JamesEdition

European Second Home *Market Review*

2022

Introduction

Welcome to the **First Edition** of our latest report covering the luxury real estate market. We zoom in on one of the most active regions on JamesEdition from both buyer and seller demand, **The European Second Home Market.**

There is no question the events of the past year have greatly changed and reshaped the climate of real estate sales around the globe. Changes in lifestyles, preferences, market factors, governance, and new financial vehicles have made this time increasingly interesting and more complex for prospective homeowners, and even more so for those looking to invest internationally in a second home.

Throughout 2020 and 2021 we have seen significant changes within the digital platform; by conducting this review of unique JamesEdition market data from over 8,000 offices and over 200,000 active listings globally; we are proud to share with you exclusive insights, news and growing trends which shape this future for living in Europe.

Local Insight

Lucas Bornico
Owner
Golden Properties

Costa Del Sol

The luxury market in the Costa del Sol is witnessing a dramatic recovery in 2021. The volume of transactions of luxury villas and holiday homes far surpasses those of years before the Covid restrictions. The volatility of global financial markets and high rental prices, as a result of the Covid pandemic has made buyers realise the importance of owning the most secure asset: property.

The pandemic has also accelerated the evolution into remote working. We now have numerous clients from overseas, who are entrepreneurs and professionals in places like the USA, London, Paris or Switzerland, who have decided to work from the comfort of their Spanish dream home. Costa del Sol has the advantage of excellent fibre optic infrastructure, so all coastal areas have ultra-high-speed internet. Many luxury complexes in our portfolio also provide teleworking facilities.

Sara Zanotta
Founder & Managing Director
Lakeside Real Estate

Lake Como

The recovery has been unexpectedly fast. From the end of July 2020 the market at Lake Como, Italy has seen a dramatic rise of property sold. International clients never stop to buy properties and most of them, despite the travel's restrictions, decide to buy "something" without coming here to see the property in person. International clients still own the first position here at the Lake. Despite this virus bringing back to the investment field Italians buying holiday homes, a big + 23,5 % more based on our reports; this year has been the one for Germans, Dutch, French and yes, Americans and British. A lot of Expats are from EU countries, living in China or other countries abroad, and have bought properties during the pandemic and in 2021, just to have the possibility to soon meet their families around the world.

I have seen a big change in this field: before people buying here at the Lake, did it for Investment (+ 78,3 % based on our database 2018/2019 YoY) now are buying more for a private use. No matter if the ROI is great: people now want to own their private space, joining everyday life and work-life. Family now is coming first. Lots of space inside (not very required before) and more focus on a quality life time. I think all the Tremezzina area and Menaggio village are the most popular and required due to the great weather and good range of local amenities. Also the area of Val D'Intelvi above the lake is growing a lot in the last months, due to the green areas, proximity to the swiss border and its closeness to the lakeshores of Lake Como.

Rene Heinz
Founder
Gould Heinz & Lang

Ibiza

The market in Ibiza is very strong and competitive at the moment. There is a lot of demand with relatively small supply. Prices for exceptional properties remain high and we see buyers paying above asking price to secure special properties. We just sold a piece of urban land without building license for 20% above asking price with 5 parties bidding.

Frederico Mendoça
Partner
Cluttons Lisboa

Lisbon

The Portuguese market, generally speaking, had a slight downsizing with the initial stages of the pandemic, but soon showed a big resilience toward the end of it. After June 2020, the market showed a strong demand and dynamic again. In Lisbon, where we operate more, this was even more soft. We felt a little retraction but soon we started recovering stronger than before.

Before the pandemic it was 70% International, and 30% Local, and in 2020 and 2021, it was 60% Local and 40% International. The Comporta Area, Melides Area, and Lisbon to Cascais all remain popular regions, and we believe the trend will continue into next year.

Savvas Savvaidis
President & CEO
Greece Sotheby's
International Realty

Mykonos

Actually during the pandemic demand for luxury homes and retreats has accelerated. Increased interest was also registered in requests for private islands. We've found the countries leading the demand are the UK, USA, Germany, Switzerland and France. There is also an increased focus on sustainable homes and a demand for wellness amenities as well as Smart homes with latest technology for corporate nomads to work easily from home.

Robust demand will continue for established real estate destinations such as Athens Riviera, Mykonos, Paros, Antiparos and Corfu. There is also more and more interest in retreat homes, trophy homes in less known destinations. Keep an eye on Tinos, Kea, Ios as well as Ithaca, Meganisi and Paxos.