

PropTech Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook 2025-2034

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Report description:

The global PropTech market size reached a value of approximately USD 26.50 Billion in 2024. The market is further expected to grow at a CAGR of 16.50% between 2025 and 2034, reaching a value of USD 122.04 Billion by 2034.

Key Trends in the Market

PropTech, also known as property technology, refers to all the tech tools employed by real estate experts for optimising the selling, renting, purchase, marketing, and management of a property. Property technology uses digital tools and equipment for addressing the needs of the property industry.

- The key PropTech market trends guiding the growth of the market include rapid adoption of novel technologies by the real estate sector. Adoption of artificial intelligence, virtual reality, and Internet of Things, among others, is increasing as they aid in management of data and simplify real estate operations.

- Rising investments in the real estate sector due to influx of money is also anticipated to propel the PropTech market growth in the upcoming years. PropTech is anticipated to aid real estate agents in meeting the rising demand for real estate and ensure the proper management and marketing of properties.

Global PropTech Market Segmentation

The EMR's report titled "PropTech Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Solution

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- Software
- Services

Market Breakup by Deployment Mode

- Cloud-Based
- On-Premises

Market Breakup by Property Type

- Residential
- Commercial

Market Breakup by End Use

- Housing Associations
- Property Managers/ Agents
- Property Investors
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global PropTech Market Share by Solution

Based on solution, software is projected to witness significant growth in the market for PropTech over the forecast period. This growth can be attributed to the various advantages offered by PropTech software solutions including convenience, time efficiency, and speed. PropTech software solutions aid in marketing properties as well as in maintaining customer relationships, and asset and property management, while also reducing operational costs.

Global PropTech Market Share by Region

North America is anticipated to account for a significant share of the global market for PropTech in the upcoming years, fuelled by the growing real estate sector, and increasing adoption of PropTech solutions. Strong presence of key players in the region as well as professional and managed service providers are expanding the reach of PropTech in North America. Widespread usage of technology and advancements in housing associations are further anticipated to fuel the market for PropTech in the region.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the global PropTech market, covering

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their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

WeWork Inc.

WeWork Inc. is a coworking space provider that was established in 2010 and is headquartered in New York, United States. They offer hybrid solutions and flexible terms along with virtual and physical shared spaces.

Airbnb, Inc.

Airbnb, Inc. was founded in 2007 and is based in California, United States. The company operates an online marketplace for long- and short-term homestays, with unique experiences that enable guests to connect with communities in an authentic manner.

Expedia Group, Inc.

Expedia Group, Inc. is a technology, information, and internet company that was established in 1996 and is headquartered in Washington, United States. Their specialities include hospitality, travel, airfare, and business development, among others.

Other market players include KE Holdings Inc. ("Beike"), Oravel Stays Limited, Beijing Ziroom Information Technology Co., Ltd., Yanolja Co., Ltd., Zumper, Inc, Opendoor Technologies Inc, and ManageCasa, Inc, among others.

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