

PropTech Trends - Spain -

May 2024



TheFringe/LABS

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i associació
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About us



Our purpose is to build trust in society and solve important problems. We are a network of firms with a footprint in 151 countries, and over 364,000 professionals committed to offering quality services in auditing, tax and legal advisory, consultancy and transactions. Tell us what you're worried about and find out how we can help you in www.pwc.es



We accelerate PropTech startups and corporates in a technology & data-driven business ecosystem together with corporates and entrepreneurs. All managed by an experienced team of serial entrepreneurs unlike any other on the market. TF/LABS is in a unique position to position innovation projects in the market, thanks to its network, data, industry knowledge, software/product development ability, and track record. www.thefringelabs.com



API is the largest and most well-known Real Estate association in Spain, with more than 5,000 associates. For over 75 years, our goal and vision have been to lead by example and promote best practices and transparency in the Real Estate industry. API is an association with an innovative DNA and the potential to transform the Real Estate profession. Join us at API Professional. <http://www.apiprofesional.com/>



Thanks



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The builders fund

Zacua ventures is an early stage VC focused on investments in the Built Environment at a global scale. We partner with top-tier corporates in this space across the globe and enable our portfolio companies to connect with them seamlessly. <https://zacuaventures.com/>

Context...

In PwC, ThefringeLABS and Api.cat we like to use data to tell stories for everything, including of business-related trends. We hope others take the trends ideas we are sharing, build on them and make them better. Our mission is to illuminate these narratives, inviting others to refine, expand, and innovate upon them for the development of the industry.

In recent decades, the Real Estate market has undergone significant transformation, driven by a combination of technological advancements, demographic shifts, and emerging economic trends. Traditionally characterized by lack of innovation, the Real Estate sector has witnessed a dramatic shift with the rise of property technology companies, known as PropTech, revolutionizing how properties are bought, sold, and managed.

PropTech companies, spanning a wide range of technological applications, have introduced significant efficiencies across the property lifecycle. From search and comparison platforms to financing solutions and property management tools, these firms have simplified processes. Additionally, they've opened up Real Estate investment to individual investors, often using innovative methods like tokenization.

These trends have manifested in Spain alongside specific developments, significantly impacting the local Real Estate market. Rising home prices have rendered properties less accessible, while there has been a noticeable decline in the number of mortgages granted. Moreover, rental prices have also increased, paralleled by a decrease in rental supply.

In response to these changes, Spanish Real Estate companies are increasingly leveraging advanced technologies, including AI, smart data, and marketplaces, to identify opportunities and streamline various aspects of the industry such as design, development, and brokerage.

Additionally, demographic shifts, such as the aging population and smaller households, have led to increased demand for housing tailored to the needs. This has driven the development of retirement communities, assisted living complexes and co-living spaces.

In summary, the Real Estate market in Spain is experiencing a period of transformation, influenced by both global trends and local dynamics. PropTech and other innovations are reshaping how the industry operates, presenting new opportunities and challenges for investors, developers, and consumers alike.



1

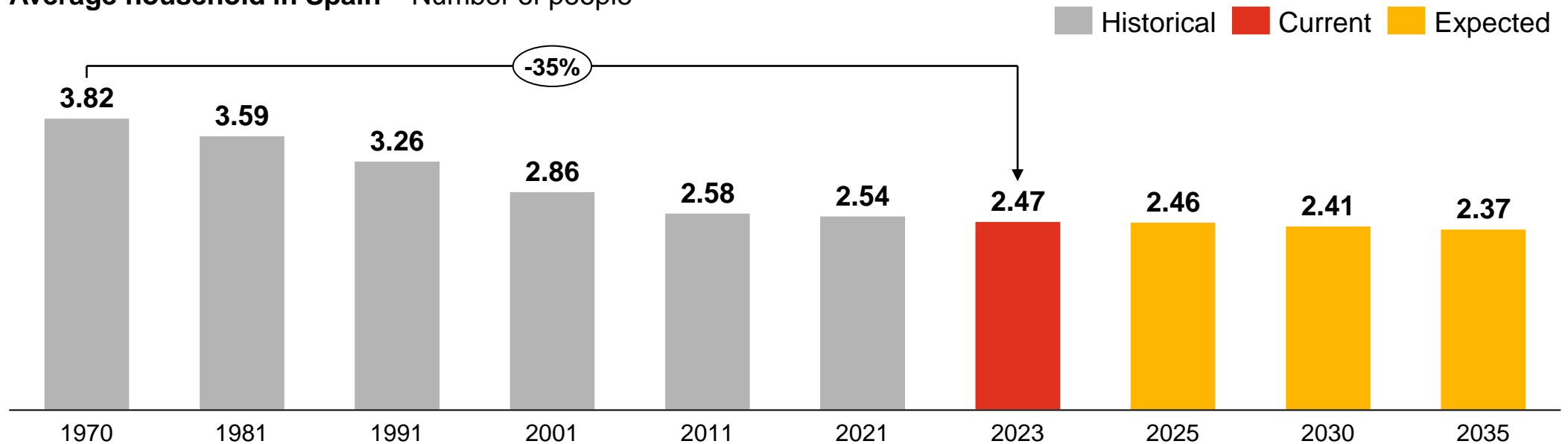
Current Real Estate Market Dynamics





The average household size in Spain has transitioned to smaller families and single-person households, driven by urbanization and socio-economics factors...

Average household in Spain – Number of people

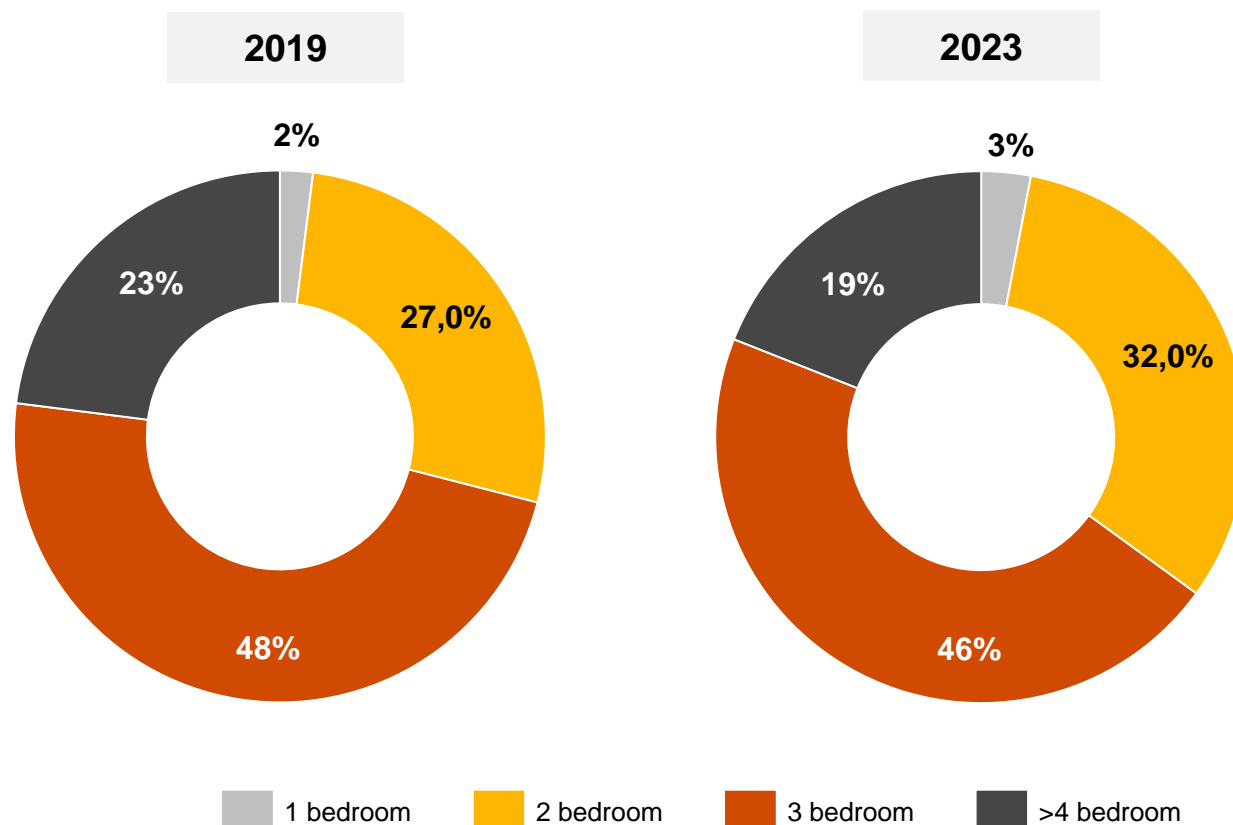


- From 1970 to 2023, the average household size has experienced a 35% reduction and it is expected to continue decreasing at a slower pace until reaching 2.37 people per household in 2035.
- The decline in average household size is attributed to various factors, including the trend of moving to urban areas, socio-economic factors such as rising living costs or housing affordability challenges, and cultural changes such as lower birth rates, higher divorce rates, and a greater tendency towards independence.
- This shift has led to increased demand for compact, flexible housing options, particularly in urban centers, and a rise in interest for alternative housing models such as co-living and co-housing.



...such as the evolving dynamics of modern family structures which is shifting household size demand to fewer bedrooms

New homes size bought in Spain – % of buys

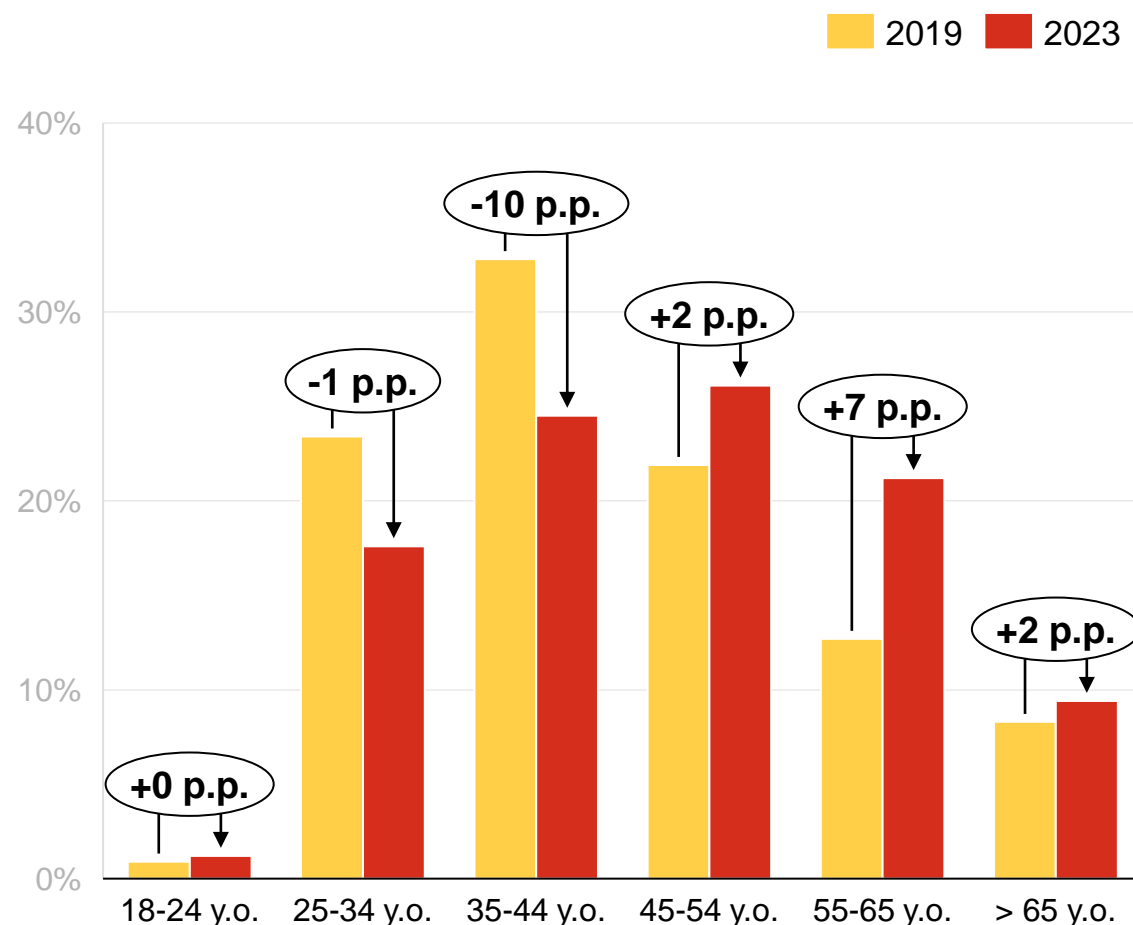


- Economic pressures, including rising living costs and shifts in employment, have resulted in delayed marriages, fewer children, and more individuals opting for solo living arrangements, thus reducing household sizes.
- Changing cultural norms, such as Single-parent families or those with fewer children are multiplying, gradually transforming the housing stock.
- Urbanization has led to a preference for smaller living spaces due to higher housing costs and limited availability of larger.
- Consequently two-bedroom homes increased by nearly 6%, while homes with four or more bedrooms decreased by 3.6%.



Younger generations are increasingly distant from attaining property ownership, prompting them to seek new alternative housing models

Age of new-home buyers in Spain – % of buys

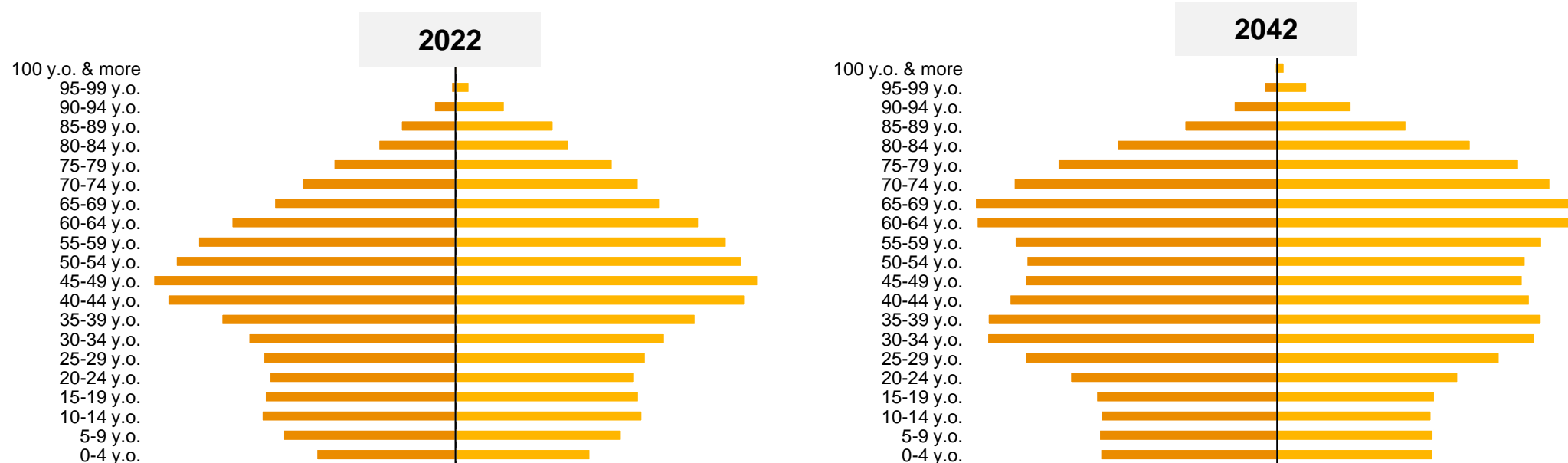


- The younger generation (<34 y.o.) is facing growing challenges in attaining property ownership.
- Shift of middle age population home buys (35-44 y.o.) to older population in the period 2019-2023.
- Buyers aged 55-64 now account for over 20% of total homebuyers, even facing challenges in accessing financing at those ages.
- Homebuyers are increasingly older, pushing young people further away from homeownership.
- The percentage of homebuyers aged 55 to 64 has increased by almost 7 percentage points, reaching c.21% of total homebuyers.



In addition, the aging of the population is posing significant challenges in the coming years, specially those related to the SilverAge segment

Population pyramid in Spain – # of population

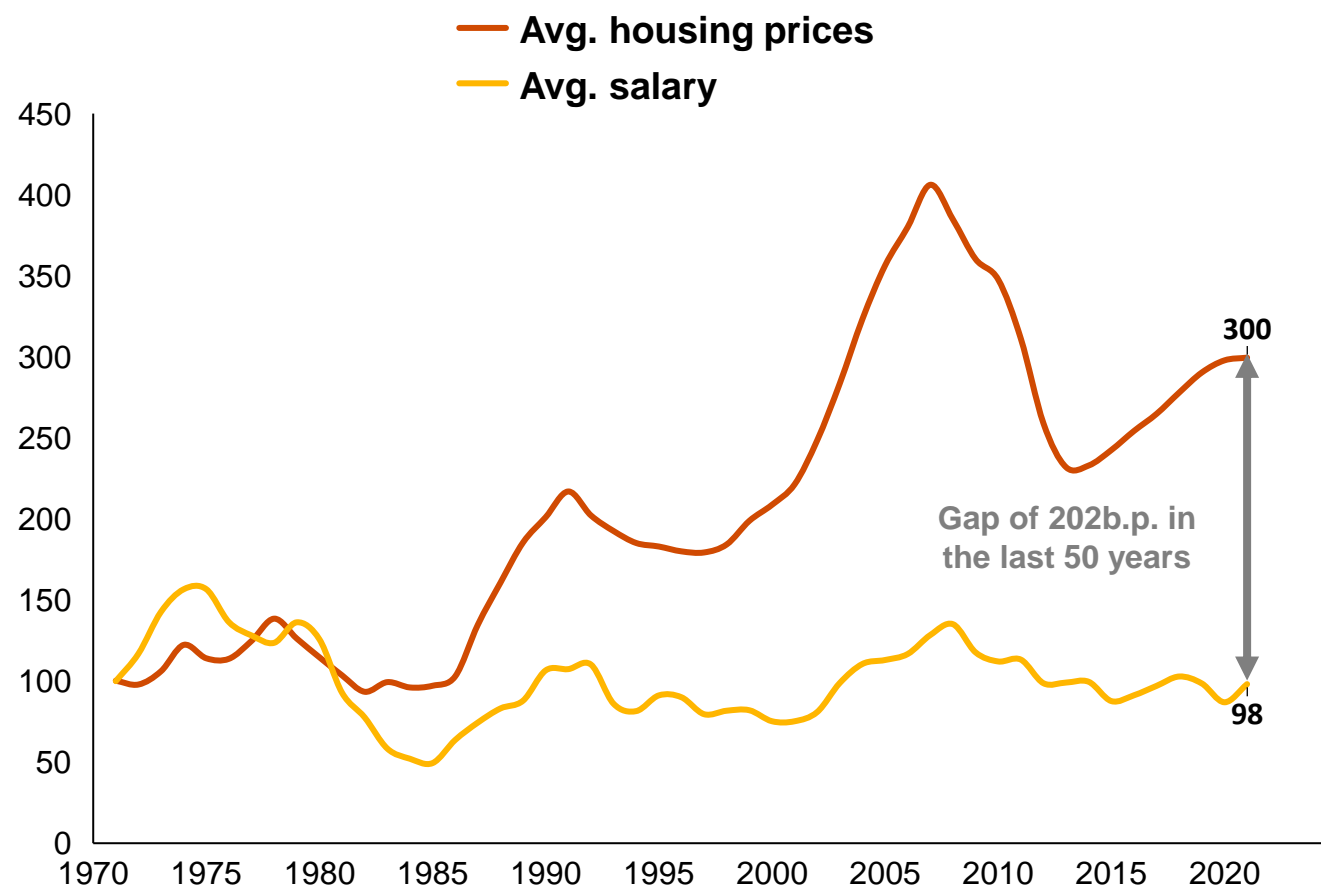


- The Spanish population is expected to age over the next 20 years due to a combination of low birth rates, increased life expectancy, and shifting demographic patterns. By 2042, the population over 59 is estimated to reach 36%, a 9% increase over 20 years.
- The potential home-buying population, aged 20 to 59, will decrease from over 54% to just over 48%, with the largest decline expected in the age group between 40 and 59, decreasing by more than 7%.
- Spain's aging population presents challenges for Real Estate, requiring adjustments to meet the needs of older adults, including smaller houses, senior living, and senior co-living options, as well as accessible healthcare facilities.



Spain is among the EU countries with the highest gap between income and housing prices evolution increasing difficulty in accessibility to housing

Spanish avg. housing prices vs salary in real terms – base 100 since 1971



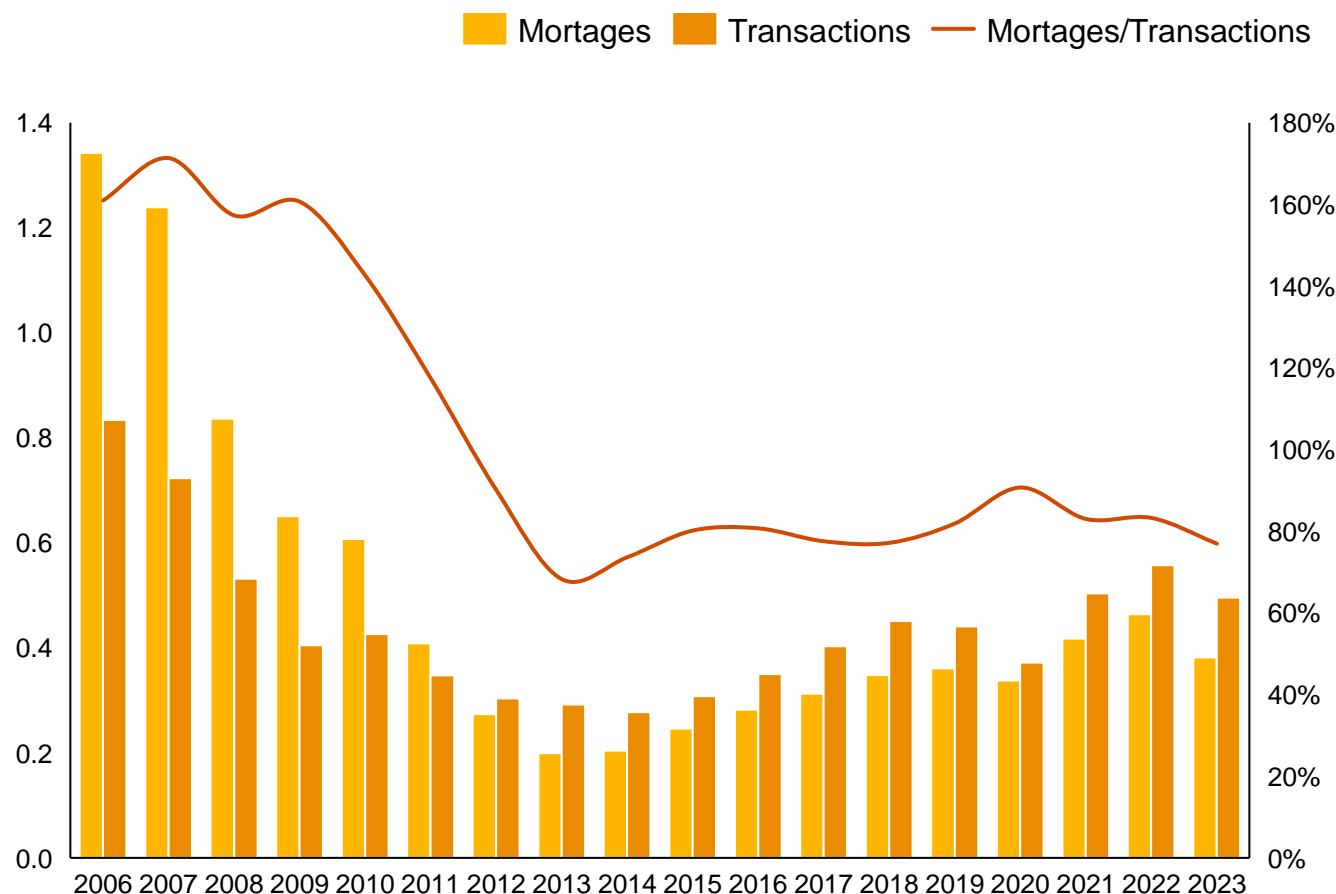
- The rapid increase in house prices has outpaced the growth rate of average salaries.
- As a result, the gap between the cost of housing and individuals' purchasing power has widened, making access to housing increasingly difficult.
- Moreover, when we add that the wage gap for young people compared to the average has increased by more than 5% since 2006, this exacerbates the issue for young individuals.
- Spain has one of the highest gaps between house prices and average salaries in Europe, amplifying the challenge of housing affordability for its residents.



The rise in interest rates, savings conditions to access mortgages, among other factors, have reduced the number of mortgages being signed.

- The rise of interest rates caused an increase in mortgage costs, reducing housing affordability. Furthermore, banks' savings conditions for accessing a mortgage have become more restrictive.
- These factors collectively discourage potential homebuyers from pursuing mortgage financing, leading to a decrease in the number of mortgages signed.
- In 2023, 77% fewer mortgages were signed compared to homes sold, a trend that has been declining since 2020, reaching its peak since 2013.
- However, it's far from the figures of 160.9% in 2006 or 171.3% in 2007, where over 500,000 mortgages were signed for every house sold.

Mortgages on housing transactions – € and %

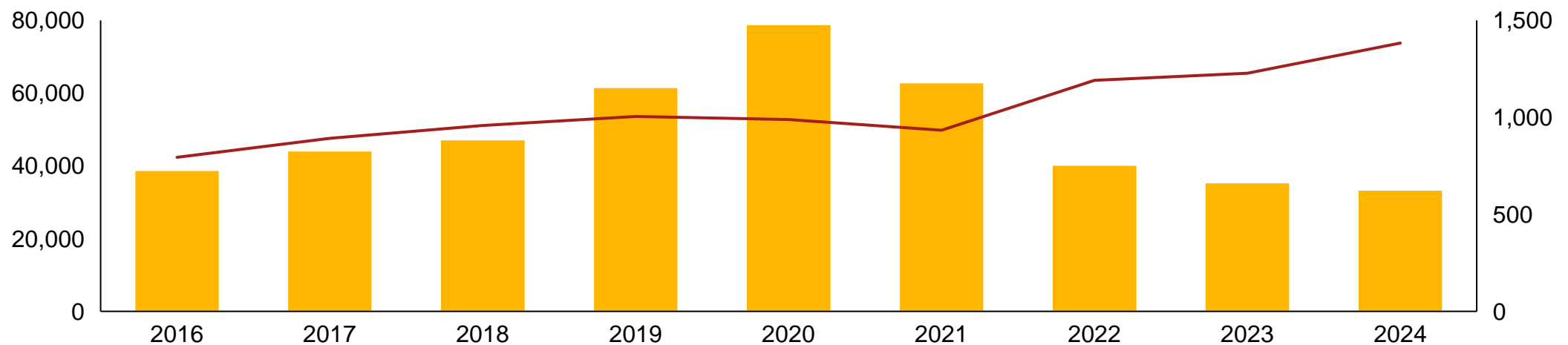




Supply of rental housing has significantly reduced, which coupled with increased demand, is resulting in rising prices and selectiveness when choosing tenants

Advertisements and rental prices – number of advertisements/month, €/month

■ # Advertisements/month — Average Price (€/month)

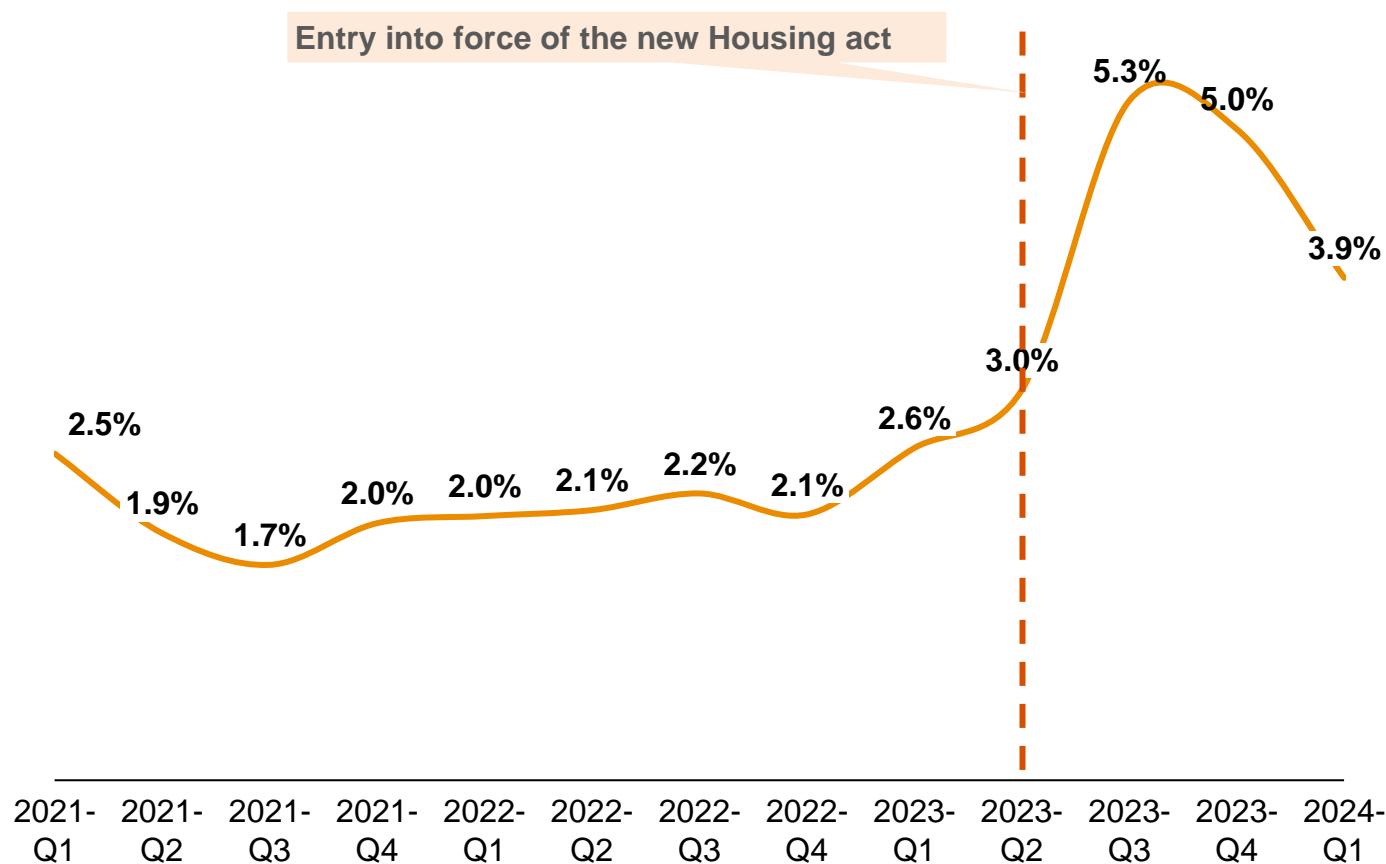


- In recent years, the supply of rental housing has decreased due to increased market regulation, rising housing costs and the trend towards exploiting properties through short-term or room rentals for extra profitability, reducing the availability of long-term rental options.
- The increased demand for rental properties in Spain has been fueled by various factors such as economic instability, tighter mortgage lending conditions, and shifting attitudes towards homeownership. Furthermore, the access to homeownership for young people has been challenging.
- These factors combined has resulted in a reduced stock of long term rentals and rent price hikes.



Medium-term rental models are on the rise, supported by the implementation of the new Housing Law. This transformation is gradually reshaping the rental housing market

Evolution of mid-term advertisements – quarterly change %

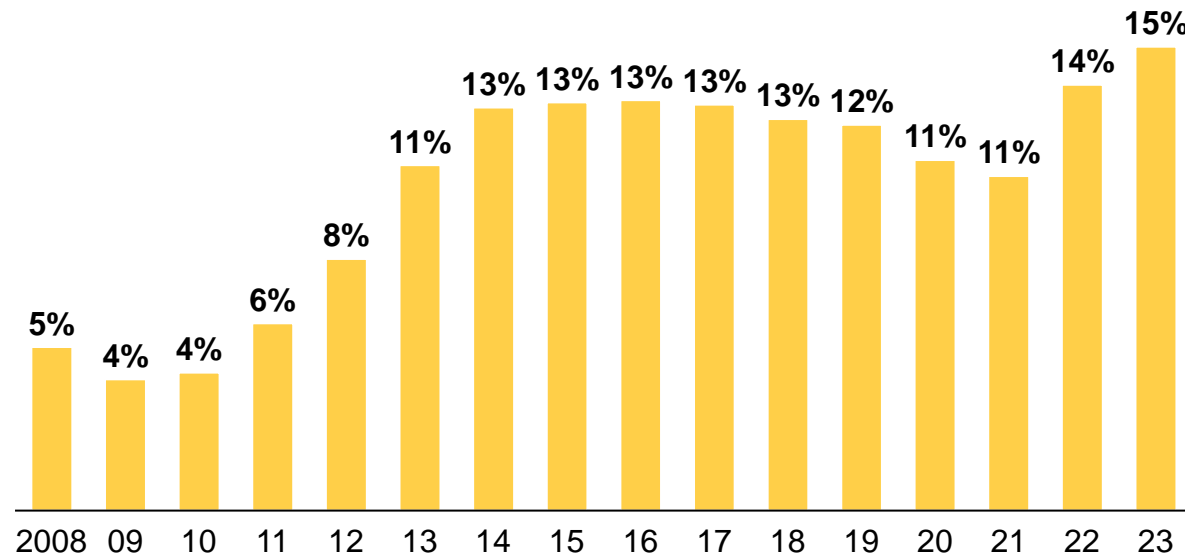


- Short-term rentals have become increasingly popular in Spain. This rapid growth has led to concerns about its impact on local housing markets, affordability, and community well-being.
- Several cities in Spain (particularly large cities) have implemented regulations to restrict or regulate short-term rentals based on the new Housing Law implemented by the Government.
- Since the early part of the decade, in response to regulatory changes and market demand, property owners and rental platforms began offering medium-term rental options. As a result, the percentages of medium-term rental listings compared to long-term ones have increased significantly.

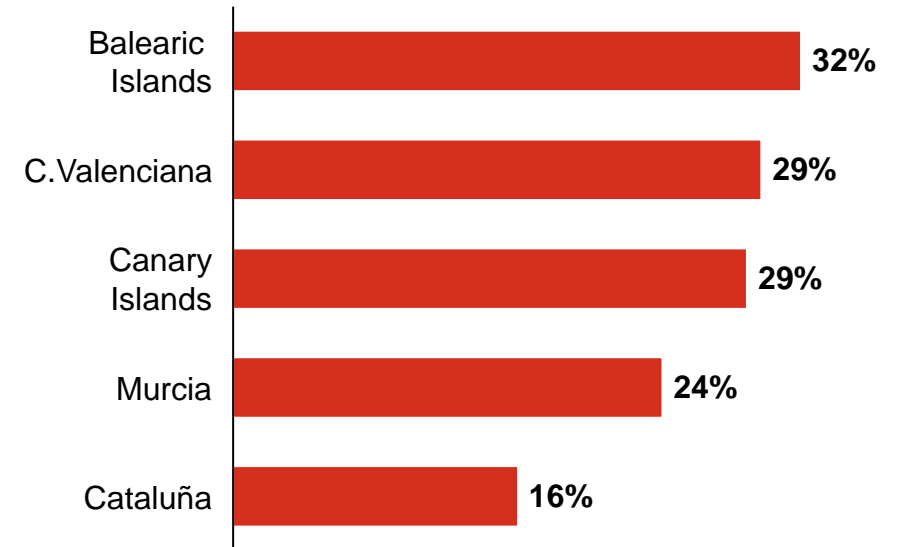


The number of foreign homebuyers continues to increase, with this phenomenon particularly pronounced in the Mediterranean region and the islands

Percentage of foreign buys – %



Top 5 destinations of 2023 foreign buys – %



- The increasing number of foreign homebuyers, especially prominent in the Mediterranean region and islands, is driven by factors like desirable climate, affordable Real Estate, tourism demand, strong rental market and cultural attractions.
- The Balearic Islands Autonomous Community leads the series, with 31.5% of homes purchased by foreigners. By provinces, Alicante has the highest percentage at 44.0%, followed by Santa Cruz de Tenerife at 35.7%, and Málaga at 33.7%.
- In Madrid, 6.3% of transactions involve foreigners, while in Barcelona this increases to 13.0%.
- This situation has led the Spanish Government to recently announced the end of the “Golden visas”, a popular program among HNWI through which gain residency or citizenship and facilitate international mobility for them and their families.

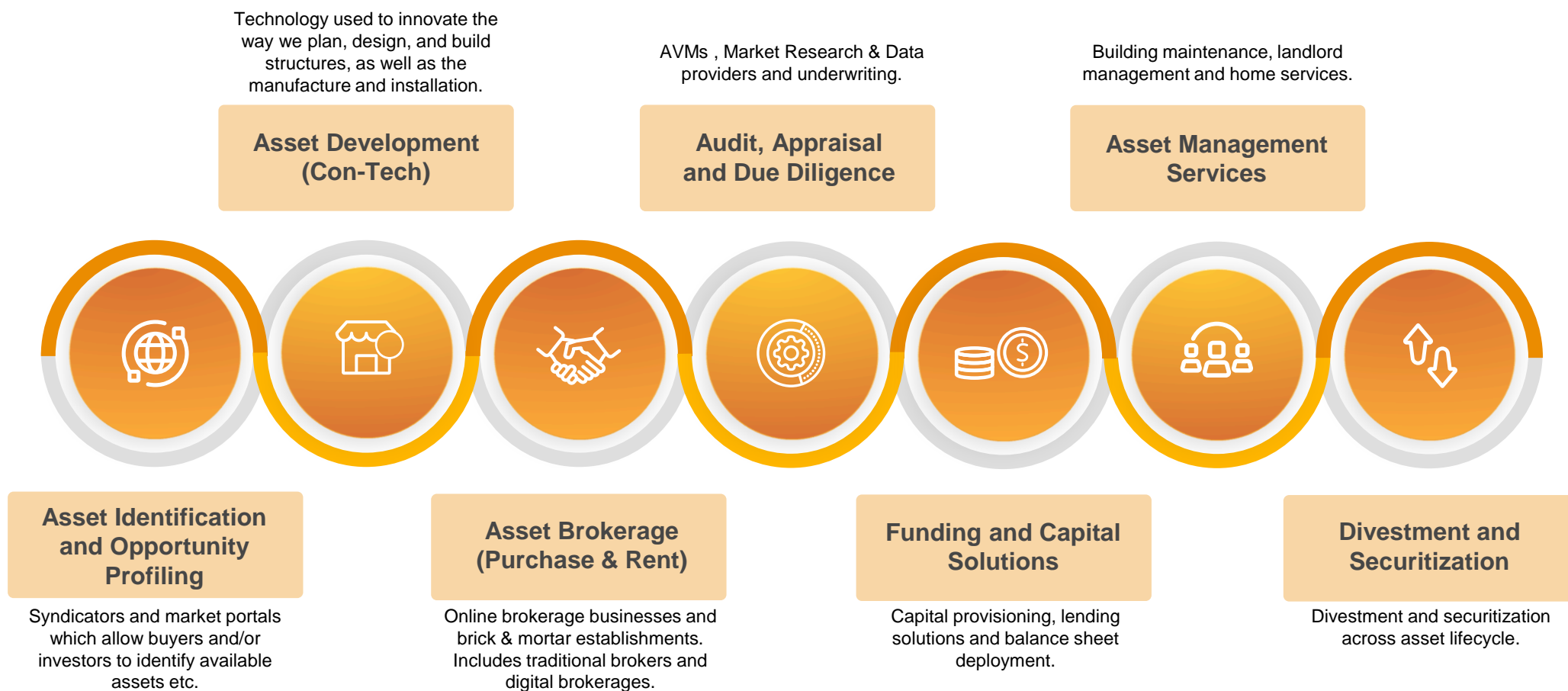
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The PropTech ecosystem in Spain



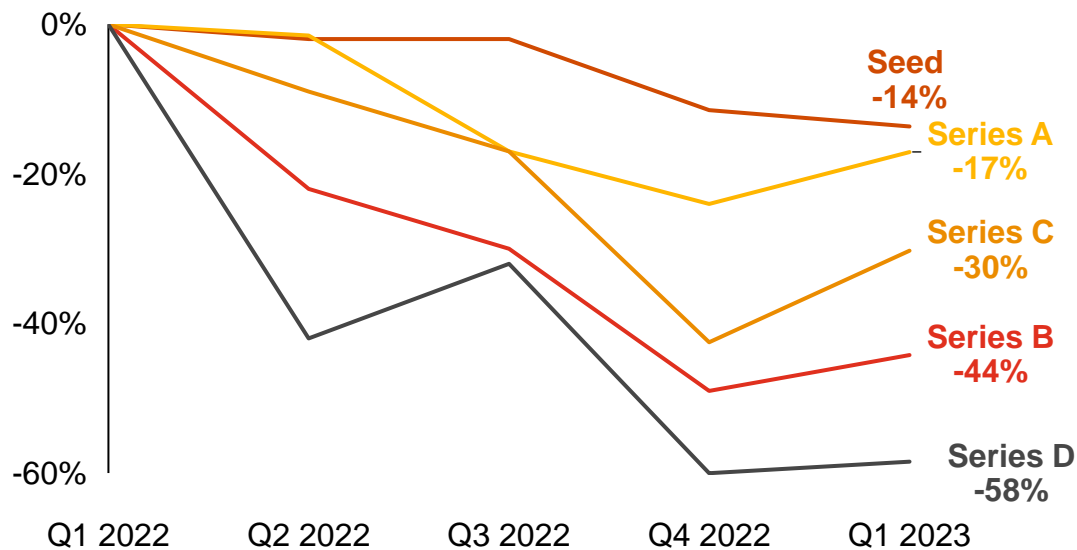


Current Real Estate market dynamics – an old-school industry moving towards a new era



PropTech companies are facing the same funding problem as most tech start-ups: Decline of startup investment

Change in median pre-money valuations vs Q1 2022 - %



The earlier the company, the less impacted the valuation

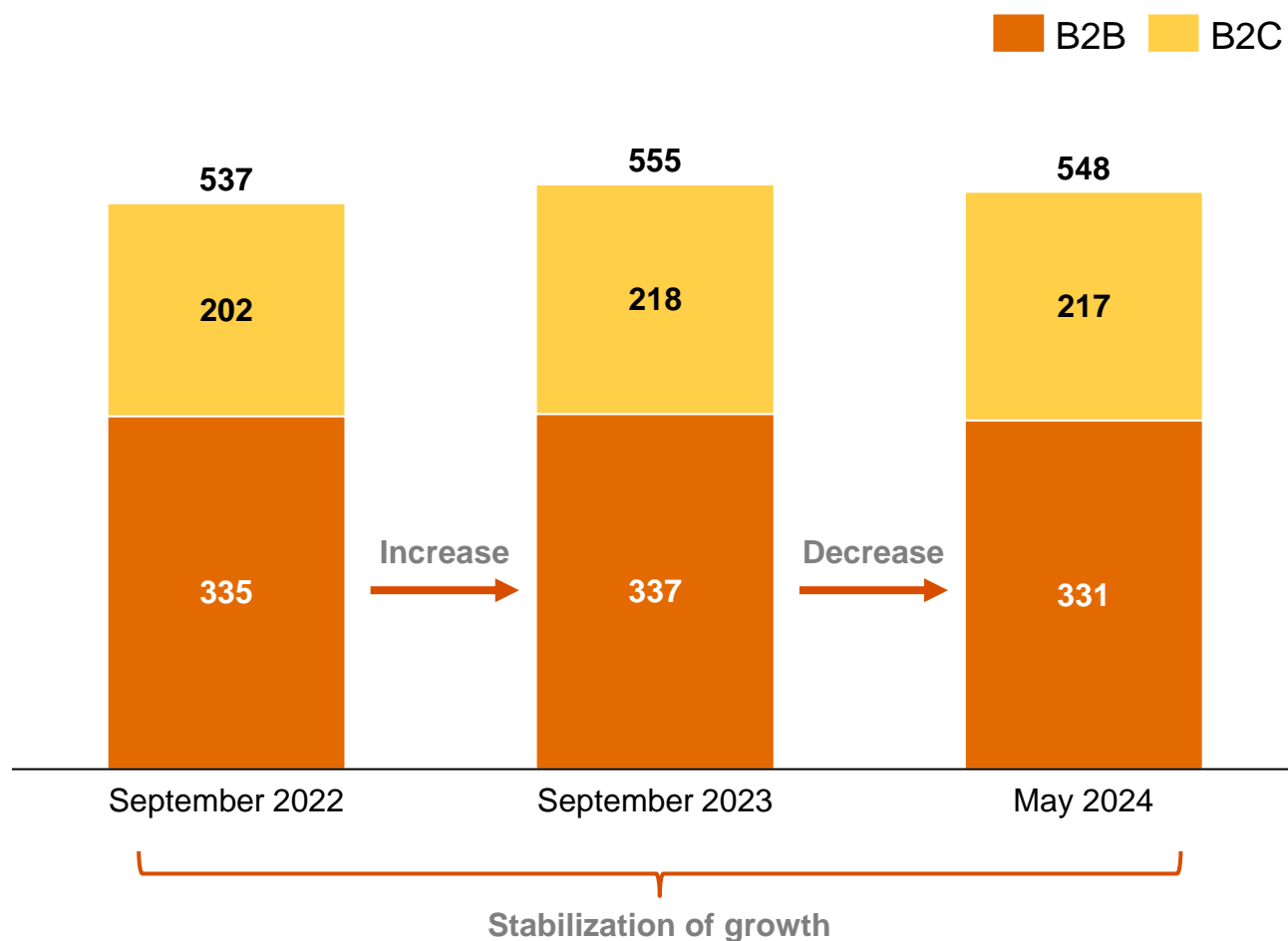


- Notable deceleration in capital access.
- Valuation correction in Startups.
- Increased focus on profitability metrics.



Trends in Spain's PropTech Landscape: Growth, Stabilization, and Decline

Evolution of the number of startups - # of startups Sept. 2022 to May 2024

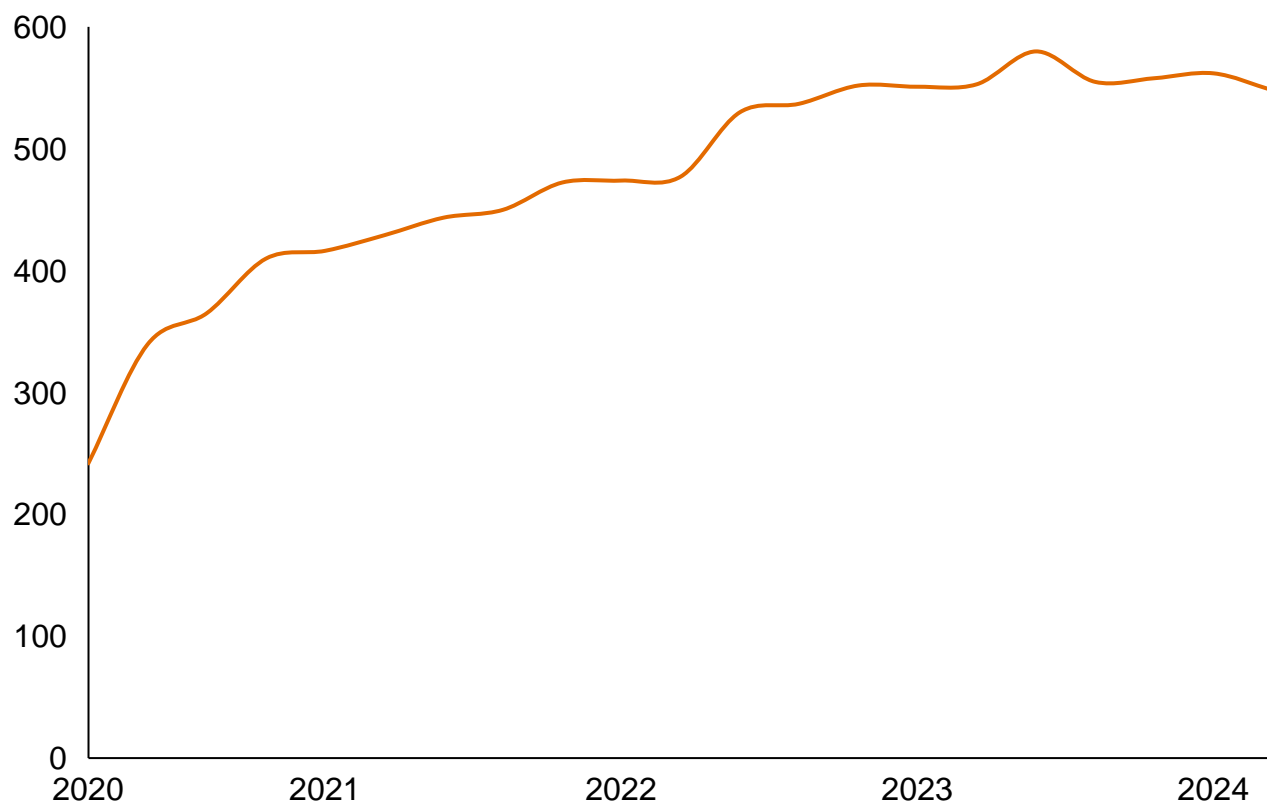


- Total number of startups: 548.
- 60% B2B – 40% B2C.
- Spanish startup ecosystem growth: Several years of growth, starting with 50 PropTechs in 2017.
- Stabilization in 2023: Growth levels off.
- Slight decline in 2024: First observed decrease in PropTechs number.



Trends in Spain's PropTech Landscape: Growth, Stabilization, and Decline

Evolution of the number of startups - # of startups 2020 to 2024



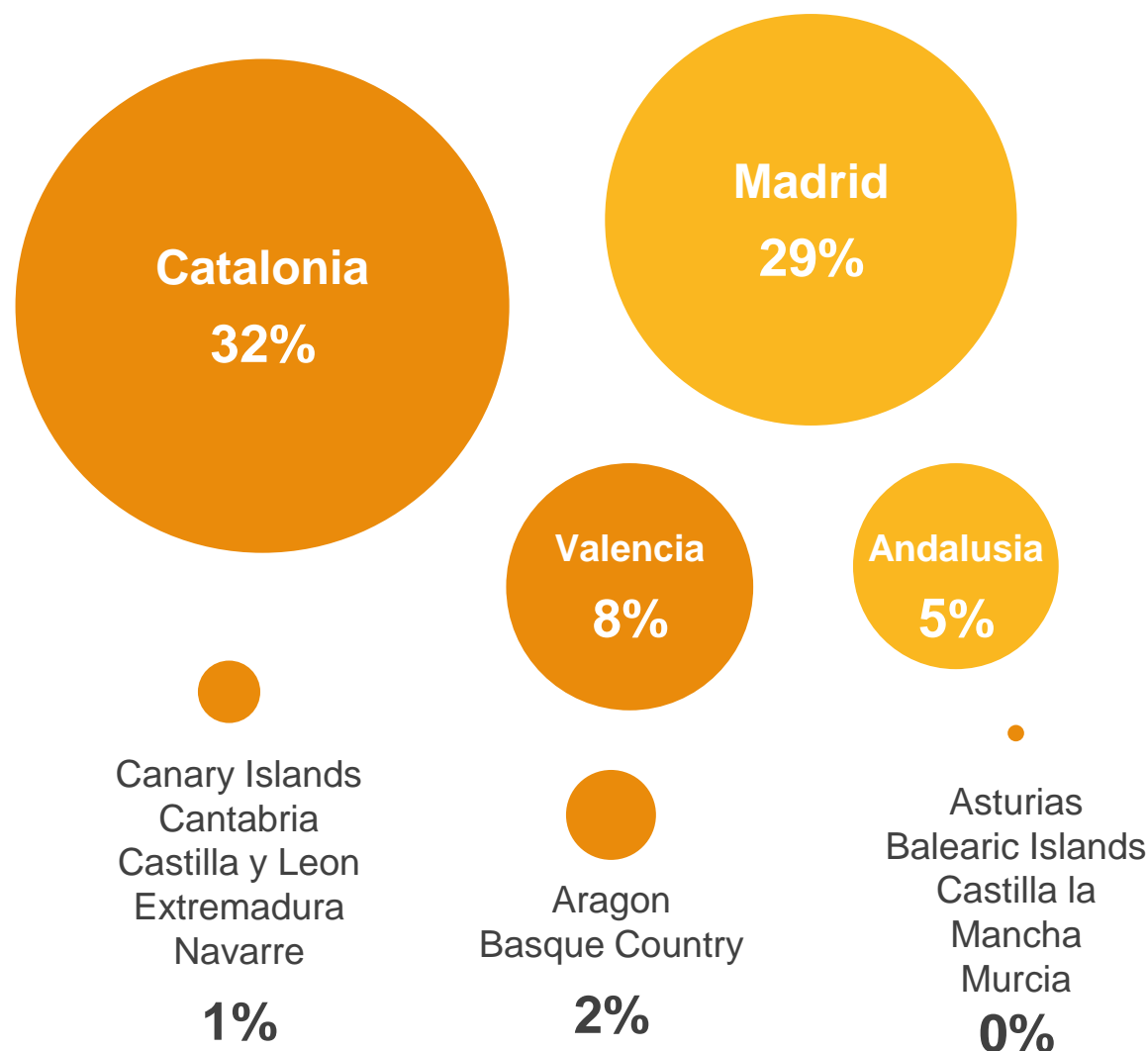
- Recent decline: 90 PropTechs have disappeared in Spain over the past two years.
- Yearly disappearance: 48 vanished in 2023.
- New startups: Slightly fewer startups emerge compared to those disappearing.
- Continued stabilization: Despite changes, the ecosystem remains relatively stable.



Catalonia and Madrid continue to lead as the Autonomous Communities with the highest number of PropTech startups

PropTech Localization in Spain:

- 61% of PropTechs are concentrated in Catalonia (32%) and Madrid (29%).
- Valencia (8%) follows in third position.
- Noteworthy integration of foreign companies: 12% are based in European countries, notably France, Italy, UK, Portugal, and Estonia, among others. 4% originate from other countries like the United States or Singapore.





Understanding the Geographic Distribution of Spanish Ecosystem

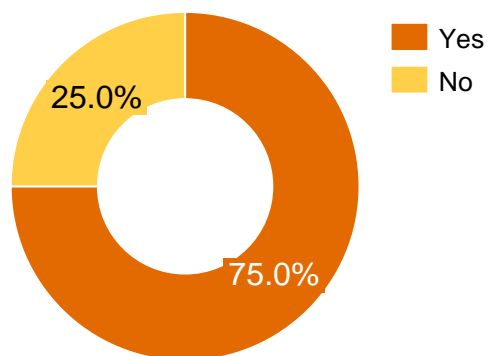
- PropTech growth in Spain mirrors other European countries and leads to rapid expansion internationally.
- International PropTechs seek broader markets for continued volume growth, prompting international expansion.
- Spanish PropTechs should embrace this trend to access less fragmented markets in neighboring countries, ensuring long-term survival



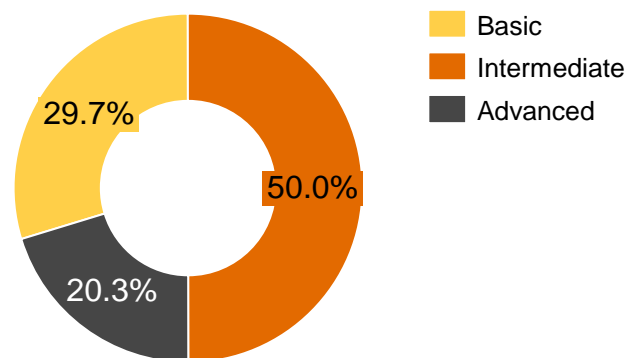


Technology Adoption in the Real Estate Industry

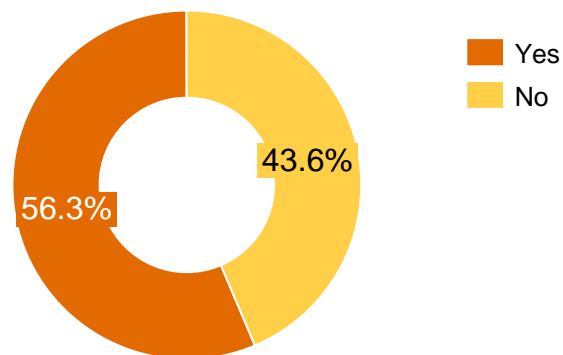
Increased tech use - % of the 64 respondents



Tech level - % of the 64 respondents



Training received - % of the 64 respondents

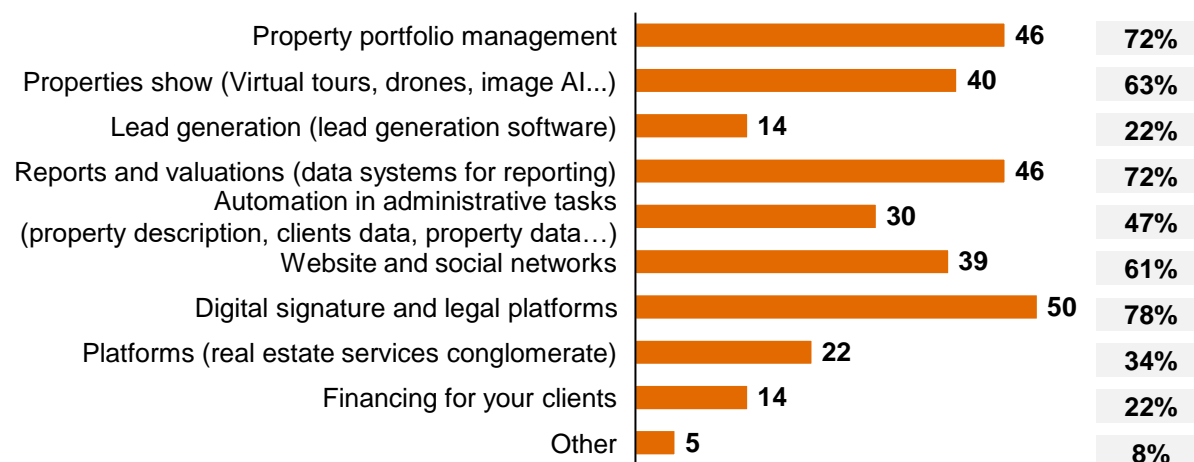


- 75% professionals increased technology usage in the past year, continuing the trend from previous years.
- Competency levels vary: 30% rate their tech proficiency as basic, 50% as intermediate, and only 20% as advanced.
- 44% never received specific training on technology usage in Real Estate.
- Existing training often lacks depth or focuses solely on tool usage, potentially hindering technology adoption.

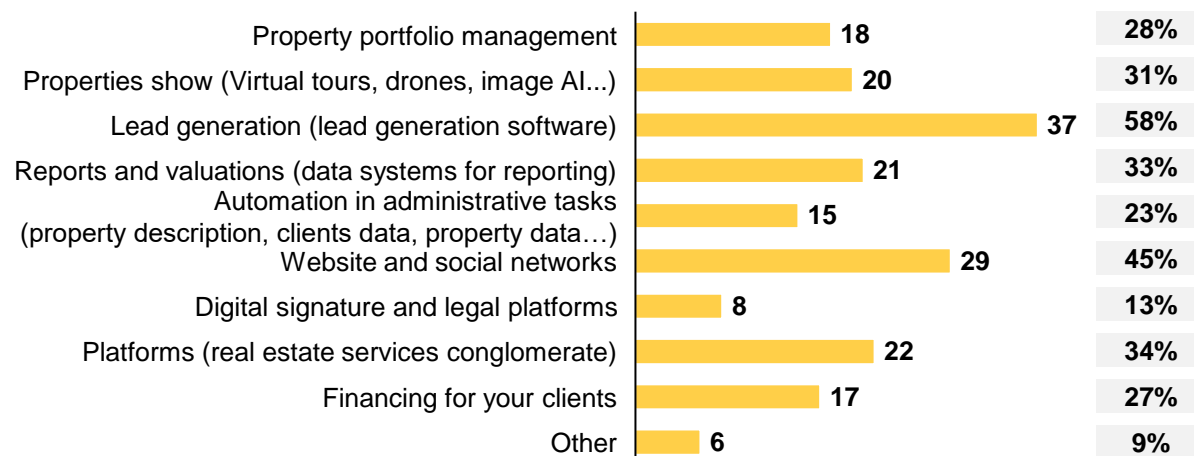


Technology Adoption in the Real Estate Industry

Processes changed thanks to technology - # and % of the 64 respondents



Processes professionals want to change thanks to technology - # and % of the 64 respondents



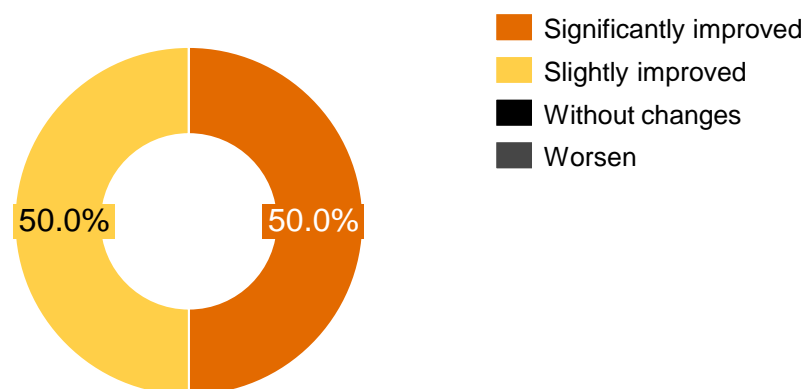
- Technology has notably enhanced digital signatures, portfolio management, and reporting and valuation processes.
- Professionals identify areas needing more training, notably lead generation and social media, both crucial for marketing.
- Addressing these solutions could significantly boost the industry's technological capabilities and competitiveness.



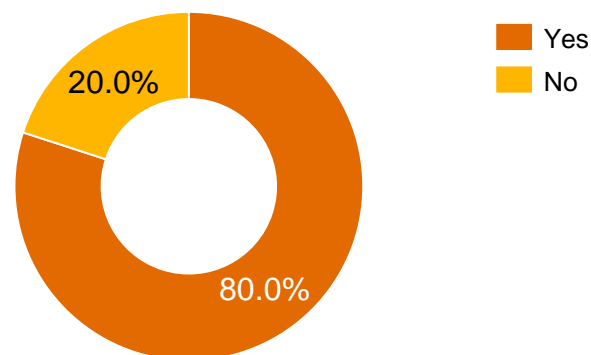
Impact of Technology on Real Estate Operations and client satisfaction

- 100% of professionals believe technology has improved efficiency. 50% perceive significant improvement, while the other 50% see slight improvement.
- 80% have noted increased client satisfaction since integrating new technologies.
- Positive ripple effects of technological integration throughout the industry.

Impact of tech use in RE operations - % of the 64 respondents



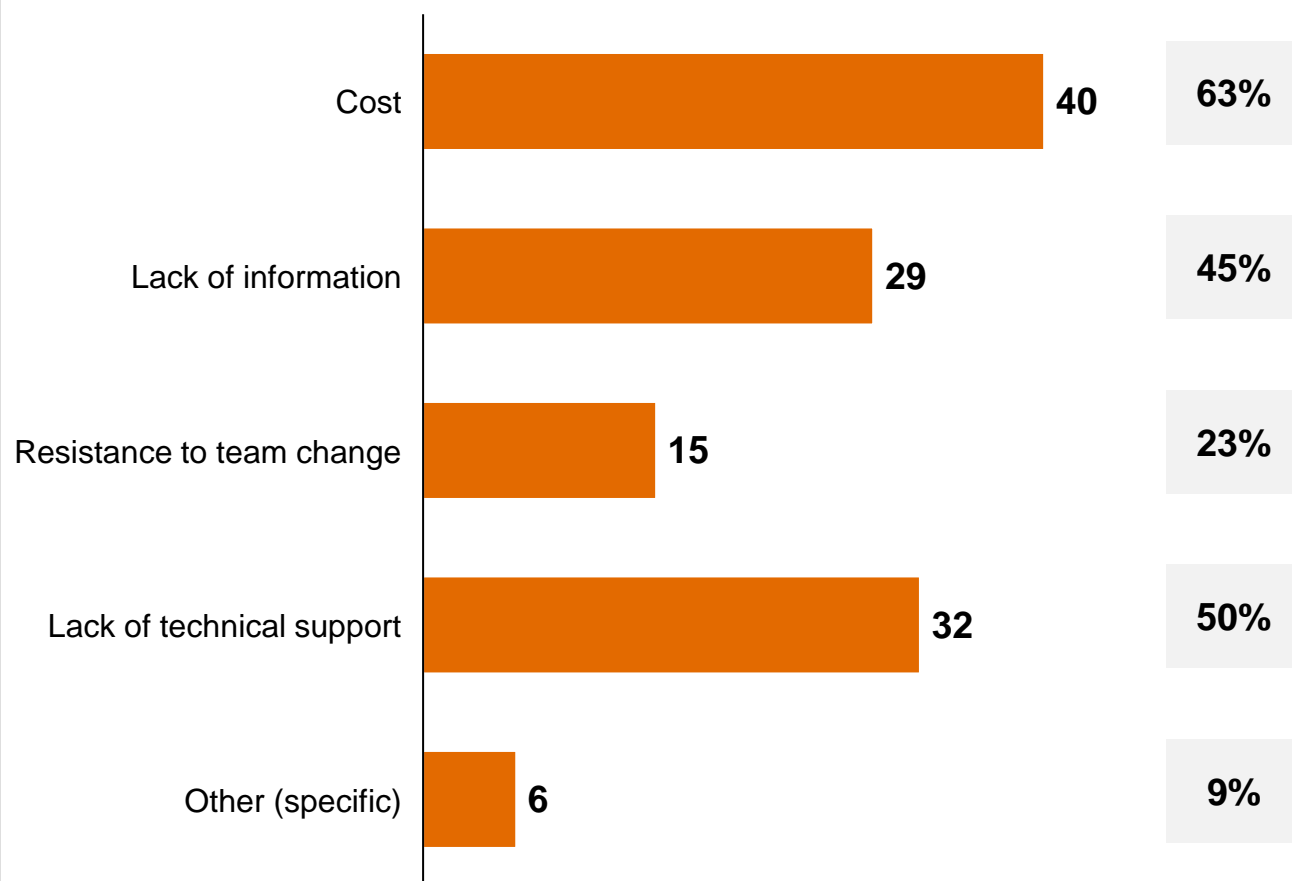
Impact of tech use in client satisfaction - % of the 64 respondents





Barriers to technological adoption

Main barriers to technological adoption - # and % of the 64 respondents



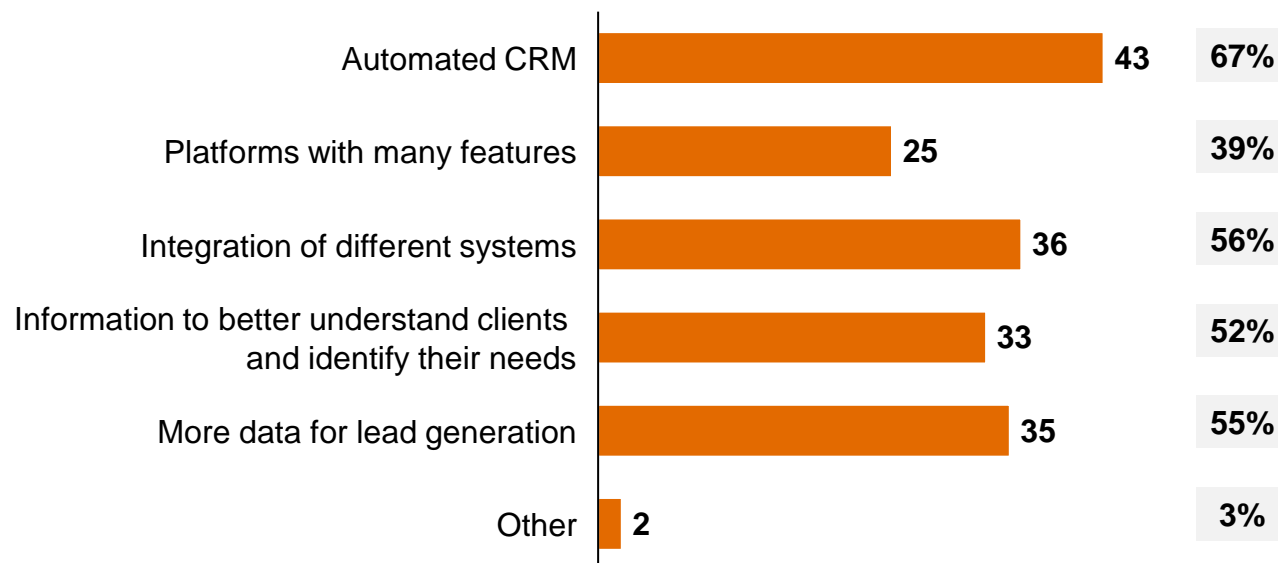
- The first barrier professionals express is the cost of PropTech solutions.
- The lack of technical support is the second challenge.
- Information Gap: Understanding ecosystem offerings (+500 companies) is challenging.
- The majority attribute adoption challenges to factors such as knowledge gaps and cost constraints rather than outright resistance to change.



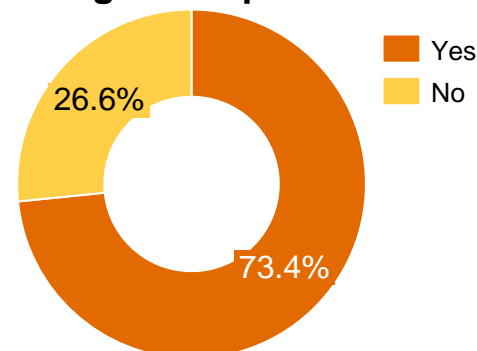
Future perspectives

- Professionals recognize the need for AI tools like chatbots and streamlined data integration into CRMs to improve client communication.
- Value placed on system automation and integration solutions to make operations efficient and reduce reliance on multiple platforms.
- Desire for access to more client and market data to inform better decision-making.
- Continued Technology Integration: Anticipation of high technology adoption rates in 2025, with 73% planning to embrace new technologies in the near future.

Key functionalities to be more effective - # and % of the 64 respondents



Planning new technologies adoption in near future - % of the 64 respondents



Survey insights

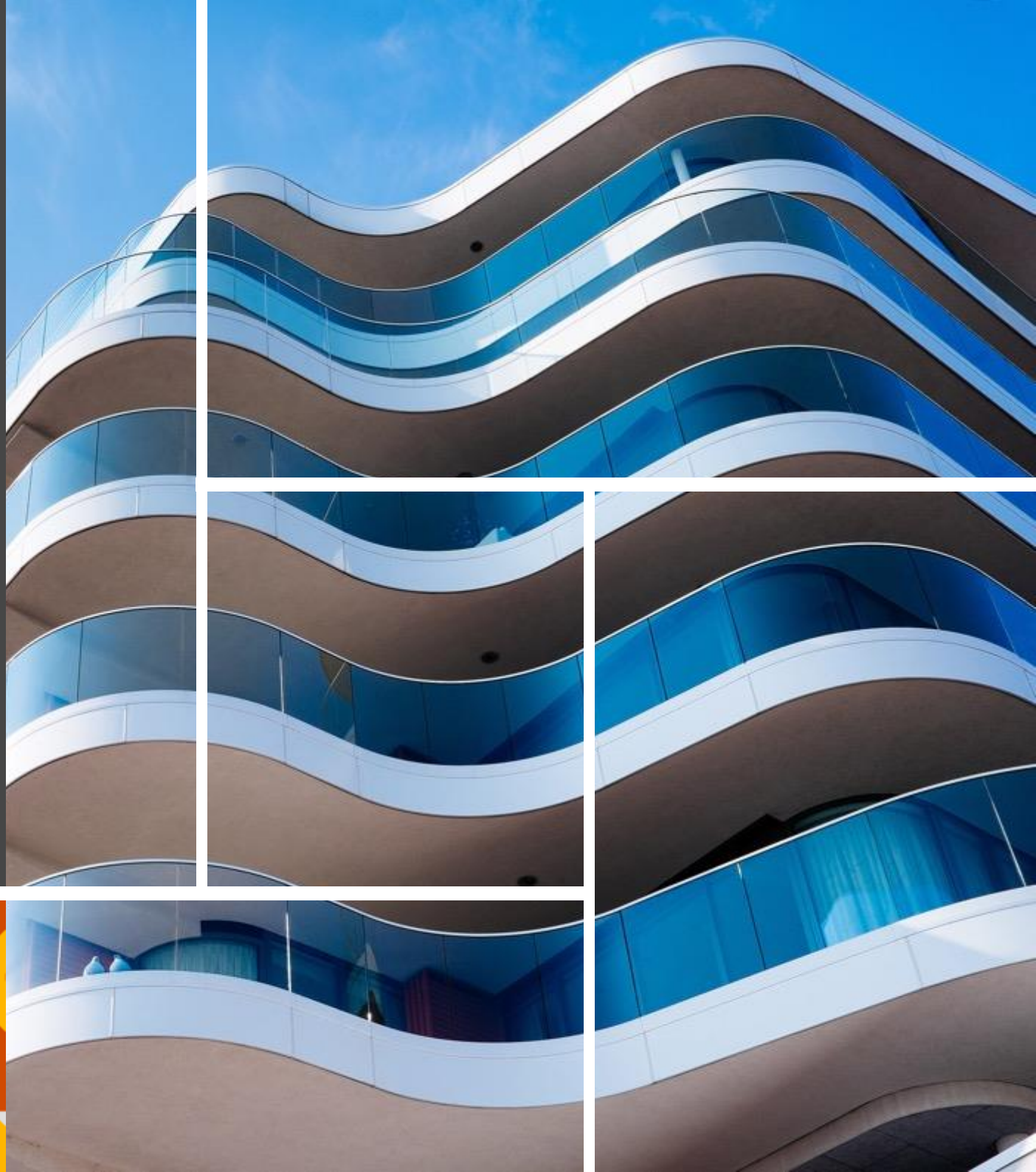


Professionals in the Real Estate industry are increasingly leveraging technology to boost efficiency and client satisfaction. Over the past year, 75% have embraced technology, resulting in an 80% increase in client satisfaction. Looking ahead, 73% plan to adopt new technologies in the near future. Notably, **70% are already using AI, with 56% intending to integrate AI tools soon.** These findings underscore a growing interest in advanced solutions, signaling the continuous interest towards greater innovation and competitiveness in the industry.



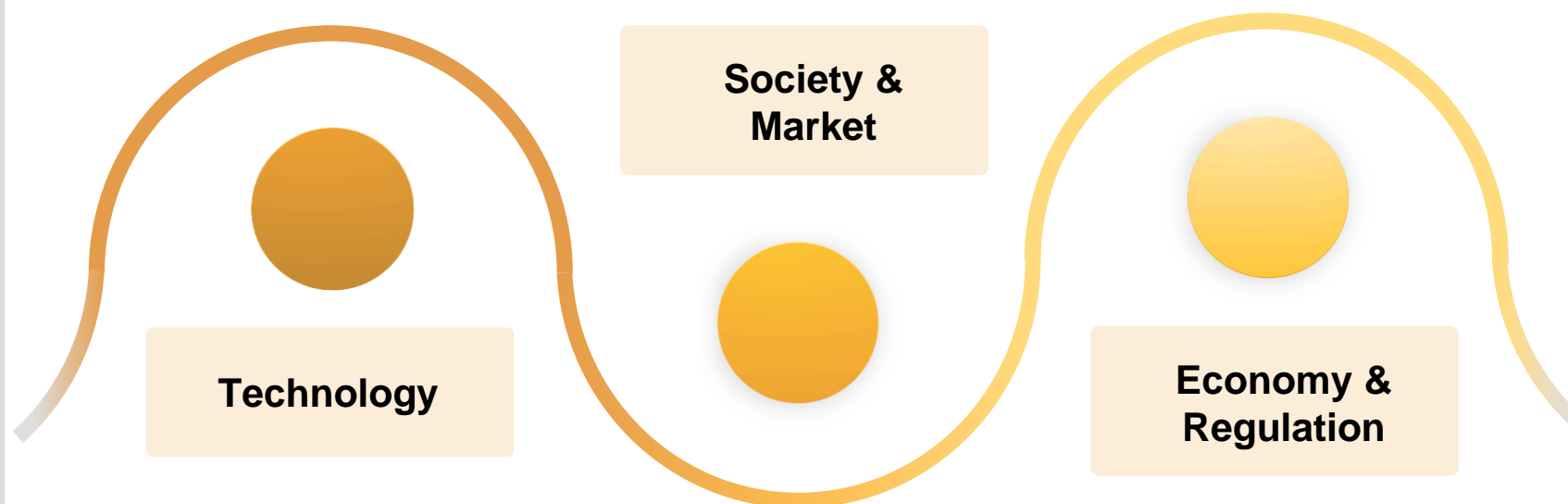


Main trends 2024





PropTech trends: Three changes pillars driving the Innovation





PropTech trends: Three changes pillars driving the Innovation

Technology

- Generative IA
- Blockchain
- IoT
- ClimateTECH
- ConTECH
- Cybersecurity
- Immersive Technologies
- Tokenization
- Smart Data

Society & Market

- Lack of property offer
- Sustainability
- Digital Natives
- Democratization of RE investing
- Senior Living
- Digital Nomads
- Labor Shortage
- Resource scarcity

Economy & Regulation

- Affordability
- Interest Rates
- New Taxes
- Housing Law
- NextGen
- Energy and Climate Change regulations
- Complex regulatory requirements



8

Main trends 2024



1

**Affordability is
Reshaping
Buying
Behaviors and
Strategies**

2

**Rise of
generative AI
and compute**

3

**Smart data to
drive value
creation**

4

**Marketplaces
searching the
transaction**

5

**Transactional
“Unicorn”
candidates
making
strategic pivots**

6

**Mid-term
rentals
transforming
the residential
rental market**

7

**Green is the
new Digital**

8

**Tokenization
of Real Estate**



1 Affordability is Reshaping Buying Behaviors and Strategies

BEFORE

Ready To Buy A Home



NOW

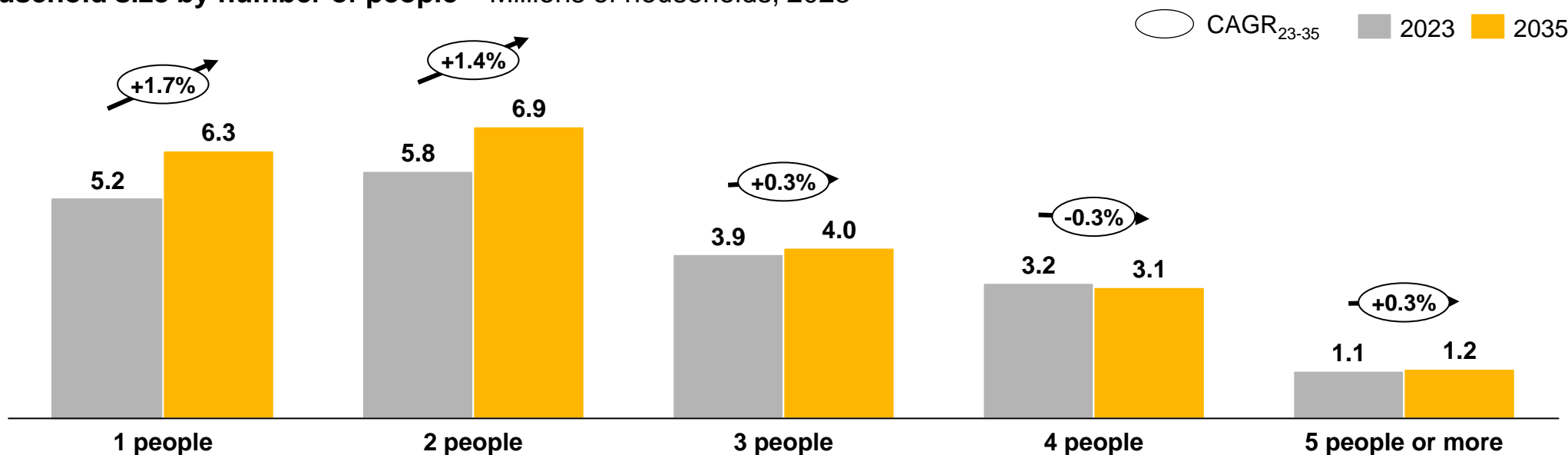
New fragmented models





Rise in the number of single-person households. According to INE, by 2035, 29% of households will be single-person

Household size by number of people – Millions of households, 2023

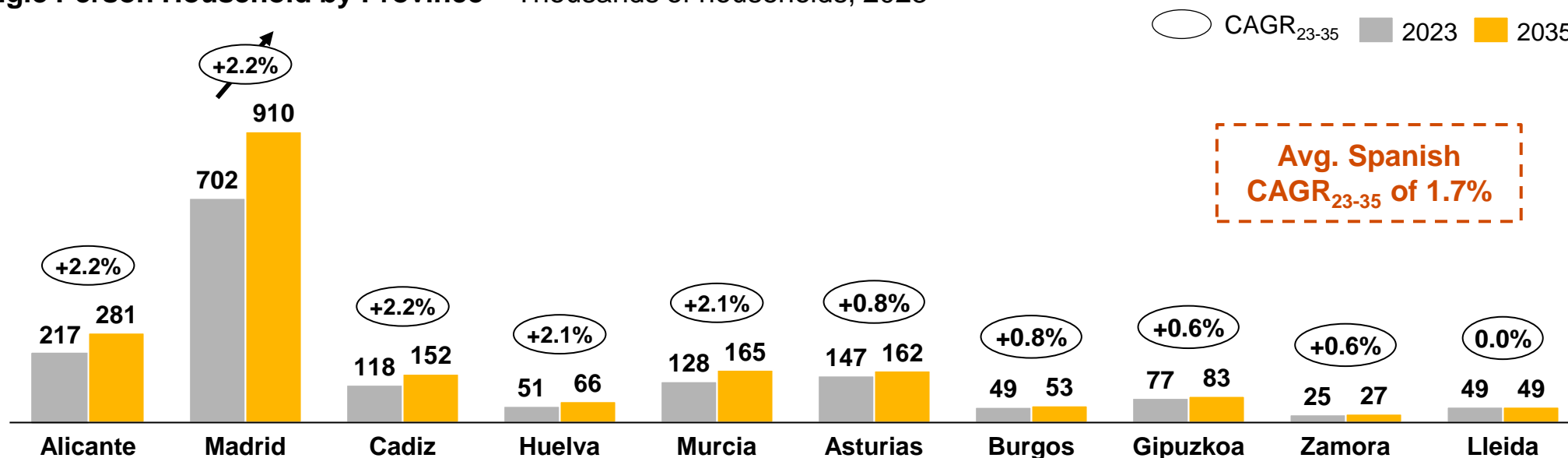


- In Spain, the rise in single-person households is a key factor driving demand for smaller housing units, fueled by an aging population, increasing divorce rates, and growth in the number of single individuals and widows.
- According to INE data, it is projected that by 2035, 29% of households will be single-person, up from the current 27% and 20% in 2002, presenting a new challenge for the Real Estate sector.



The rise in single-person households varies between provinces, with Alicante, Madrid and Cadiz having the highest growth

Single Person Household by Province – Thousands of households, 2023



- Although the rise of single-person households is widespread across Spain, it is not uniformly distributed.
- Provinces like Alicante and Murcia are expected to grow above the Spanish average of CAGR₂₃₋₃₅ 1.7%, while others such as Zamora and Lleida are expected to grow below average.



Rooms for Sale

Buy it for 360€/month
Become an owner
Sell it or rent it whenever you want!

People are joining forces with friends to afford to buy a house



48% of respondents would consider buying a home with a non-romantic partner. Among these, single people are 33% more open than married individuals to co-buying.

Top Reasons for Co-Buying a Home



65%
Passive
rental income



54%
Personal
residence



50%
Support
family



46%
Shared
property flip



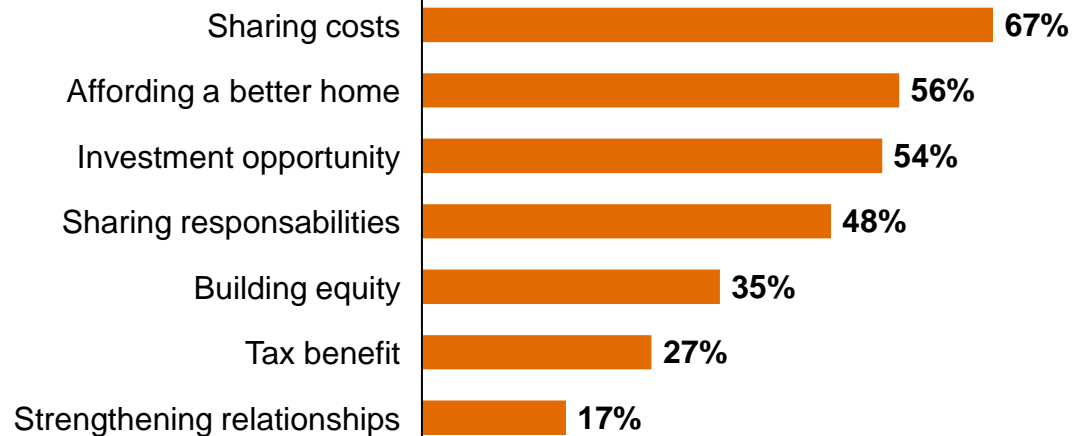
42%
Shared vacation/
secondary home



20%
Establish
commercial space

RISK
strategies
JW SURETY BONDS

Perceived Benefits of Co-Buying a Home – %



Top 5 Considerations for Co-Buying a Home

1



Trust in co-purchasers

2



Legal and financial security

3



Common goals

4



Relationships dynamics

5



Profit potential





2 Rise of generative AI and compute

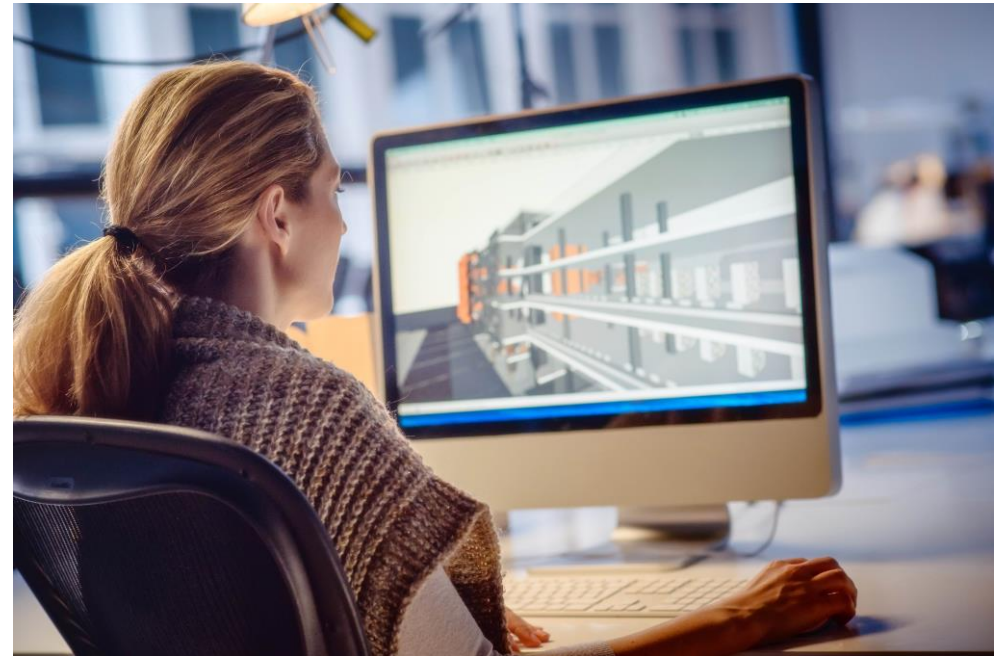
BEFORE

Long lead times for decision-making



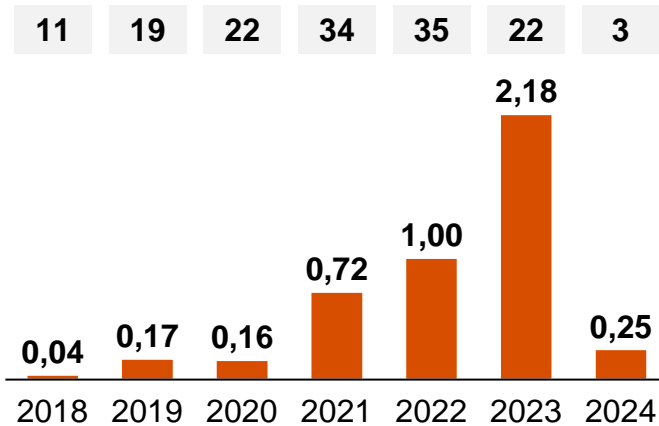
NOW

Multiple results and risk analysis in seconds



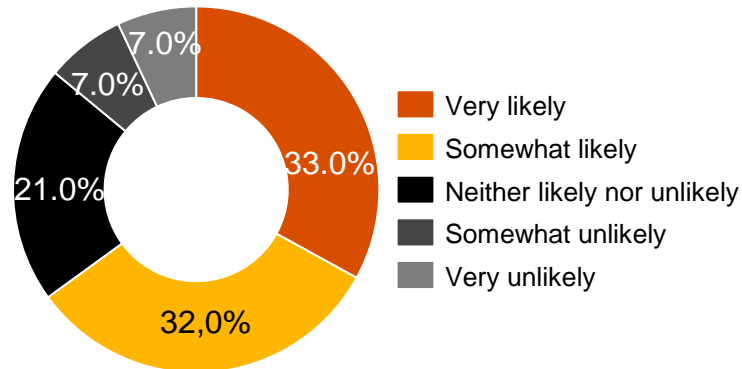
Rise of generative AI and compute

Global PE/VC-backed investments in generative AI – Transaction value \$bn and # deals



Source: S&P Global Market Intelligence

How likely are you to trust a business that uses artificial intelligence?



Source: Forbes Advisor

- AI becoming increasingly integrated into workflows.
- Declining costs of hardware enabling faster adoption of automation.
- Generative AI investments by private equity firms in 2023 double prior-year total,. The capital surge came as total private equity-backed M&A across all industries plunged in 2023
- Over 60% of the population will place their trust in businesses utilizing AI-based decision-making processes.



Smart data to drive value creation and decision making from RE market data, proprietary data and AI technology



Decision- making Intelligence – The Holy Grail of Real Estate Data technology

Players providing Marlet Data

- Idealista Data
- DataVenues
- Realitycs
- GSRAW
- Casafari
- Brains
- Mytraffic
- Betterplace
- Atlas RE
- Pickgeo
- Statefox
- Plataforma
- Residelia
- ...

- Declining costs of hardware enabling better data capture and faster adoption of automation
- New startups are emerging leveraging on IA to develop platforms

- Nowadays, getting access to market data in Spain is not differential anymore.
- In 10 years the number of players offering market data rises from 4 data to more than 20.

85 m2 rooftop
12h sunshine per day
1.3 MWh per day

164 m2 rooftop
12.5h sunshine per day
1.5 MWh per day

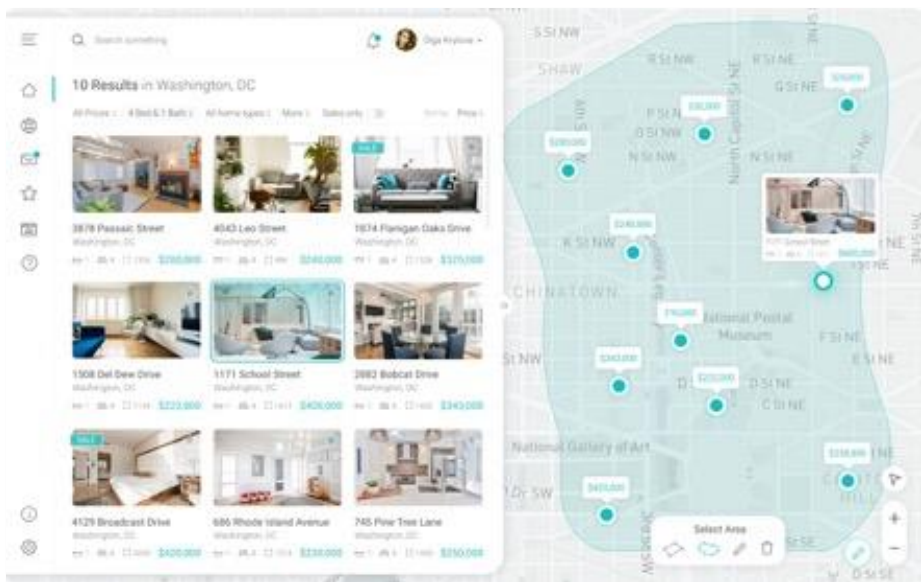
524 m2 rooftop
11h sunshine per day
0.43 MWh per day

4

Real estate classifieds are exploring ways to extend their business following the transaction while preserving their existing business model

BEFORE

Inform + compare + lead delivery



NOW

RE Agent Prescription

	AGENCE DU CHÂTEAU ★★★★★ 22 avis	144 ventes récentes
	IMMO 2000 ★★★★★ 18 avis	88 ventes récentes
	AGENCE DU SIÈCLE ★★★★★ 15 avis	80 ventes récentes
	NANTES COMMERCE IMMO ★★★★★ 10 avis	74 ventes récentes
	AGENCE DE LAPLACE ★★★★★ 8 avis	70 ventes récentes

Property for sale Inventory shortage has accelerated focus on generating value on seller leads. The taboo on commission sharing has ended



5 New purely transactional "unicorns" have transitioned from a rapid buy/sell approach to a strategy focused on maximizing revenues per transaction

BEFORE

Pure transaction models fever: ibuyers & digital brokers



NOW

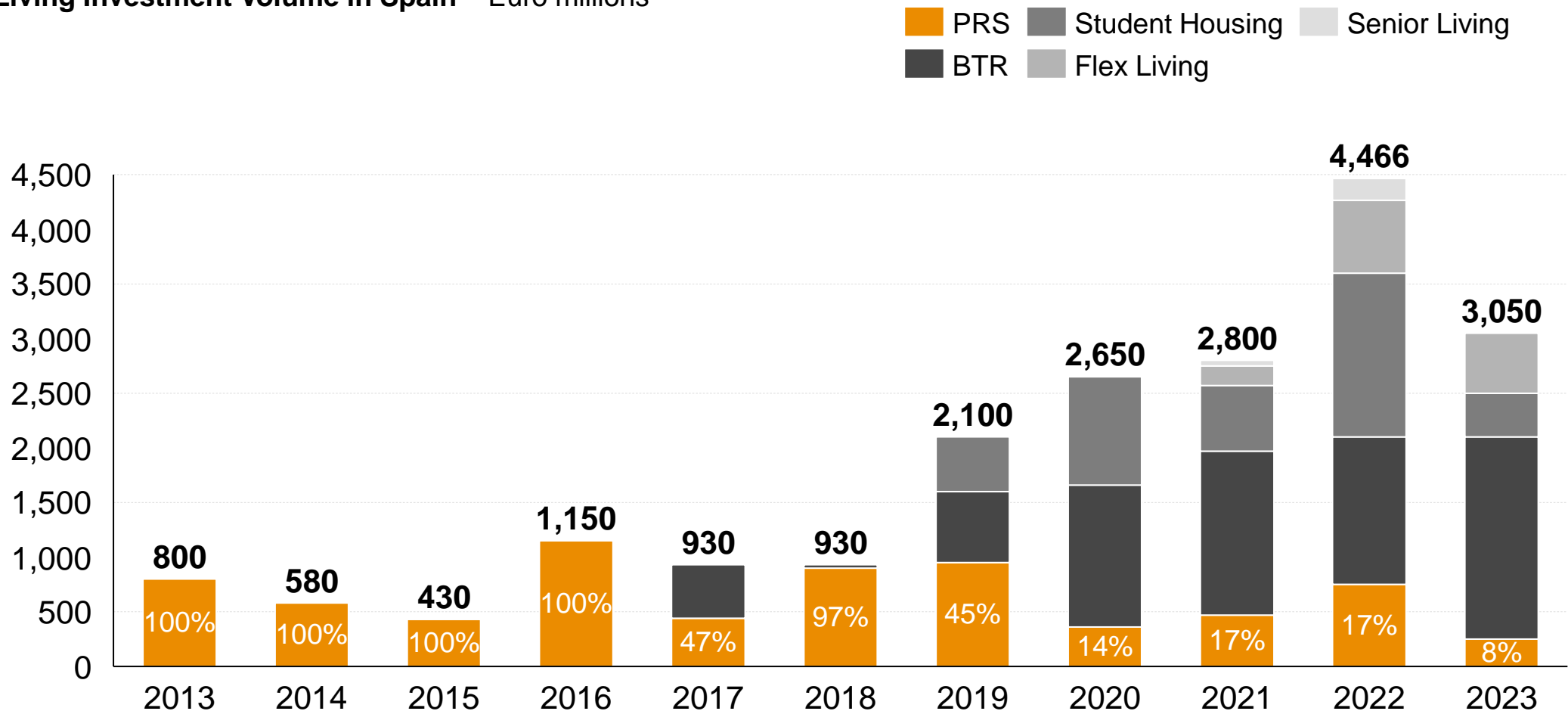
Operational Real Estate (ORE) growth





New housing trends focused on user needs have emerged, causing traditional living investment to lose ground against other more flexible and adaptable trends such as BTR, Student housing, flex living and senior living

Living Investment Volume in Spain – Euro millions



6 Mid-term rentals are transforming the residential rental market

BEFORE

Old office-based work model



NOW

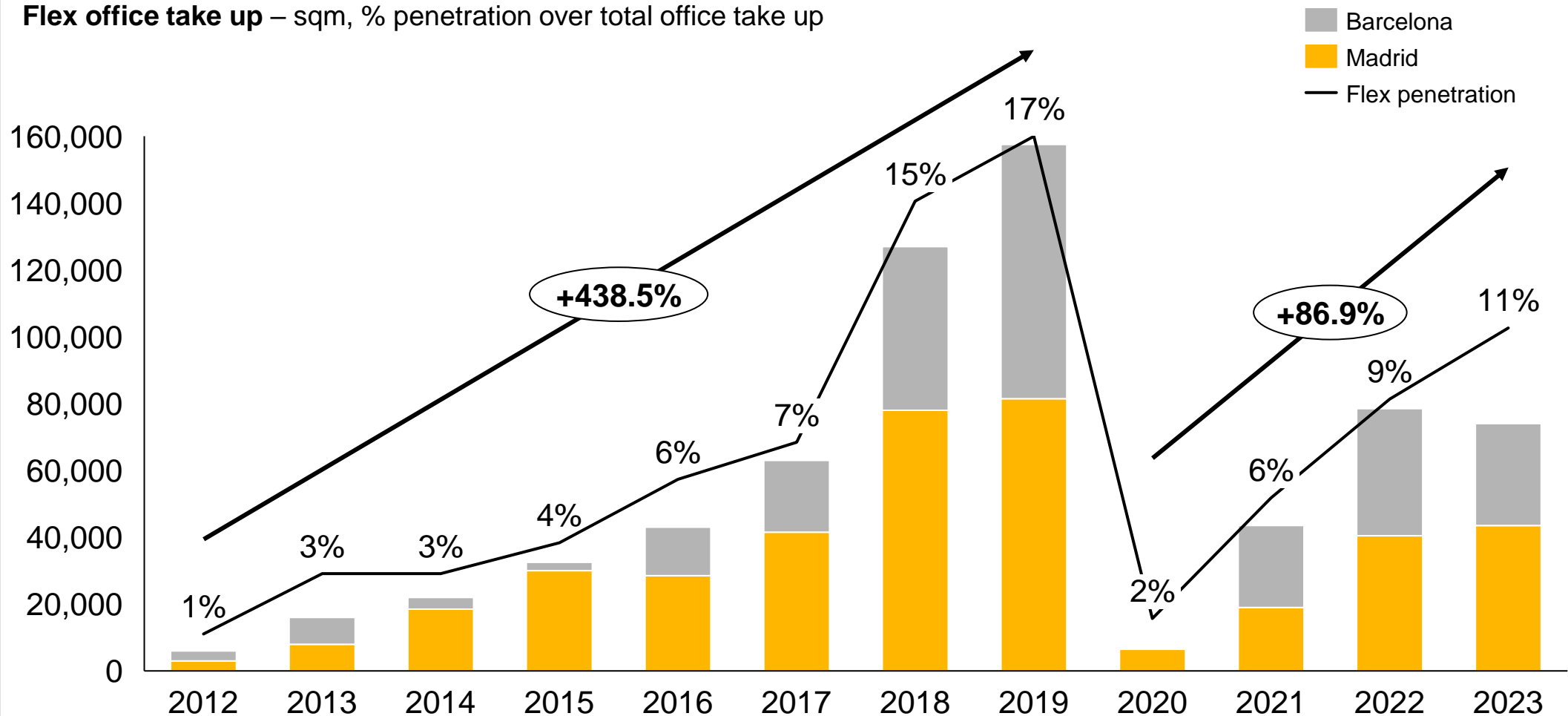
Digital Nomad





Under the growing demand for more versatile and cost-effective spaces, flexible offices have emerged as a permanent alternative to conventional office environments, preferred by both startups and large companies, demonstrating higher occupancy rates

Flex office take up – sqm, % penetration over total office take up





Ranking best to be a digital nomad



RANK	COUNTRY	TAXES	TAX-FREE PERIOD	INTERNET SPEED	MINIMUM INCOME	LIVING COST	HEALTH SCORE	D.NOMAD SCORE
1st	<u>Spain</u>	15%	Six months	248.25	2,140	673.7	60.9	4.50
2nd	<u>Argentina</u>	0%	Full visa	111.23	2,500	418.5	54.4	3.78
3rd	<u>Romania</u>	0%	Full visa	260.97	3,300	539.7	45.7	3.74
4th	<u>UAE</u>	0%	Full visa	256.04	5,000	917.0	39.6	3.65
5th	<u>Croatia</u>	0%	Full visa	109.27	2,539	686.8	48.8	3.62
6th	<u>Portugal</u>	20%	Six months	205.11	3,548	618.0	54.7	3.58
7th	<u>Uruguay</u>	0%	Full visa	177.74	NA	812.1	40.3	3.55
8th	<u>Malta</u>	0%	Full visa	188.55	2,700	781.4	40.2	3.47
9th	<u>Norway</u>	22%	Six months	186.61	2,977	1,098	60.2	3.25
10th	<u>Andorra</u>	10%	No tax free	170.11	NA	736.6	34.7	3.20

Source: Digital Nomad Index by Visa Guide

- Spain is the most attractive country for digital nomads. In the US alone, there are more than 17 million of them.
- According to The Economist, Europe is A varied continent with good Wi-Fi and few internal borders.
- The average stay of this type of segment is 60 days.



Recent legislation changes and new restrictions to regulate touristic and long-term rentals are accelerating mid-term rentals market

REAL-ESTATE MARKET

Housing Law: all the keys to the text approved today by Congress

BEATRIZ FRIEND 27 APR. 2023 - 09:42



Comment

PUBLICIDAD



LAST MINUTE

- 18:21** The Marshall Wace fund increases its short positio...
- 18:09** Powell sees Fed likely to keep rates at current level...
- 18:05** Ibercaja Pensión creates a commercial department f...
- 17:53** Port of Bilbao completes its expansion to the Abra...
- 17:48** Estonia prevents the EU from involving platforms...



Sánchez together with the Minister of Transport, Mobility and



Isabel Rodríguez, Minister of Housing and Urban Agenda, during the Government Control Session in the Senate / CARLOS L.

5 It is read in minutes

Un artículo de Gabriel Santamarina

Madrid
February 27, 2024 at 12:34. Updated at 17:13



The **Ministry of Housing** presents the **rental price reference index**. This new rental price control mechanism comes to light nine months after the approval in the Congress of Deputies of the **Housing Law**, the first regulation of democracy that regulates the residential market. This new index, which will be published today and will come into effect after ten days, will limit the maximum price of rental contracts in areas that are declared stressed in two cases: the indicator **will affect large holders** (landlords with more than five or ten properties depending on the autonomous community) or to **homes** that have **lost their status of habitual residence** in the autonomous community or to **tourist homes** that return to the residential market.

PUBLICIDAD

bankinter



Mid-term rentals skillfully balance cost-effectiveness, flexibility, and adaptability within a dynamic market

Rental

	Long Term	Mid Term
Lenght	1-4 years	32 days - 11 mon
Rental Yield	Mid	High
Demand	Very High	High
Rotation	Low	High
Flexibility	Low	Very High
Management	Mid	High
Maintenance	Low	High
Cost	Low	Mid
Fiscality	Good	Good
Stability	High	Mid-High
Restrictions	No	Barrio-Ciudad
Legislation	Ley de Arrendamientos Urbanos	Two parties agreement





7 Green is the new Digital

BEFORE

Brick & Mortar



NOW

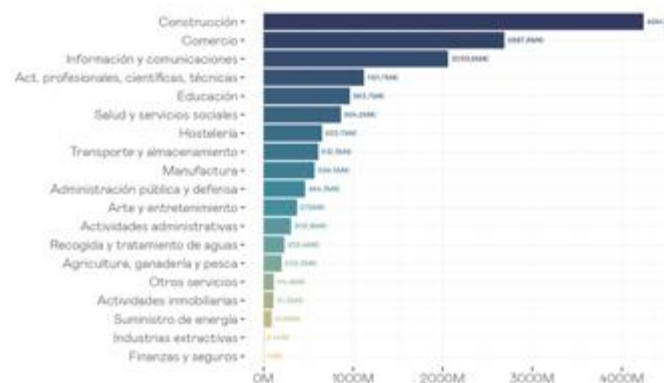
ClimateTECH new era





Increased focus on sustainability segments

Cómo se ha distribuido el dinero concedido en licitaciones y subvenciones asociadas con fondos NextGenEU - A 31 de enero
Entre empresas privadas y entidades públicas



Fuente: EasdaEUPol con datos recogidos de fuentes oficiales.

Licitaciones y subvenciones asociadas con fondos NextGenEU concedidas por sector de actividad específica - A 31 de enero

Categoría	Actividad específica	Millones de €
Comercio	Comercio al por mayor, excepto de vehículos de motor	1655,1
Construcción	Act. de construcción especializada	1623,6
Construcción	Construcción de edificios	1425,2
Construcción	Ingeniería civil	1192,6
Educación	Educación	963,7

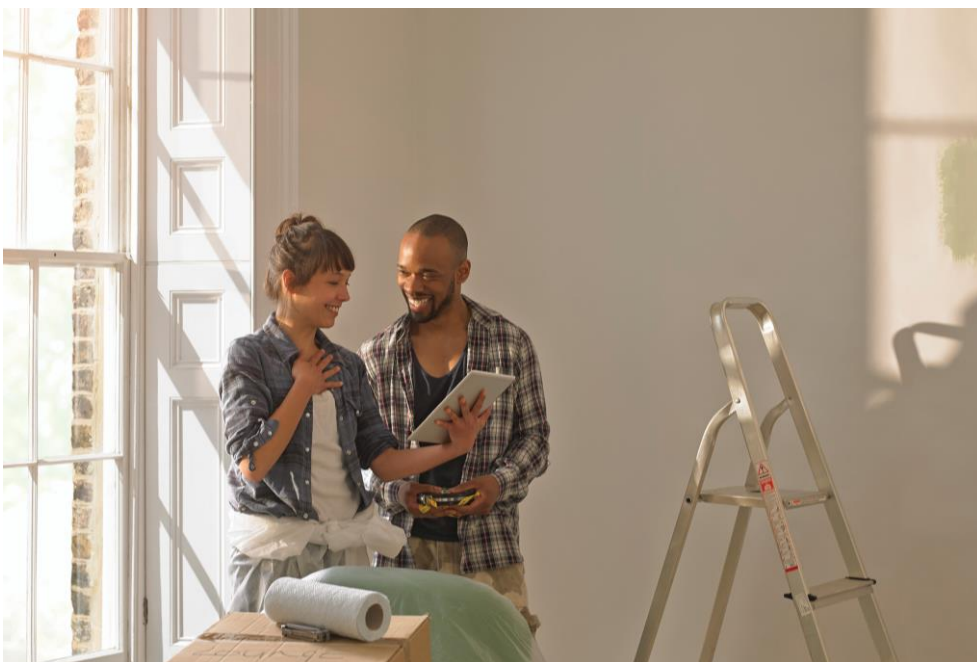
- Rapid emergence of startups addressing specific problems in Grid, solar, water and other infrastructure segments.
- Sustainability startups starting to gain traction.
- Construction accounts for more than €4 billion of NextGen EU funds, almost doubling its predecessor in the ranking. That is, 25% of total.



8 Tokenization of Real Estate assets

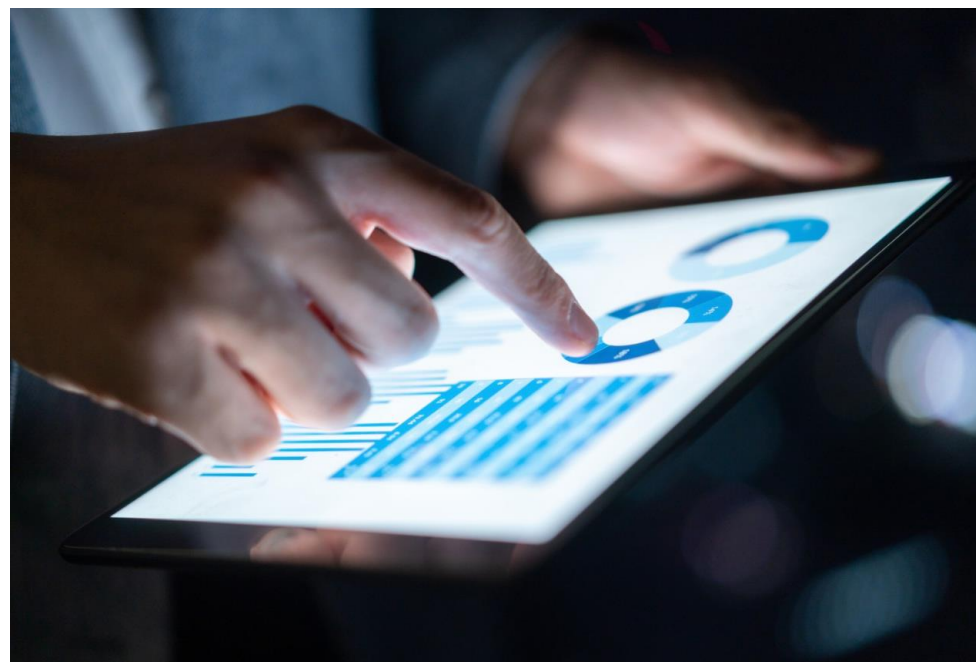
BEFORE

One clear ownership



NOW

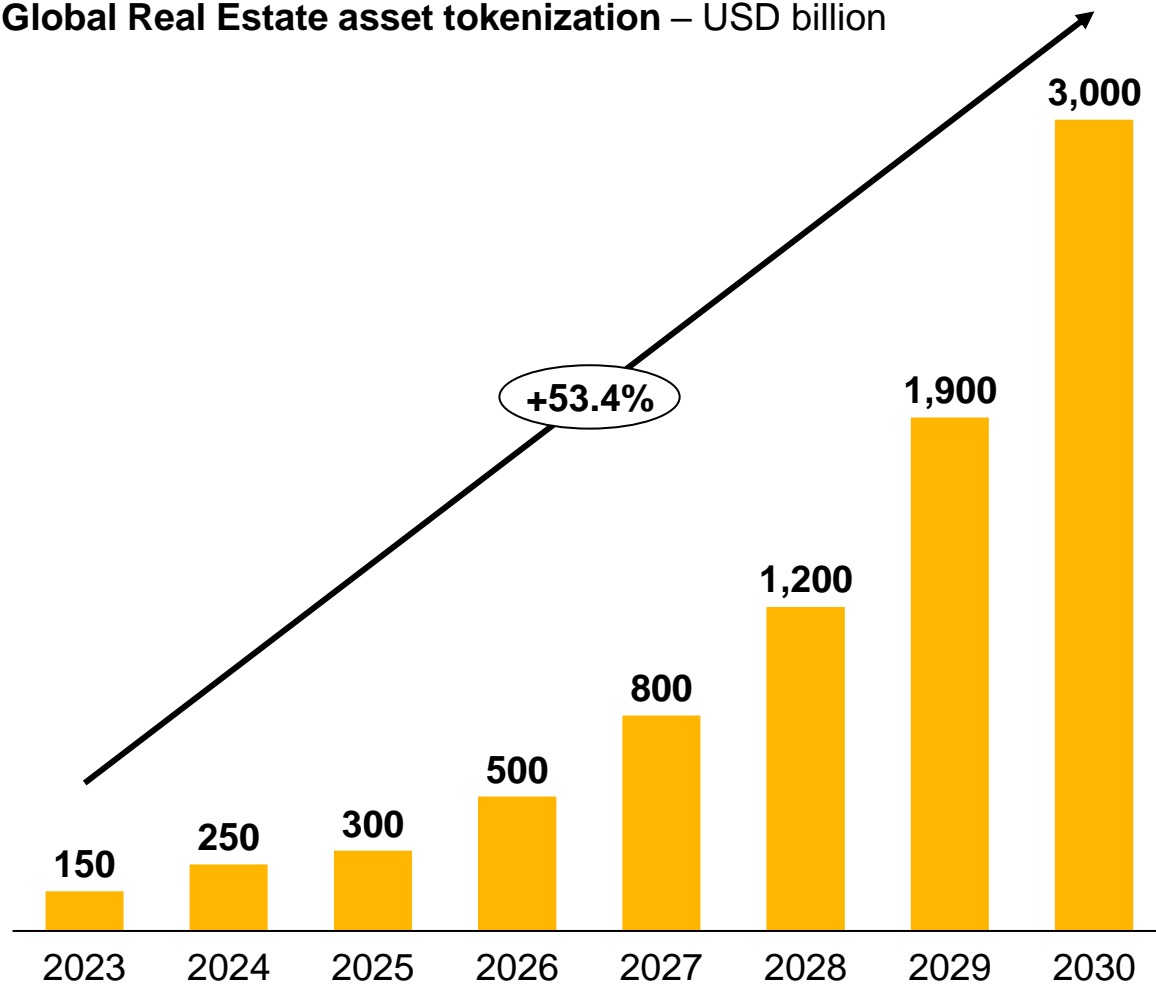
Ownership into multiple shares





Tokenization is quickly gaining traction in the Real Estate sector

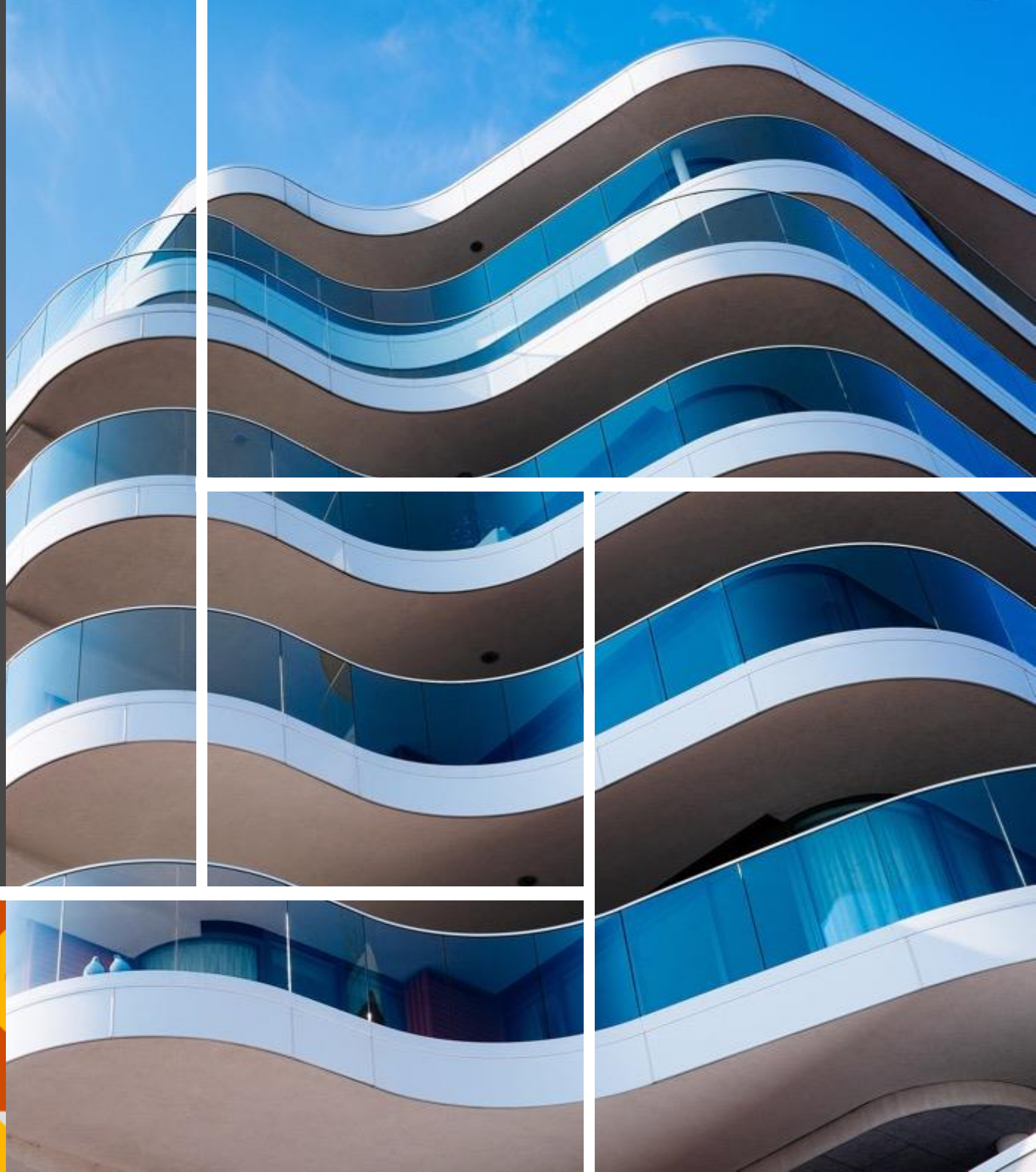
Global Real Estate asset tokenization – USD billion



- Tokenization of Real Estate assets is expected to reach at least 3 billion by 2030 globally. In addition, it is anticipated to dominate the tokenized market given the size of the underlying market and high use case prevalence.
- Unparallel potential in the Real Estate sector. It is creating a new venue for trading Real Estate, dividing ownership into multiple shares that can be bought and sold with immediate effect in a liquid market, therefore having the potential to democratize access to Real Estate investment.
- Tokenization is quickly gaining traction in the Real Estate sector, and traditional Real Estate institutions are partnering with technology providers to explore the tokenization of debt or equity. As more and more technology-backed Real Estate projects come to fruition, we expect that Real Estate investment will be invigorated by increased investor access to quality property asset.



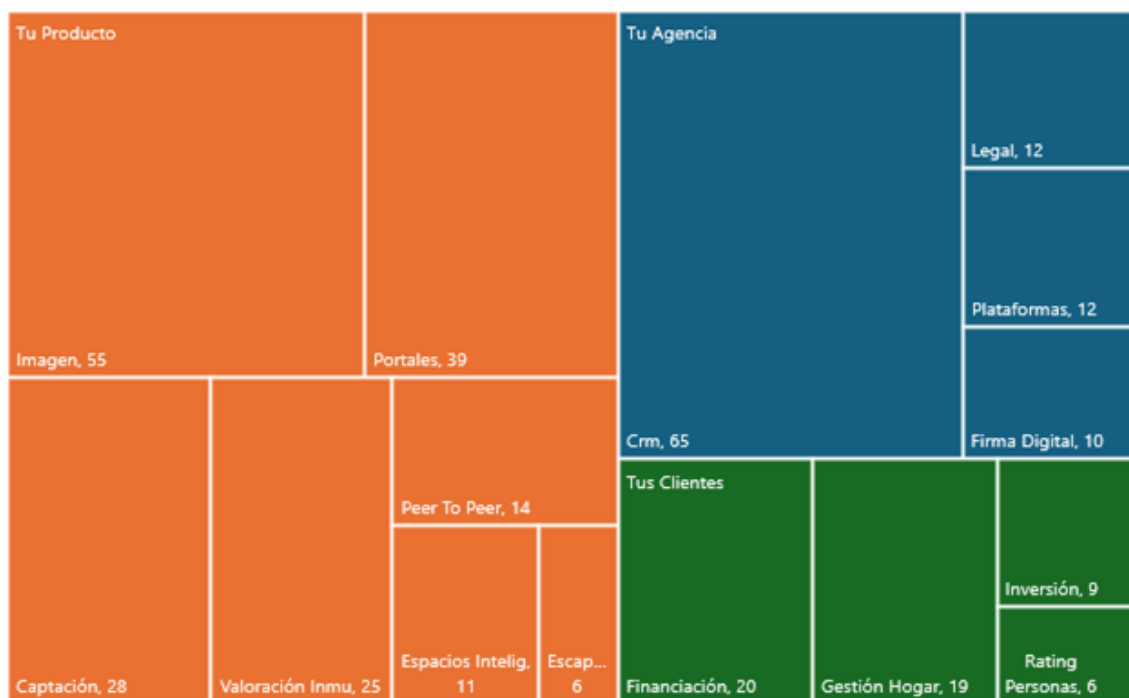
PropTech Map





B2B PropTechs in Spain

Types of B2B startups

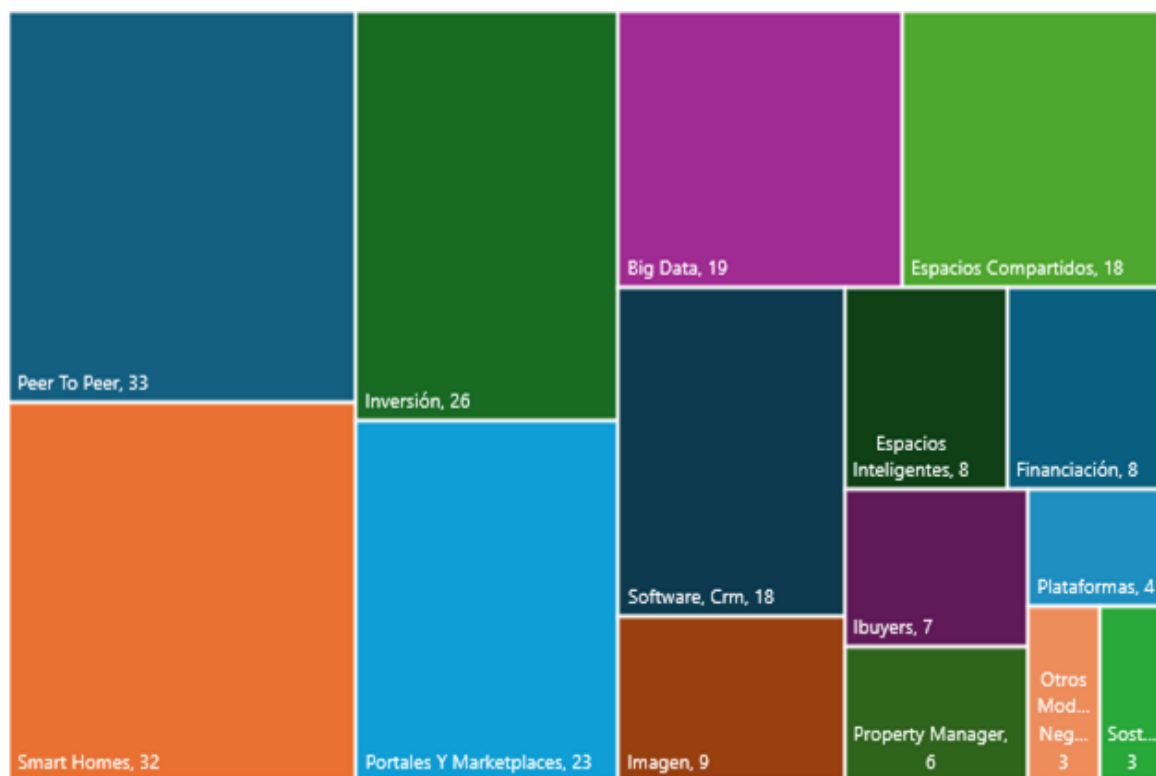


- B2B startups comprise 60% of the total startup ecosystem in Spain. Sector more stable than B2C counterparts.
- 54% (177 companies) focus on Real Estate product showcasing and marketing. High competition in this sector, especially in image, valuation, and portal subsectors.
- Second largest sector: services for Real Estate agencies, with 98 companies (30%). CRM solutions are prominent due to sector saturation; once adopted, tend to remain in use.
- Third sector: solutions for clients, with 54 companies (16%). Likely the sector with the most opportunity for growth among the three.

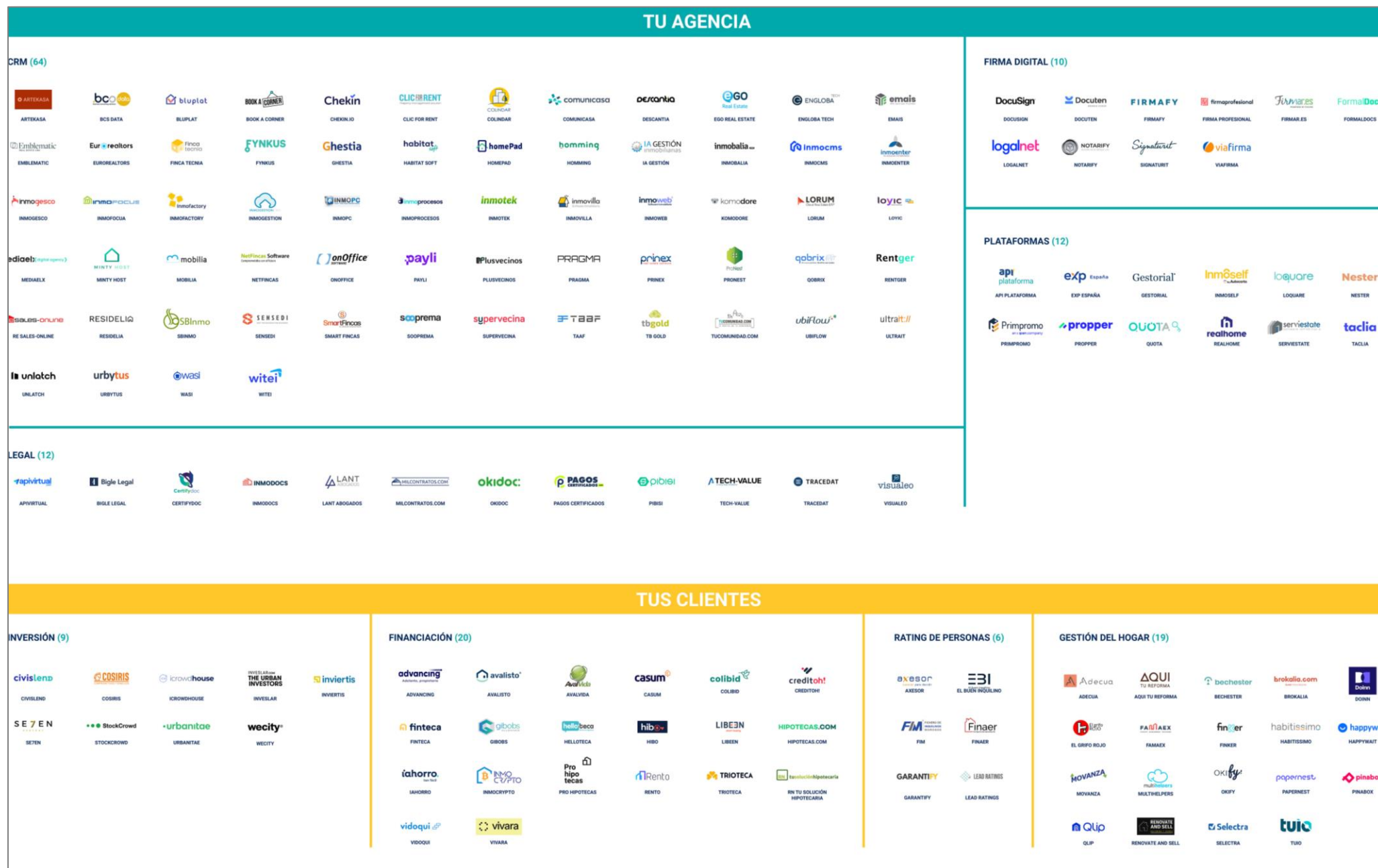


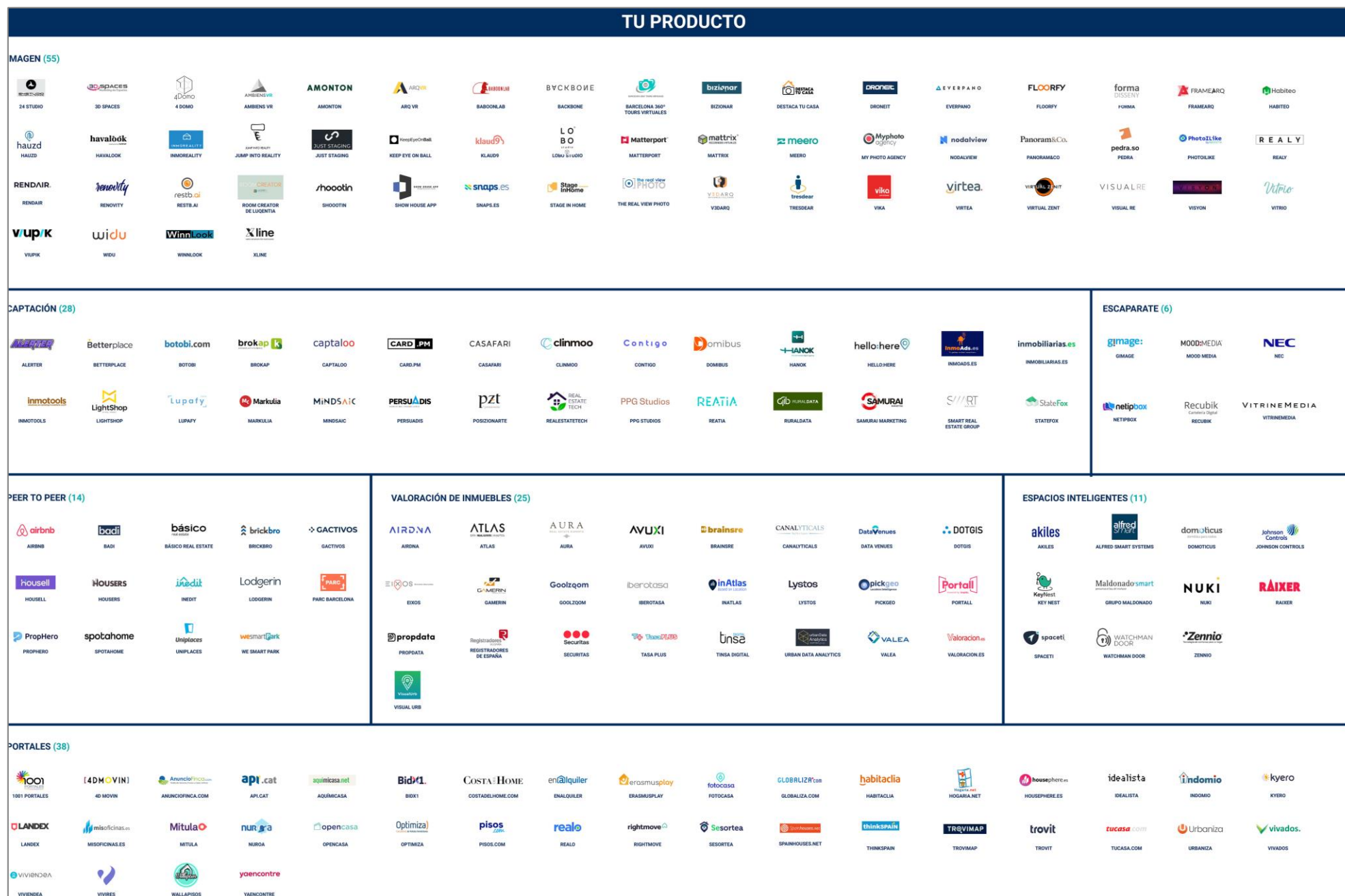
B2C Segment overview

Types of B2C startups

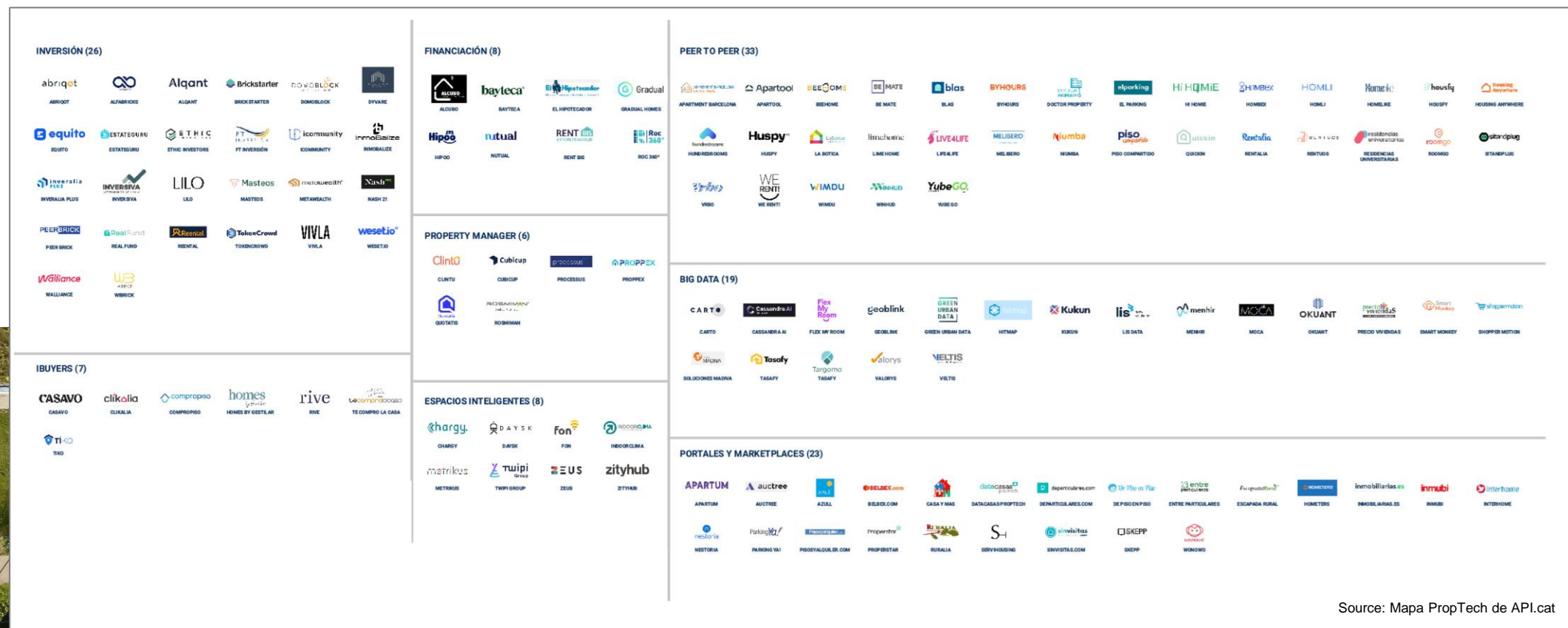


- Represents 40% of the total startup ecosystem.
- Slightly weaker than B2B segment; B2C experiences a 10% disappearance rate compared to 7% in B2B.
- Four Major Categories:
 - Financing solutions: Crowdfunding, housing access, reverse mortgages, property sharing, ibuyers, etc.
 - IoT applications: Smart homes, intelligent spaces, sensor technology, control software, imaging, etc.
 - Shared spaces: Coliving, cohousing, and their variations.
 - Peer-to-peer connections: Direct user-to-user connections without intermediaries. Includes software for rental management, private portals, peer-to-peer platforms, etc.

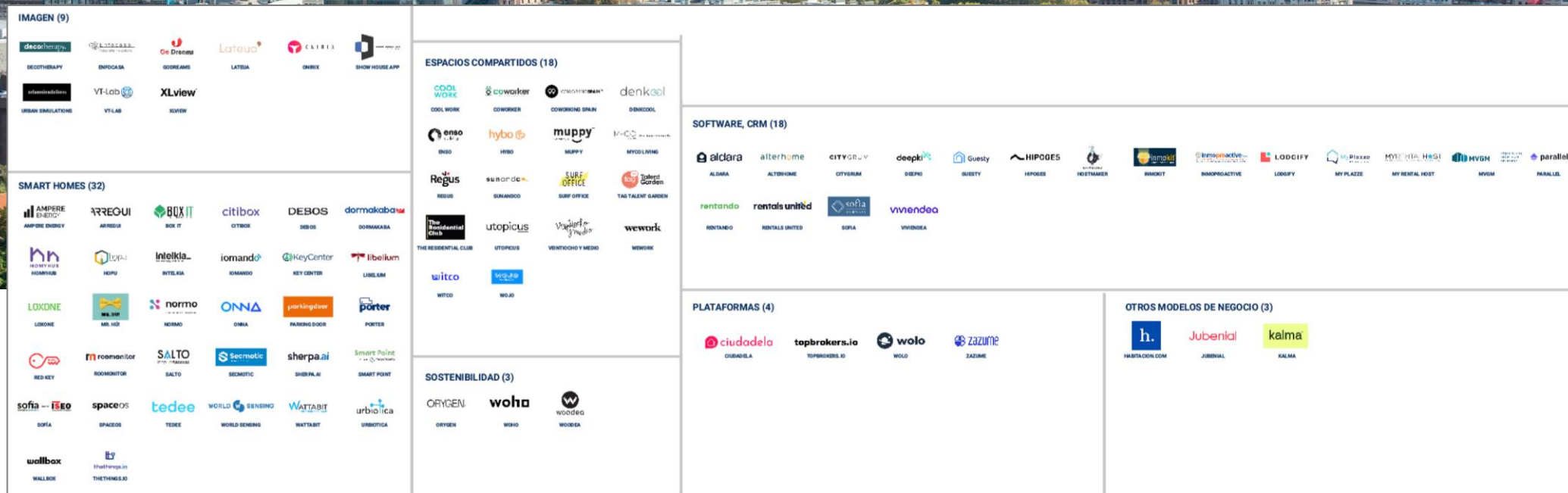




Source: Mapa PropTech de API.cat



Source: Mapa PropTech de API.cat



Source: Mapa PropTech de API.cat



TheFringe/LABS



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