

Real Estate Crowdfunding Market Forecasts to 2032 - Global Analysis By Type (Equity-based Crowdfunding, Debt-based Crowdfunding, and Hybrid Models), Investment Model (Deal-by-Deal Investing, and Fund-based Investing), Property Type, End User, and By Geography

<https://marketpublishers.com/r/R216FAEAFBE2EN.html>

Date: January 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: R216FAEAFBE2EN

Abstracts

According to Statistics MRC, the Global Real Estate Crowdfunding Market is accounted for \$17.6 billion in 2025 and is expected to reach \$38.0 billion by 2032, growing at a CAGR of 11.6% during the forecast period. Real estate crowdfunding enables individuals to invest small amounts of capital into property projects through online platforms. It includes residential, commercial, and mixed-use developments offered as equity or debt investments. Growth is fueled by high property prices making it difficult to buy homes, the desire of investors to diversify their portfolios, trust in online platforms, better regulations, and an increasing interest in earning passive income with lower costs to get started.

Market Dynamics:

Driver:

Democratization of real estate investment for non-accredited investors

The democratization of real estate investment is fundamentally reshaping the industry by lowering entry barriers that previously restricted high-value assets to wealthy individuals. By allowing non-accredited investors to participate with minimal capital, crowdfunding platforms have unlocked a massive pool of retail liquidity. This shift

fosters financial inclusion and enables everyday individuals to diversify their portfolios with tangible assets once considered inaccessible. Furthermore, the integration of user-friendly digital interfaces simplifies the investment process, encouraging broader participation across various demographics. This influx of capital from a more diverse investor base effectively drives market expansion and fuels project development globally.

Restraint:

Illiquidity of investments

Illiquidity hinders investors from swiftly converting their holdings into cash. These types of investments often come with lock-up periods that range from three to ten years, during which capital is both legally and operationally restricted. The lack of a strong secondary market means that investors cannot easily exit their positions if their financial needs change or if market conditions fluctuate. This inflexibility discourages risk-averse participants, which in turn limits the market's liquidity compared to more traditional, liquid asset classes.

Opportunity:

Development of secondary markets to improve liquidity

By establishing platforms where investors can trade their fractional shares before a project's completion, the industry can offer the flexibility typically found in traditional equity markets. Blockchain technology and tokenization are increasingly supporting this evolution by facilitating seamless, secure, and transparent peer-to-peer transactions. Moreover, an enhanced liquidity profile attracts a wider range of investors who were previously hesitant due to long-term commitments. Such infrastructure developments are expected to significantly boost investor confidence and overall market throughput during the forecast period.

Threat:

Cybersecurity risks and data breaches on platforms

As real estate crowdfunding relies heavily on digital infrastructure, the threat of cybersecurity breaches poses a severe risk to market stability. These platforms handle sensitive financial data and large volumes of capital, making them attractive targets for

sophisticated cybercriminals and phishing expeditions. A single high-profile data breach can result in substantial financial losses and cause irreparable damage to a platform's reputation and investor trust. Additionally, the increasing complexity of regulatory compliance regarding data privacy adds another layer of operational risk.

Covid-19 Impact:

The COVID-19 pandemic initially triggered a sharp slowdown in the real estate crowdfunding market as global lockdowns and economic uncertainty halted property transactions. Supply chain disruptions and labor shortages delayed numerous construction projects, causing anxiety among investors regarding project timelines and returns. However, the crisis also acted as a catalyst for digital transformation, forcing investors to pivot toward online platforms for remote capital allocation. Post-pandemic, the market has seen a resilient recovery, with a renewed focus on residential and industrial sectors that proved more durable.

The debt-based crowdfunding segment is expected to be the largest during the forecast period

The debt-based crowdfunding segment is expected to account for the largest market share during the forecast period due to its lower risk profile compared to equity-based models. Investors are increasingly drawn to this segment because it offers fixed-income returns through regular interest payments, providing a predictable revenue stream. Furthermore, the underlying property typically secures debt investments, providing a layer of protection that attracts conservative retail participants. This model also allows developers to retain full ownership of their projects while accessing quicker financing.

The institutional investors segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the institutional investors segment is predicted to witness the highest growth rate as large-scale entities seek higher yields in a volatile economic environment. Pension funds, insurance companies, and family offices are increasingly allocating capital to crowdfunding platforms to diversify their portfolios and gain exposure to niche real estate assets. Also, improvements in platform technology and better regulations have made it safer and clearer for big investors to get involved. This shift from retail-only to institutional involvement significantly increases deal volumes and brings a new level of professional credibility to the entire crowdfunding ecosystem.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to its highly developed financial infrastructure and favorable regulatory environment. The early adoption of the JOBS Act in the United States laid a solid foundation for the growth of crowdfunding platforms, fostering a mature ecosystem of both developers and investors. Furthermore, the presence of major industry players and a high level of technological awareness among the population drive significant capital inflows. The region's robust real estate market and the continuous integration of fintech solutions ensure its continued dominance in the global landscape throughout the period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as a result of rapid urbanization and increased internet penetration across emerging economies. Countries like China, India, and Australia are seeing a surge in middle-class investors who are looking for modern digital avenues to grow their wealth. Moreover, the massive demand for residential and commercial infrastructure in these developing nations creates fertile ground for crowdfunding initiatives to fill the funding gap. Additionally, supportive government policies and the rise of mobile-based financial services are accelerating the adoption of real estate crowdfunding platforms throughout the region.

Key players in the market

Some of the key players in Real Estate Crowdfunding Market include Fundrise, RealtyMogul, CrowdStreet, EquityMultiple, DiversyFund, PeerStreet, YieldStreet, Groundfloor, Roofstock, LendInvest, Housers, EstateGuru, Bricksave, RealT, Property Partner, and BrickX.

Key Developments:

In December 2025, LendInvest launched \$175M development finance funding with HSBC and AB CarVal.

In October 2025, EstateGuru celebrated the milestone of investing \$700 million in Baltic real estate projects.

Types Covered:

Equity-based Crowdfunding

Debt-based Crowdfunding

Hybrid Models

Investment Models Covered:

Deal-by-Deal Investing

Fund-based Investing

Property Types Covered:

Residential

Commercial

Industrial

End Users Covered:

Individual/Retail Investors

Accredited/Institutional Investors

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL REAL ESTATE CROWDFUNDING MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Equity-based Crowdfunding
- 5.3 Debt-based Crowdfunding
- 5.4 Hybrid Models

6 GLOBAL REAL ESTATE CROWDFUNDING MARKET, BY INVESTMENT MODEL

- 6.1 Introduction
- 6.2 Deal-by-Deal Investing
- 6.3 Fund-based Investing

7 GLOBAL REAL ESTATE CROWDFUNDING MARKET, BY PROPERTY TYPE

- 7.1 Introduction
- 7.2 Residential
- 7.3 Commercial
- 7.4 Industrial

8 GLOBAL REAL ESTATE CROWDFUNDING MARKET, BY END USER

- 8.1 Introduction
- 8.2 Individual/Retail Investors
- 8.3 Accredited/Institutional Investors

9 GLOBAL REAL ESTATE CROWDFUNDING MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

10.2 Acquisitions & Mergers

10.3 New Product Launch

10.4 Expansions

10.5 Other Key Strategies

11 COMPANY PROFILING

11.1 Fundrise

11.2 RealtyMogul

11.3 CrowdStreet

11.4 EquityMultiple

11.5 DiversyFund

11.6 PeerStreet

11.7 YieldStreet

11.8 Groundfloor

11.9 Roofstock

11.10 LendInvest

11.11 Housers

11.12 EstateGuru

11.13 Bricksave

11.14 RealT

11.15 Property Partner

11.16 BrickX

List Of Tables

LIST OF TABLES

Table 1 Global Real Estate Crowdfunding Market Outlook, By Region (2024?2032) (\$MN)

Table 2 Global Real Estate Crowdfunding Market Outlook, By Type (2024?2032) (\$MN)

Table 3 Global Real Estate Crowdfunding Market Outlook, By Equity-based Crowdfunding (2024?2032) (\$MN)

Table 4 Global Real Estate Crowdfunding Market Outlook, By Debt-based Crowdfunding (2024?2032) (\$MN)

Table 5 Global Real Estate Crowdfunding Market Outlook, By Hybrid Models (2024?2032) (\$MN)

Table 6 Global Real Estate Crowdfunding Market Outlook, By Investment Model (2024?2032) (\$MN)

Table 7 Global Real Estate Crowdfunding Market Outlook, By Deal-by-Deal Investing (2024?2032) (\$MN)

Table 8 Global Real Estate Crowdfunding Market Outlook, By Fund-based Investing (2024?2032) (\$MN)

Table 9 Global Real Estate Crowdfunding Market Outlook, By Property Type (2024?2032) (\$MN)

Table 10 Global Real Estate Crowdfunding Market Outlook, By Residential (2024?2032) (\$MN)

Table 11 Global Real Estate Crowdfunding Market Outlook, By Commercial (2024?2032) (\$MN)

Table 12 Global Real Estate Crowdfunding Market Outlook, By Industrial (2024?2032) (\$MN)

Table 13 Global Real Estate Crowdfunding Market Outlook, By End User (2024?2032) (\$MN)

Table 14 Global Real Estate Crowdfunding Market Outlook, By Individual / Retail Investors (2024?2032) (\$MN)

Table 15 Global Real Estate Crowdfunding Market Outlook, By Accredited / Institutional Investors (2024?2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Real Estate Crowdfunding Market Forecasts to 2032 - Global Analysis By Type (Equity-based Crowdfunding, Debt-based Crowdfunding, and Hybrid Models), Investment Model (Deal-by-Deal Investing, and Fund-based Investing), Property Type, End User, and By Geography

Product link: <https://marketpublishers.com/r/R216FAEAFBE2EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R216FAEAFBE2EN.html>