

Global PropTech Market Size study & Forecast, by Property Deployment (Residential, Commercial And Industrial), by Solution (Software, Services), by Deployment (Cloud-based, On-premises), by End-user (Housing Associations, Property Managers/ Agents, Property Investors, Others) and Regional Analysis, 2022-2029

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Abstracts

Global PropTech Market is valued at approximately USD 25,145.1 million in 2021 and is anticipated to grow with a healthy growth rate of more than 15.30% over the forecast period 2022-2029. PropTech, short for 'property technology,' refers to the use of technology to enhance and revolutionize various aspects of the real estate industry. This includes everything from property management and investment to construction and development. The PropTech market consists of companies that develop and offer innovative solutions to traditional real estate challenges using technology. Some common examples of PropTech solutions include online real estate marketplaces, property management software, smart home technology, and virtual property tours. The PropTech market is growing rapidly as more and more real estate companies seek to adopt digital solutions to improve efficiency. The major driving factors for the Global PropTech Market are the increasing demand for smart buildings and the rise of online real estate platforms.

The rising demand for smart buildings is driving the growth of the market. With the rise of the Internet of Things (IoT) and artificial intelligence (AI), there is a growing demand for smart buildings that can automate tasks, reduce energy consumption, and enhance security. For instance, in 2019, the International Energy Agency (IEA) released a report stating that smart buildings have the potential to reduce energy consumption by

10-30%, with the most efficient buildings using up to 70% less energy than conventional buildings. Moreover, the rising need for sustainable and eco-friendly buildings and the growing need for efficient property management is creating lucrative growth opportunities for the market over the forecast period 2022-2029. However, the high cost of PropTech stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global PropTech Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a leader in the PropTech market, with the United States being the largest market in the region. The market is being driven by factors such as increasing urbanization, a growing millennial population, and the need for better efficiency in the real estate industry. In addition, the region is home to several PropTech startups that are driving innovation and disruption in the market. The Asia-Pacific region is one of the fastest-growing PropTech markets, with countries such as China, Japan, and Australia being key players. The market is being driven by factors such as rapid urbanization, a growing middle class, and the need for more efficient and sustainable real estate solutions. In addition, the region is home to several PropTech startups that are driving innovation and disruption in the market.

Major market player included in this report are:

Ascendix Technologies

Zumper Inc.

Opendoor

Altus Group

Guesty Inc.

HoloBuilder, Inc.

Zillow, Inc.

ManageCasa

Coadjute

Vergesense

Recent Developments in the Market:

In August 2022, to develop a short-term rental product, the US portal Zumper got USD 30 million. As a result, it became the first real estate marketplace to offer alternatives for yearly, monthly, and nightly rents.

In July 2019, a new digital payments solution for the property management industry was created by, ManageCasa, which recently released interactive and automated PropTech for property owners and property managers, and announced a collaboration with Stripe,

the online payment-processing platform.

Global PropTech Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Property Deployment, Solution, Deployment, End-user, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Property Deployment offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Property Deployment:

Residential

Commercial And Industrial

By Solution:

Software

Services

By Deployment:

Cloud-based

On-premises

By End-user:

Housing Associations

Property Managers/ Agents

Property Investors

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Million)
 - 1.2.1. PropTech Market, by Region, 2019-2029 (USD Million)
 - 1.2.2. PropTech Market, by Property Type, 2019-2029 (USD Million)
 - 1.2.3. PropTech Market, by Solution, 2019-2029 (USD Million)
 - 1.2.4. PropTech Market, by Deployment, 2019-2029 (USD Million)
 - 1.2.5. PropTech Market, by End-user, 2019-2029 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PROPTech MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PROPTech MARKET DYNAMICS

- 3.1. PropTech Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing demand for smart buildings
 - 3.1.1.2. The rise of online real estate platforms
 - 3.1.2. Market Challenges
 - 3.1.2.1. High Cost of PropTech
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising need for sustainable and eco-friendly buildings
 - 3.1.3.2. Growing need for efficient property management

CHAPTER 4. GLOBAL PROPTech MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL PROPTECH MARKET, BY PROPERTY TYPE

- 6.1. Market Snapshot
- 6.2. Global PropTech Market by Property Type, Performance - Potential Analysis
- 6.3. Global PropTech Market Estimates & Forecasts by Property Type 2019-2029 (USD Million)
- 6.4. PropTech Market, Sub Segment Analysis
 - 6.4.1. Residential
 - 6.4.2. Commercial And Industrial

CHAPTER 7. GLOBAL PROPTECH MARKET, BY SOLUTION

- 7.1. Market Snapshot
- 7.2. Global PropTech Market by Solution, Performance - Potential Analysis
- 7.3. Global PropTech Market Estimates & Forecasts by Solution 2019-2029 (USD Million)
- 7.4. PropTech Market, Sub Segment Analysis
 - 7.4.1. Software

7.4.2. Services

CHAPTER 8. GLOBAL PROPTECH MARKET, BY DEPLOYMENT

8.1. Market Snapshot

8.2. Global PropTech Market by Deployment, Performance - Potential Analysis

8.3. Global PropTech Market Estimates & Forecasts by Deployment 2019-2029 (USD Million)

8.4. PropTech Market, Sub Segment Analysis

8.4.1. Cloud-based

8.4.2. On-premises

CHAPTER 9. GLOBAL PROPTECH MARKET, BY END-USER

9.1. Market Snapshot

9.2. Global PropTech Market by End-user, Performance - Potential Analysis

9.3. Global PropTech Market Estimates & Forecasts by End-user 2019-2029 (USD Million)

9.4. PropTech Market, Sub Segment Analysis

9.4.1. Housing Associations

9.4.2. Property Managers/ Agents

9.4.3. Property Investors

9.4.4. Others

CHAPTER 10. GLOBAL PROPTECH MARKET, REGIONAL ANALYSIS

10.1. PropTech Market, Regional Market Snapshot

10.2. North America PropTech Market

10.2.1. U.S. PropTech Market

10.2.1.1. Property Type breakdown estimates & forecasts, 2019-2029

10.2.1.2. Solution breakdown estimates & forecasts, 2019-2029

10.2.1.3. Deployment breakdown estimates & forecasts, 2019-2029

10.2.1.4. End-user breakdown estimates & forecasts, 2019-2029

10.2.2. Canada PropTech Market

10.3. Europe PropTech Market Snapshot

10.3.1. U.K. PropTech Market

10.3.2. Germany PropTech Market

10.3.3. France PropTech Market

10.3.4. Spain PropTech Market

- 10.3.5. Italy PropTech Market
- 10.3.6. Rest of Europe PropTech Market
- 10.4. Asia-Pacific PropTech Market Snapshot
 - 10.4.1. China PropTech Market
 - 10.4.2. India PropTech Market
 - 10.4.3. Japan PropTech Market
 - 10.4.4. Australia PropTech Market
 - 10.4.5. South Korea PropTech Market
 - 10.4.6. Rest of Asia Pacific PropTech Market
- 10.5. Latin America PropTech Market Snapshot
 - 10.5.1. Brazil PropTech Market
 - 10.5.2. Mexico PropTech Market
- 10.6. Rest of The World PropTech Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. Company Profiles
 - 11.2.1. Ascendix Technologies
 - 11.2.1.1. Key Information
 - 11.2.1.2. Overview
 - 11.2.1.3. Financial (Subject to Data Availability)
 - 11.2.1.4. Product Summary
 - 11.2.1.5. Recent Developments
 - 11.2.2. Zumper Inc.
 - 11.2.3. Opendoor
 - 11.2.4. Altus Group
 - 11.2.5. Guesty Inc.
 - 11.2.6. HoloBuilder, Inc.
 - 11.2.7. Zillow, Inc.
 - 11.2.8. ManageCasa
 - 11.2.9. Coadjute
 - 11.2.10. Vergesense

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis

- 12.1.3. Market Estimation
- 12.1.4. Validation
- 12.1.5. Publishing
- 12.2. Research Attributes
- 12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global PropTech Market, report scope

TABLE 2. Global PropTech Market estimates & forecasts by Region 2019-2029 (USD Million)

TABLE 3. Global PropTech Market estimates & forecasts by Property Type 2019-2029 (USD Million)

TABLE 4. Global PropTech Market estimates & forecasts by Solution 2019-2029 (USD Million)

TABLE 5. Global PropTech Market estimates & forecasts by Deployment 2019-2029 (USD Million)

TABLE 6. Global PropTech Market estimates & forecasts by End-user 2019-2029 (USD Million)

TABLE 7. Global PropTech Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 8. Global PropTech Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 9. Global PropTech Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 10. Global PropTech Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 11. Global PropTech Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 12. Global PropTech Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 13. Global PropTech Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 14. Global PropTech Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 15. Global PropTech Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 16. Global PropTech Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 17. U.S. PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 18. U.S. PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 19. U.S. PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

Million)

TABLE 20. Canada PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 21. Canada PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 22. Canada PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 23. UK PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 24. UK PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 25. UK PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 26. Germany PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 27. Germany PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 28. Germany PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 29. France PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 30. France PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 31. France PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 32. Italy PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 33. Italy PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 34. Italy PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 35. Spain PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 36. Spain PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 37. Spain PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 38. RoE PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 39. RoE PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 40. RoE PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 41. China PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 42. China PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 43. China PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 44. India PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 45. India PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 46. India PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 47. Japan PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 48. Japan PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 49. Japan PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 50. South Korea PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 51. South Korea PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 52. South Korea PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 53. Australia PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 54. Australia PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 55. Australia PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 56. RoAPAC PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 57. RoAPAC PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 58. RoAPAC PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 59. Brazil PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 60. Brazil PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 61. Brazil PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 62. Mexico PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 63. Mexico PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 64. Mexico PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 65. RoLA PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 66. RoLA PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 67. RoLA PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 68. Row PropTech Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 69. Row PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 70. Row PropTech Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 71. List of secondary sources, used in the study of global PropTech Market

TABLE 72. List of primary sources, used in the study of global PropTech Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global PropTech Market, research methodology
 - FIG 2. Global PropTech Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global PropTech Market, key trends 2021
 - FIG 5. Global PropTech Market, growth prospects 2022-2029
 - FIG 6. Global PropTech Market, porters 5 force model
 - FIG 7. Global PropTech Market, pest analysis
 - FIG 8. Global PropTech Market, value chain analysis
 - FIG 9. Global PropTech Market by segment, 2019 & 2029 (USD Million)
 - FIG 10. Global PropTech Market by segment, 2019 & 2029 (USD Million)
 - FIG 11. Global PropTech Market by segment, 2019 & 2029 (USD Million)
 - FIG 12. Global PropTech Market by segment, 2019 & 2029 (USD Million)
 - FIG 13. Global PropTech Market by segment, 2019 & 2029 (USD Million)
 - FIG 14. Global PropTech Market, regional snapshot 2019 & 2029
 - FIG 15. North America PropTech Market 2019 & 2029 (USD Million)
 - FIG 16. Europe PropTech Market 2019 & 2029 (USD Million)
 - FIG 17. Asia pacific PropTech Market 2019 & 2029 (USD Million)
 - FIG 18. Latin America PropTech Market 2019 & 2029 (USD Million)
 - FIG 19. Global PropTech Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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