. Luxury homes with outdoor spaces, home offices, and features like gym, swimming pool and large size halls facilities are now highly in demand.

For instance, in May 2024, DLF Limited, a luxury real estate company based in India announced to enter the residential real estate property market in Mumbai, with flats priced between USD 3.1 million to USD 3.3 million.

Increasing Disposable Income of Buyers

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Increasing disposable income significantly influences consumer behavior and market dynamics, particularly in sectors such as luxury real estate. As disposable income rises, buyers experience enhanced purchasing power and invest in luxury properties, which enabling them to invest in high-end properties that may have previously been out of reach. This increased financial flexibility allows individuals to explore a wider range of luxury options for living a luxury life, from upscale condominiums to spacious single-family homes.

Higher incomes make an impact on increase in demand for luxury real estate homes. Wealthy consumers are more risen to seek properties that offer premium features and amenities, which reflecting their desire for good quality living standards and exclusivity. This demand extends to various aspects of luxury living, such as custom interiors and design, outdoor spaces for kids, and advanced home technologies. Buyers are not only looking for a place to live but also for a lifestyle that aligns with their aspirations, therefore market players are actively expanding their business and providing services all over the globe.

For Instance, in October 2023, Coldwell Banker Real Estate LLC, a luxury real estate company based in North America, announced to accelerate its global expansion, and decided to enter three new countries and regions as it carries to provide outstanding service to an increasing number of customers across the globe.

Customers' Preference Shift Towards Second Homes and Vacation Properties

In recent years, there has been a significant shift in consumer preferences toward second homes and vacation properties. This trend reflects changing lifestyles of young millionaires, economic conditions, and a growing desire for more flexible living arrangements for families. This flexibility has led to increased interest in second homes or vacation properties where they can enjoy a change of scenery while continuing to work or spend quality time with family. Second homes and vacation properties are often viewed as attractive investment opportunities. Many buyers see these properties to diversify their property portfolios, generate rental incomes, and potentially appreciate over time. The rise of short-term rental platforms has made it easier for owners to monetize their properties when not in use, further increasing the appeal of owning a vacation home like offbeat property and villas.

For instance, in November 2023, Oberoi Realty Limited company located in Mumbai, India, a luxury real estate company, paid USD 87 million for 14.8 acres of land in Gurugram, Haryana. On the property, the business intends to build a project for luxury residential group housing.

Apartments/Condominiums Segment Dominate Market

The demand for luxury apartments with smart amenities is surging in metro cities worldwide, especially emerging economies like China and India, reflecting a significant shift in customers preferences for luxury real estate properties. Urban living has evolved, with residents seeking not just stylish and aesthetics homes but also enhanced convenience with high security that technology provides like AI enable doors and machines. This trend is particularly in major metropolitan cities, where the pace of life is fast, and space is at a premium.

Customers are attracted to smart home features, such as automated lighting, climate control systems, and advanced security systems. These kinds of amenities not only provide comfort and ease but also contribute to energy efficiency, appealing to environmentally conscious consumers and helping to take buyers' decisions. The ability to control home systems remotely via smartphones and voice-activated devices adds an element of modern luxury that many buyers find irresistible. Safety and security are also top priorities for buyers, when they buy luxury flats. Luxury flats that feature smart security systems such as video surveillance, smart locks in all types of doors, and 24/7 monitoring provide peace of mind for residents.

For Instance, in January 2024, DLF Limited successfully sold 1,113 luxury flats in Gurugram, India, in just three days after the project's pre-launch. This marks the second successful luxury residential project launch in Gurugram within a year, highlighting the strong interest in luxury flats with strong smart amenities.

North America Dominates the Luxury Residential Real Estate Market

North America region is continuing to lead the luxury residential real estate market over the last couple of years and expected to lead in future, characterized by a robust demand for high-end properties in major metropolitan areas. Cities like New York, Los Angeles, and Miami are renowned for their luxury offerings in home property, attracting and influencing buyers both domestically and internationally. North America strong economic performance, coupled with a diverse and growing population of high-net-worth individuals and continue growing disposable income has created demand for luxury real estate development in all kinds of residential properties across the North America region.

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One of the main key factors contributing to North America's dominance is the wealthy buyers in urban areas. North America seen significant increases in disposable income among affluent buyers, allowing them to invest in luxury homes and luxury flats that meet their evolving lifestyle preferences and home demand. Many home buyers are seeking properties that offer not only luxury but also unique and standard features, such as smart home technology, eco-friendly and modern designs. This demand is reflected in the booming high-end real estate market, which continues to evolve with the preferences of its home buyers. For instance, in May 2023, D.R. Horton, Inc., North America based real estate company announced the acquisition of Truland Homes, the largest private homebuilder along the Gulf Coast. The homebuilding assets of Truland Homes acquired, include approximately 263 lots, 155 homes and 55 homes.

Future Market Scenario (2025 - 2032F)

-□Increasing disposable income and rapid urbanization over the globe is expected to drive the luxury residential real estate market in future.

-□Continues Economic growth and tech integration with smart home facilities drive overall demand for luxury homes, with a focus on smart technologies and sustainable living over the globe.

-□Interest of millennials and Gen Z's boost market with high CAGR in future and drive luxury living lifestyle.

-□North America is expected to lead the overall market due to high interest of luxury lifestyle and AI technology integration in real estate properties in future.

Key Players Landscape and Outlook

The luxury residential real estate market is primarily shaped by influential developers, brokerages, and investment firms. Companies Looking ahead to the market expansion and significant growth opportunities, driven by sustained demand for luxury homes, particularly in urban centers and desirable vacation destinations. Many players are prioritizing eco-friendly building practices and energy-efficient designs to meet the expectations of environmentally conscious buyers. Technological integration will also play a crucial role, as firms enhance their marketing strategies with digital tools, virtual tours, and advanced property search functionalities.

With the increase in luxury housing demand, the revenue of associated developers are increasing. For instance, in May 2025, DLF Limited recorded its highest-ever sales bookings at approximately USD 2.54 billion for the financial year FY2025, marking a 44 percent rise from approximately USD 1.77 billion in FY2024.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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