

# Global Property Technology Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Property Technology market size was valued at US\$ 28930 million in 2024 and is forecast to a readjusted size of USD 39220 million by 2031 with a CAGR of 4.5% during review period.

Property Technology is the application of information technology and platform economics to real estate market.

The global Property Technology (Proptech) market refers to the convergence of technology and real estate to modernize and enhance various aspects of the property industry. It encompasses a wide range of technologies and digital solutions that aim to improve the efficiency, transparency, and convenience of property-related processes.

The Proptech market has experienced significant growth in recent years due to various factors. One key driver is the increasing adoption of smart devices, IoT, and connected systems in buildings and homes. These technologies enable property owners and managers to monitor and control various aspects of properties remotely, enhancing energy efficiency, security, and comfort.

Another factor driving the Proptech market is the rise of data analytics and AI. With the collection and analysis of vast amounts of data, property owners and managers can gain valuable insights into market trends, occupancy rates, tenant preferences, and operational efficiencies. This data-driven approach enables informed decision-making and helps optimize property management and investment strategies.

The growth of online platforms and marketplaces has also contributed to the Proptech market's expansion. These platforms connect property buyers, sellers, landlords, and

tenants, offering a streamlined and convenient way to transact and access property-related services. Online rental and property management platforms, crowdfunding platforms, and virtual property tours are examples of such digital solutions.

Furthermore, sustainability and environmental concerns have driven the adoption of PropTech solutions. Energy management systems, smart appliances, renewable energy integration, and green building technologies are some of the PropTech innovations focused on reducing carbon footprints and improving sustainability.

The COVID-19 pandemic has further accelerated the adoption of PropTech solutions. Remote work and social distancing requirements have increased the demand for virtual property viewings, online rent payment systems, and touchless access control solutions. These technologies have helped minimize physical interactions and maintain business continuity during challenging times.

Despite the growth opportunities, the PropTech market also faces challenges. These include data privacy and security concerns, interoperability issues, and resistance to change within traditional real estate practices. Additionally, regulatory frameworks and compliance requirements may need to evolve to keep pace with technological advancements in the industry.

In conclusion, the global PropTech market is experiencing rapid growth as technology continues to reshape the property industry. From smart buildings to data-driven decision-making, PropTech solutions are revolutionizing how properties are managed, bought, sold, and leased. As technology advancements continue, the PropTech market is expected to evolve further, presenting new opportunities and transformative possibilities for the real estate industry. The global Property Technology (PropTech) market refers to the convergence of technology and real estate to modernize and enhance various aspects of the property industry. It encompasses a wide range of technologies and digital solutions that aim to improve the efficiency, transparency, and convenience of property-related processes.

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This report is a detailed and comprehensive analysis for global Property Technology market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report

explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Property Technology market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Property Technology market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Property Technology market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Property Technology market shares of main players, in revenue (\$ Million), 2020-2025

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Property Technology

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Property Technology market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Airbnb, OYO, Fangdd, WeWork, Compass, Houzz, Ucommune, Lianjia, Zillow, Locale, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

#### Market segmentation

Property Technology market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Residential Property

Commercial Property

Others

#### Market segment by Application

Hospitality

Retail

Manufacturing

Construction

Others

#### Market segment by players, this report covers

Airbnb

OYO

Fangdd

WeWork

Compass

Houzz

Ucommune

Lianjia

Ziroom

Locale

Zillow Group

Redfin

Trulia

RealPage

CoStar Group

LoopNet

Reonomy

Procore Technologies

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Property Technology product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Property Technology, with revenue, gross margin, and global market share of Property Technology from 2020 to 2025.

Chapter 3, the Property Technology competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Property Technology market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Property Technology.

Chapter 13, to describe Property Technology research findings and conclusion.

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