

# Gen Z buyers are entering the real estate market with gusto

Let's understand the aspirations of Gen Z homebuyers and their impact on real estate in India

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Generation Z aka Gen Z is the newest demographic set to revolutionise the real estate market as we know it. This tech-savvy and socially conscious generation was also the one that had an early introduction to investments and financial planning, thanks to their entrepreneurial bent. And thus, they are eager to take steps towards homeownership, especially as age is on their side.

"For Anarock's Consumer Sentiment Survey, 5,510 people were surveyed, of which seven per cent were Gen Z. About 25 per cent of Gen Z participants stated they would buy a home with their capital gains from other asset classes, indicating a growing interest in homeownership among the younger population. Meanwhile, 36 per cent said they would spend their capital gains on travel, and 35 per cent preferred to invest in starting a new business," shares Prashant Thakur, regional director, and head-research, Anarock Group.

Anshuman Magazine, chairman and CEO, India, Southeast

**Aspects such as wellness, safety, and sustainability, once peripheral, are now central to homebuyers' considerations. Projects integrating healthcare facilities are gaining traction, reflecting a shift towards holistic living preferences. For Gen Z buyers in India, financial prudence is paramount. Developers are adapting to these trends by identifying and aligning with evolving city centres and employment hubs, recognising the importance of proximity to these areas in attracting Gen Z buyers**



Asia, Middle East, and Africa, CBRE shares, "A recent CBRE study revealed that over half of Gen Z individuals plan to move to buy a new home within the next two years rather than rent, indicating a forthcoming surge in housing demand driven by this younger cohort. This is evident from strong sales data for 2022 and 2023. Gen Z buyers are strongly inclined towards urban locations, particularly those near city centres, seeking better surroundings and enhanced job prospects."

## Sustainability at the forefront for Gen Z

There is a growing demand for sustainable solutions as well. "Gen Z homebuyers are in need of properties that are not only sustainable, but also exhibit efficient operational capabilities. They prioritise energy-efficient appliances and systems like solar panels and smart home technology to lower their carbon footprint and energy utility costs for the long term. Gen Zs highly value proximity to urban amenities; they would rather

## GEN Z TRENDS

A recent survey reveals that a significant portion of Gen Z is interested in homeownership, with 25 per cent indicating they would use their capital gains to buy a home. Gen Z homebuyers prefer urban locations near city centres for better surroundings and enhanced job prospects. Gen Z buyers show a preference for newly launched properties over ready homes. Wellness, safety, and sustainability are crucial considerations for these homebuyers

live in places that have walkable neighbourhoods and are next to public transport and recreational spots," asserts Aman Gupta, director of a real estate company.

## Two-BHKs over three-BHKs

The recent Anarock survey also revealed an interesting factor; while the overall survey showed an inclination towards three-BHKs over other types of houses, the Gen Z age group showed a preference for two-BHKs. "Another notable trend seen was that these buyers prefer to buy newly launched properties

over ready homes," mentions Thakur. This is mostly because newly launched projects mean lower entry point and flexible payment plans.

## Amenities are key

Magazine mentions, "Aspects such as wellness, safety, and sustainability, once peripheral, are now central to homebuyers' considerations. Projects integrating healthcare facilities are gaining traction, reflecting a shift towards holistic living preferences. For Gen Z buyers in India, financial prudence is paramount. Developers are adapting to these trends by identifying and aligning with evolving city centres and employment hubs, recognising the importance of proximity to these areas in attracting Gen Z buyers."

"Realtors too are adopting diverse strategies to attract Gen Z luxury homebuyers, focusing on technology integration, flexible floor plans, seamless indoor-outdoor designs, and sustainability," shares Pavan Kumar, founder, and CEO of a real estate company.