

India Luxury Residential Real Estate Market, By Type (Villas & Landed Houses, Apartment, Penthouses, Bungalows, Row Houses, Duplexes), By Cities (Tier 1 Cities, Tier 2 Cities), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India's Luxury Residential Real Estate Market was valued at USD 40.11 Billion in 2025 and is projected to reach USD 80.70 Billion by 2031, growing at a CAGR of 12.19% during the forecast period. This segment encompasses high-end residential properties known for their premium quality, prime locations, and exceptional amenities. These homes, which include villas, penthouses, bungalows, and apartments in prestigious areas, are designed for affluent buyers seeking exclusivity, comfort, and a refined lifestyle.

Luxury properties are distinguished not only by their pricing or size but also by the curated living experiences they provide. Features often include advanced home automation, expansive layouts, bespoke interiors, and high levels of privacy and security. Typically located in urban centers, resort areas, or elite neighborhoods, these properties appeal to high-net-worth individuals (HNWIs) looking for both lifestyle and investment value. As India's wealth class expands and urban sophistication grows, demand for such upscale real estate is rising steadily, supported by developers introducing branded and globally styled luxury projects.

Key Market Drivers

Rising Affluence and Expanding High-Net-Worth Population

The expanding population of high-net-worth individuals (HNWIs) and ultra-HNWIs in India is a key factor propelling demand for luxury residential real estate. Economic growth across sectors such as technology, finance, manufacturing, and pharmaceuticals has significantly contributed to wealth generation, particularly in urban centers.

This affluent class seeks more than just accommodation—they look for exclusivity, comfort, and status. Luxury homes are seen as a symbol of success and a long-term asset. Features like concierge services, wellness centers, smart technology, and premium design elements are in high demand. Additionally, the trend of reverse migration—where successful professionals return from abroad—has driven interest in high-end homes in cities like Mumbai, Delhi, Bengaluru, and Hyderabad.

India's HNWI base is projected to grow further, ensuring continued momentum in the luxury segment. As of 2024, India ranked third globally in terms of HNWI population, with approximately 750,000 individuals possessing net worths exceeding USD 1 million.

Key Market Challenges

Limited Liquidity and Resale Difficulties

A major challenge in India's luxury housing segment is the restricted liquidity and complexity involved in resale. Unlike mid-segment housing, luxury properties have a narrower buyer base, making it harder to find interested buyers, particularly during economic slowdowns.

These homes are often highly customized, located in niche areas, and priced based on subjective valuations, which may not appeal to a broader market. This can result in prolonged holding periods and greater negotiation complexities. Additional transactional costs like capital gains taxes and stamp duties also act as deterrents, further reducing turnover in the luxury secondary market.

Moreover, from an investor's perspective, luxury residential assets yield limited rental income and lower liquidity compared to commercial properties or financial investments, making them less attractive for those seeking regular returns. Economic volatility and geopolitical factors also tend to impact luxury buying behavior more than other housing segments.

Key Market Trends

Rise of Branded Residences and Global Collaborations

The emergence of branded residences is a defining trend in the luxury residential space. These are projects developed through partnerships between real estate firms and prestigious global brands from sectors such as hospitality, fashion, or design.

Branded homes provide not only upscale amenities but also the cachet of a globally recognized name. These properties often include signature interiors, five-star concierge services, and exclusive lifestyle features, delivering a hotel-like experience in a private residence.

Such developments are increasingly appealing to affluent Indians and NRIs familiar with international luxury standards. Buyers perceive branded residences as reliable and aspirational investments. Key cities like Mumbai, Delhi, Bengaluru, and Goa are witnessing a rise in such collaborations, with projects associated with global brands enhancing their prestige and resale potential.

This trend reflects a broader consumer shift toward lifestyle- and experience-driven real estate purchases, rather than asset-only investment decisions.

Key Market Players

Indiabulls Real Estate

Oberoi Realty

Godrej Properties

Brigade Group

Omaxe

Sunteck Realty

The Phoenix Mills

Mahindra Lifespaces

Report Scope:

In this report, the India Luxury Residential Real Estate Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Luxury Residential Real Estate Market, By Type:

Villas & Landed Houses

Apartment

Penthouses

Bungalows

Row Houses

Duplexes

India Luxury Residential Real Estate Market, By Cities:

Tier 1 Cities

Tier 2 Cities

India Luxury Residential Real Estate Market, By Region:

South India

North India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Luxury Residential Real Estate Market.

Available Customizations:

India Luxury Residential Real Estate Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. INDIA LUXURY RESIDENTIAL REAL ESTATE MARKET OUTLOOK

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Villas & Landed Houses, Apartment, Penthouses, Bungalows, Row Houses, Duplexes)
 - 5.2.2. By Cities (Tier 1 Cities, Tier 2 Cities)
 - 5.2.3. By Region (South India, North India, West India, East India)
 - 5.2.4. By Company (2025)
- 5.3. Market Map

6. SOUTH INDIA LUXURY RESIDENTIAL REAL ESTATE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Cities

7. NORTH INDIA LUXURY RESIDENTIAL REAL ESTATE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Cities

8. WEST INDIA LUXURY RESIDENTIAL REAL ESTATE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Cities

9. EAST INDIA LUXURY RESIDENTIAL REAL ESTATE MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type

9.2.2. By Cities

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. POLICY AND REGULATORY LANDSCAPE

13. INDIA ECONOMIC PROFILE

14. COMPANY PROFILES

14.1. Indiabulls Real Estate

14.2. Oberoi Realty

14.3. Godrej Properties

14.4. Brigade Group

14.5. Omaxe

14.6. Sunteck Realty

14.7. The Pheonix Mills

14.8. Mahindra Lifespaces

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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