

# Current Real Estate Trends in Costa del Sol

18/10/2024

Marbella Real Estate News, Marbella News



The [Costa del Sol real estate market](#) has experienced significant growth over the past few years, driven by increased international interest, infrastructure improvements, and the development of luxury properties. Based on recent insights, we outline some of the key trends shaping the region's property market.

## WHAT IS THE PRICE FORECAST FOR COSTA DEL SOL PROPERTY IN 2024?

The property prices in Costa del Sol are expected to continue rising throughout 2024, driven by the region's strong demand and limited supply of high-quality properties. Areas such as Marbella, Estepona, and Mijas Costa will likely see the highest price increases, especially for luxury developments and exclusive residential enclaves. The increased interest from international buyers, alongside a focus on sustainability and energy efficiency in new projects, also contributes to the upward trend. Investors looking for long-term value appreciation will find Costa del Sol's market conditions favourable for continued growth in property prices.

### 1. HIGH DEMAND FOR NEW DEVELOPMENTS

There is a growing trend toward new developments, particularly in areas like Estepona, Marbella, and Mijas Costa. These modern properties offer energy-efficient designs, smart-home features, and resort-style amenities, catering to the

needs of international buyers looking for high-quality residences. Projects like [Ayana](#) Estepona and Naya Residences set the standard for luxury living, providing exceptional facilities such as communal pools, gardens, and fitness centres, which add significant value to the properties.

## **2. INCREASED INTEREST FROM INTERNATIONAL BUYERS**

The Costa del Sol has long been a popular destination for foreign buyers, particularly from the UK, Northern Europe, and more recently, the US. This trend has continued, with international investors attracted by the region's desirable climate, lifestyle, and investment opportunities. The recent increase in remote working has also led to a rise in interest from buyers looking to relocate to areas that offer a better quality of life while maintaining access to key European cities.

## **3. RISING PROPERTY PRICES**

[Property prices in Costa del Sol](#) have been steadily rising, particularly in high-demand areas such as Marbella and Puerto Banus. The demand for luxury properties continues to grow, with buyers seeking exclusive villas, penthouses, and upscale apartments. Developments in Sotogrande and Nueva Andalucia are also experiencing increased demand, driving up prices due to their exclusivity and proximity to amenities like golf courses, marinas, and international schools.

## **4. FOCUS ON SUSTAINABILITY AND ENERGY EFFICIENCY**

Sustainability is becoming increasingly important in the Costa del Sol real estate market, with new developments focusing on energy efficiency and environmentally friendly features. Projects such as Naya Residences have been designed with sustainability in mind, incorporating solar panels, energy-efficient heating systems, and electric car charging points. This focus on sustainability not only benefits the environment but also adds long-term value to the properties.

## **5. GROWTH IN RENTAL MARKET**

The rental market in Costa del Sol remains strong, driven by the region's popularity as a tourist destination. Areas such as Fuengirola, Benalmadena, and Mijas Costa are particularly popular for holiday rentals, providing investors with high rental yields, especially during the summer months. The luxury rental market is also thriving, with properties in Marbella and Puerto Banus commanding premium rental rates due to their desirability and exclusive locations.

## **6. DEVELOPMENT OF EXCLUSIVE RESIDENTIAL ENCLAVES**

Costa del Sol is seeing the development of exclusive residential enclaves, such as Valley Heights and Los Arqueros, which cater to high-net-worth individuals seeking privacy and luxury. These gated communities offer top-notch security, private amenities, and beautifully landscaped surroundings, making them highly attractive for those looking for a luxurious lifestyle. The demand for properties in such exclusive areas is expected to remain high, driven by both local and international buyers.

## **ARE REAL ESTATE PRICES DROPPING IN SPAIN?**

While real estate prices in certain parts of Spain have experienced a slowdown or stabilization, the Costa del Sol market continues to exhibit growth. Compared to other regions of Spain, Costa del Sol benefits from strong international demand, high rental yields, and ongoing development of luxury properties. This makes it an exception to the broader trend, where price drops are more likely in less sought-after areas. Focusing on new developments in Costa del Sol

remains a promising choice for investors seeking long-term value, as the region's unique appeal and ongoing improvements maintain upward pressure on prices.

## FINAL THOUGHTS

The real estate market in Costa del Sol is dynamic and continues to grow, driven by a mix of factors including international demand, new developments, and a focus on sustainability. Whether you're looking for a luxurious villa, a high-quality apartment, or a rental investment, the region offers diverse opportunities catering to various investment strategies.

To learn more about specific investment opportunities in Costa del Sol, you can explore our guides on the [Best Locations for Investment in Costa del Sol](#) and the [Benefits of Investing in Costa del Sol](#).