

# **Brazil Serviced Apartment Market Size, Share & Trends Analysis Report By Type (Long-Term (>30 Nights), Short-Term (**

## **Abstracts**

### Brazil Serviced Apartment Market Trends

The Brazil serviced apartment market size was estimated at USD 6.32 billion in 2024 and is expected to reach USD 16.73 billion by 2033, expanding at a CAGR of 11.8% from 2025 to 2033. The Brazil serviced apartment sector is experiencing rapid growth, driven by increasing recognition among both business and leisure travelers of the advantages these flexible accommodations provide. Economic recovery, tourism growth, and evolving consumer preferences are some of the factors expected to drive the growth of the Brazil serviced apartment industry during the forecast period.

The Brazil serviced apartment market benefits from its broad appeal, catering to a diverse customer base that includes corporate travelers, relocating professionals, students, vacationing families, and individuals requiring a supportive setup for remote work or online learning. This group also extends to modern “digital nomads” seeking flexibility and convenience. Such adaptability ensures steady demand, even during periods of market uncertainty, as demonstrated during the pandemic.

Mega-events, such as Carnival in Rio de Janeiro and S?o Paulo’s business fairs, continue to attract both leisure and corporate visitors. Serviced apartments provide a unique value proposition for these leisure and corporate travelers by combining hotel-like services with the comfort of private residences. In addition, lifestyle changes among younger generations, who prefer mobility and experience-driven stays over property ownership, further accelerate demand. The rise of digital booking channels, particularly direct platforms, enhances accessibility, further driving the growth of the Brazil serviced apartment industry.

Brazil has seen a gradual rebound in corporate travel following the pandemic, especially in key commercial hubs such as S?o Paulo, Rio de Janeiro, and Bras?lia. These cities host multinational corporations, government institutions, and international events, which generate sustained demand for flexible accommodation solutions. Business travelers and expatriates increasingly favor serviced apartments over traditional hotels because of their affordability, home-like amenities, and suitability for medium- to long-term stays. This shift reflects a growing emphasis on cost efficiency and convenience in corporate

housing policies. This rebound in corporate travel drives the growth of the Brazil serviced apartment industry.

With increasingly globalized markets, improved air mobility, new technologies, and the demystification of remote work, the demand for serviced apartments will continue to grow, especially in large urban centers, which in turn will drive the growth of the Brazil serviced apartment market. With the wave of mergers and acquisitions that the large hotel chains have gone through in recent years, and the real need to differentiate and create new products and services, there has been a strong increase in long stay and apart hotel products in Brazil, as a loyalty and growth strategy for these hotel chains, providing a standardization of services and products offered.

### Brazil Serviced Apartment Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the Brazil serviced apartment market report by type, end use, and booking mode:

Type Outlook (Revenue, USD Million, 2021 - 2033)

Long-Term (>30 Nights)

Short-Term (

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Type & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Snapshot
- 2.2. Segment Outlook
- 2.3. Competitive Landscape Snapshot

### **CHAPTER 3. BRAZIL SERVICED APARTMENT MARKET VARIABLES AND TRENDS**

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Booking Mode Analysis & Trends
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Market Opportunities
  - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
  - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

### **CHAPTER 4. BRAZIL SERVICED APARTMENT MARKET: TYPE ESTIMATES & TREND ANALYSIS**

- 4.1. Brazil Serviced Apartment Market, By Type: Key Takeaways
- 4.2. Type Movement Analysis & Market Share, 2024 & 2033
- 4.3. Market Estimates & Forecasts, By Type, 2021 - 2033 (USD Million)
  - 4.3.1. Long-Term (>30 Nights)
    - 4.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
  - 4.3.2. Short-Term (

## List Of Tables

### LIST OF TABLES

Table 1 Brazil serviced apartment market: Key market driver analysis

Table 2 Brazil serviced apartment market: Key market restraint analysis

Table 3 Brazil serviced apartment market estimates & forecast, 2021 - 2033, by type (USD Million)

Table 4 Long-term (>30 nights) serviced apartment market estimates & forecast, 2021 - 2033 (USD Million)

Table 5 Short-term (

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Brazil serviced apartment market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Competitive landscape Snapshot
- Fig. 9 Parent industry and Brazil serviced apartment market size, 2024 (USD Million)
- Fig. 10 Brazil serviced apartment market: Value chain analysis
- Fig. 11 Brazil serviced apartment market: Dynamics
- Fig. 12 Brazil serviced apartment market: Porter's five forces analysis
- Fig. 13 Brazil serviced apartment market, by type: Key takeaways
- Fig. 14 Brazil serviced apartment market: Type movement analysis, 2024 & 2033 (%)
- Fig. 15 Long-term (>30 nights) serviced apartment market estimates & forecast, 2021 - 2033 (USD Million)
- Fig. 16 Short-term (

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