



# BRANDED RESIDENCES

EUROPE 2025

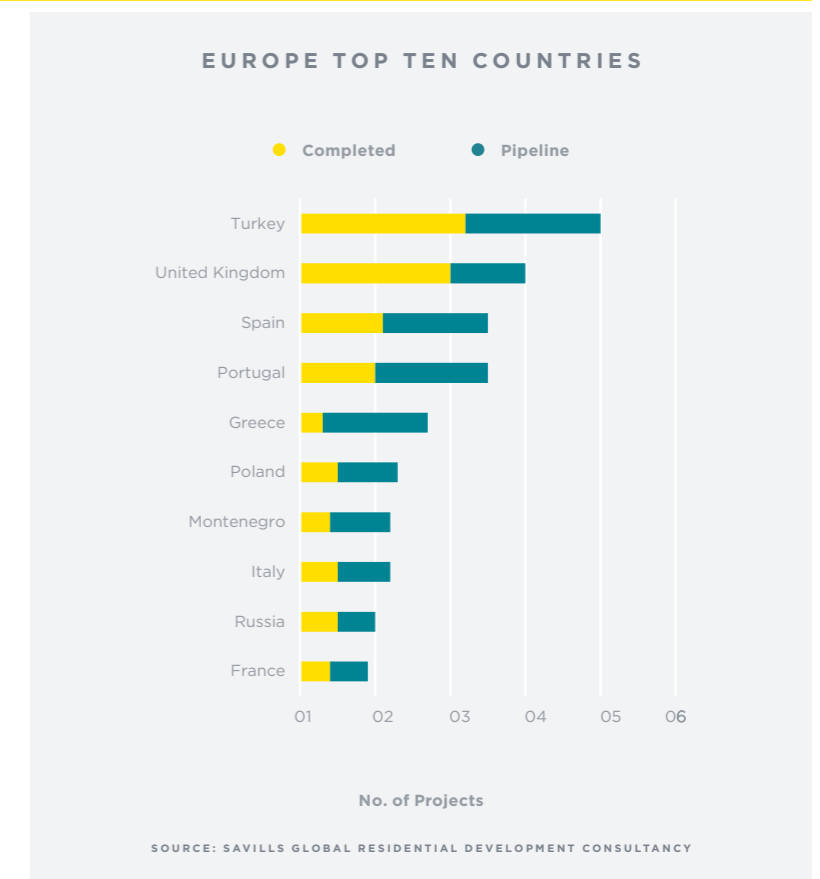
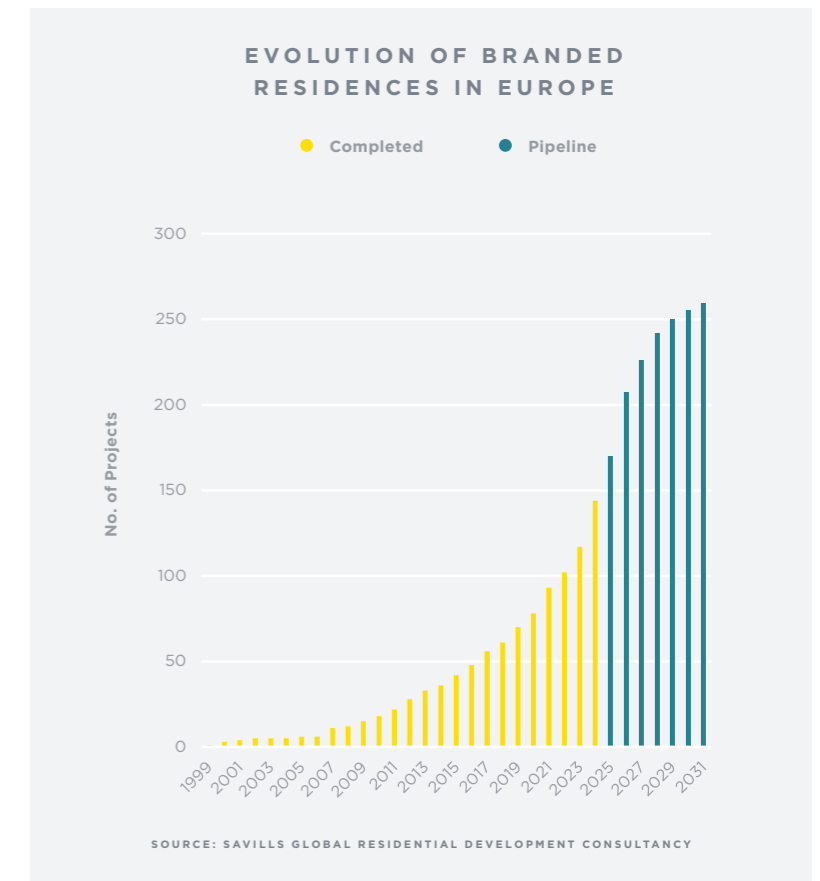
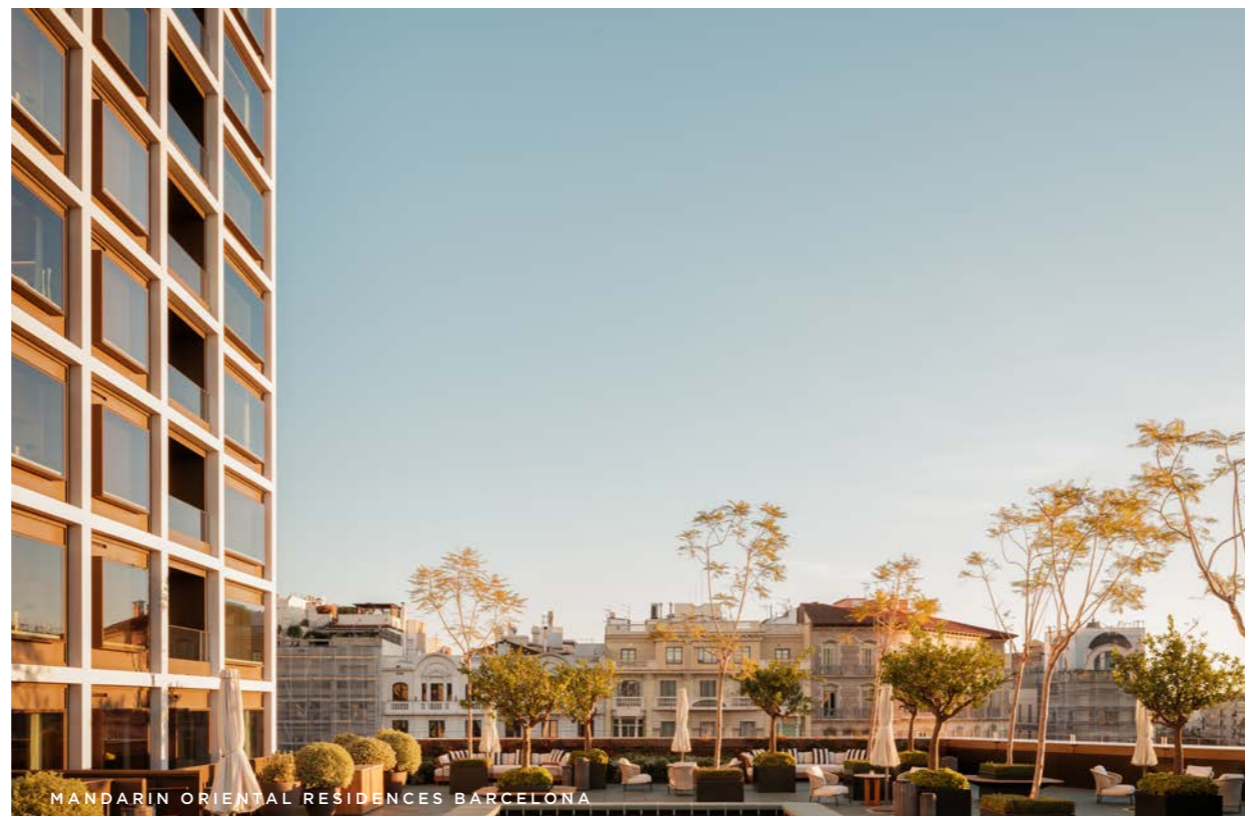


# GROWTH AND GEOGRAPHIES

With such tremendous growth across Europe and the Middle East & Africa over the last decade, the Savills Global Residential Development Consultancy regional publications that focus on branded residences will begin reporting Europe separately from the Middle East & Africa.

With more than 140 completed developments, Europe was the third, most active region for branded residences in 2024 following North America and Asia Pacific, and accounting for approximately 18% of the global network. The region exhibits a promising pipeline over the forecast period until 2031 with expected growth of 180%.

Looking at how supply is distributed geographically it can be observed that Turkey features the largest supply of branded residential developments with 40 nationwide, followed by the United Kingdom and Spain. Interestingly, Turkey features both the largest number of completed developments and the largest pipeline, closely followed by Portugal, Greece and Spain. Moreover, the top ten countries combined exhibit a pipeline that is more than double their existing projects and testament to the continued growth of this exciting sector.



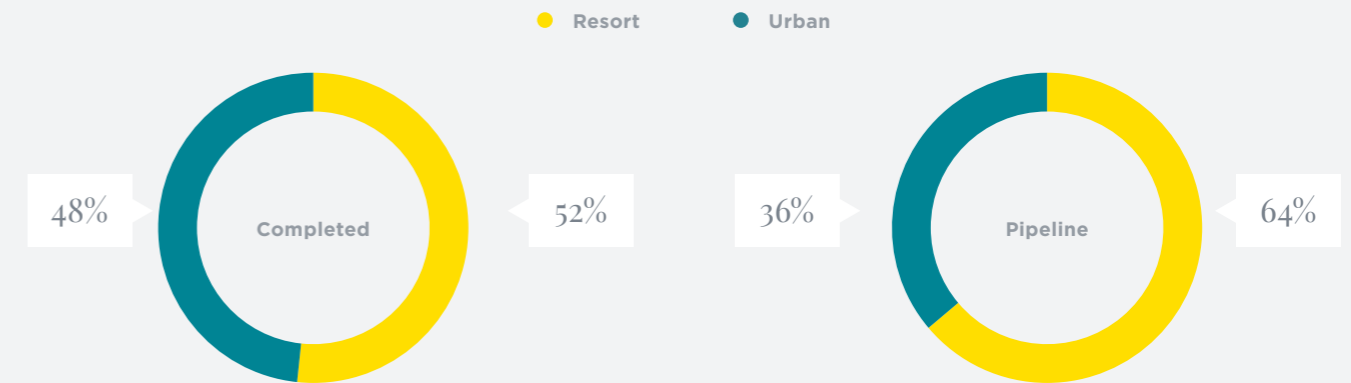
# BRANDED RESIDENTIAL SETTINGS

Globally, a relatively balanced split exists in terms of urban and resort developments.

When examining completed developments across Europe, this balance is relatively aligned, however, the pipeline across the region demonstrates a shift towards resort developments. This is likely a reflection of the challenges associated with identifying suitable development opportunities in European cities to satisfy typical requirements for branded residences including high profile locations, scale, and planning consents. This is combined with the reality that many European countries are situated within the Mediterranean basin or are proximate to national mountain ranges, which are inherently more resort-oriented.



## URBAN AND RESORT DEVELOPMENTS



## STANDALONE AND CO-LOCATED DEVELOPMENTS



SOURCE: SAVILLS GLOBAL RESIDENTIAL DEVELOPMENT CONSULTANCY

Considering co-located versus standalone developments, particularly in relation to hotel brands, such brands are expanding their standalone proposition with ambitious pipelines over the next five years. In Europe, the existing supply remains largely co-located with 84% of the total hotel branded residences in the region. Despite brands

actively developing their standalone proposition across the sector, the pipeline exhibits a greater proportion of co-located developments with 93% over the forecast period. This compares to standalone activity that is more pronounced in the Middle East & Africa, where a staggering 27% of the pipeline of hotel branded residences are standalone.



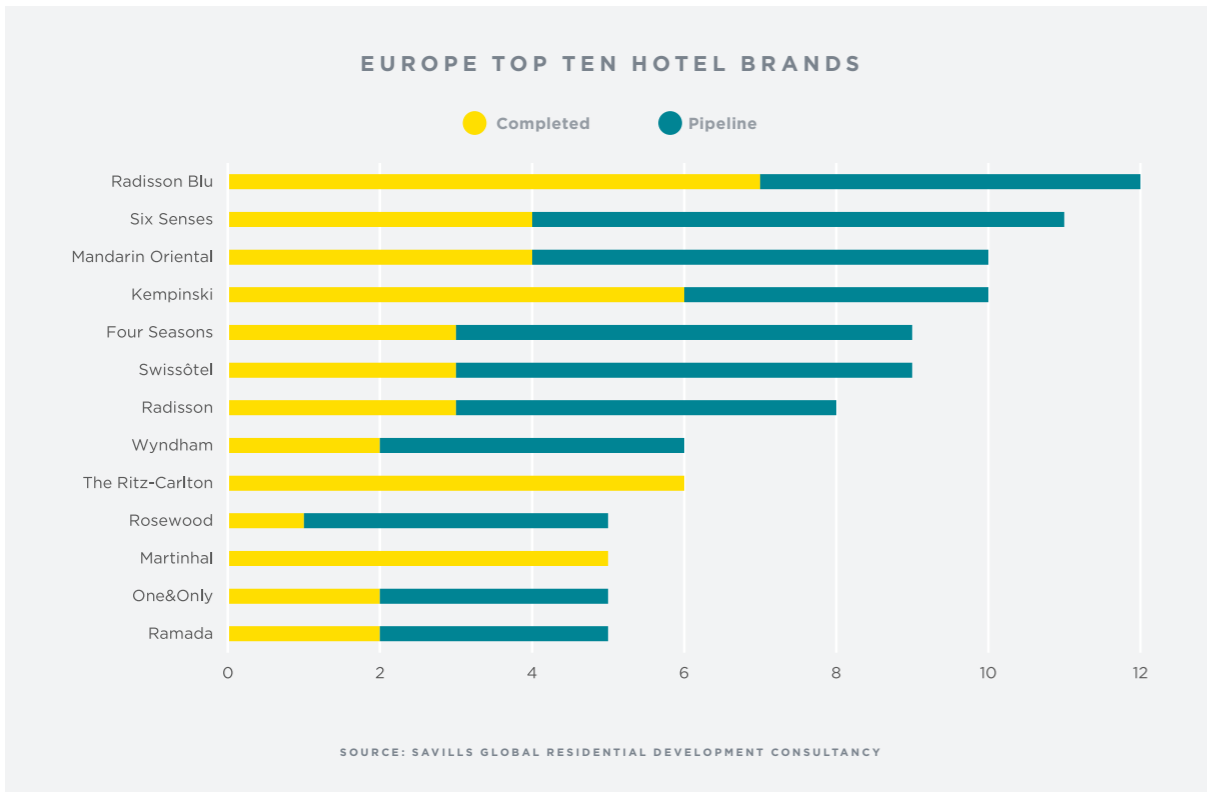
SIX SENSES RESIDENCES LOIRE VALLEY

# BRAND LEADERS AND SEGMENT EVOLUTION

Marriott protects its global market leadership in Europe as well, however, Radisson and Accor possess a greater pipeline in the region. At the brand level, Radisson Blu is the most active hotel brand with predominantly condo-hotel developments completed in eastern and northern Europe.

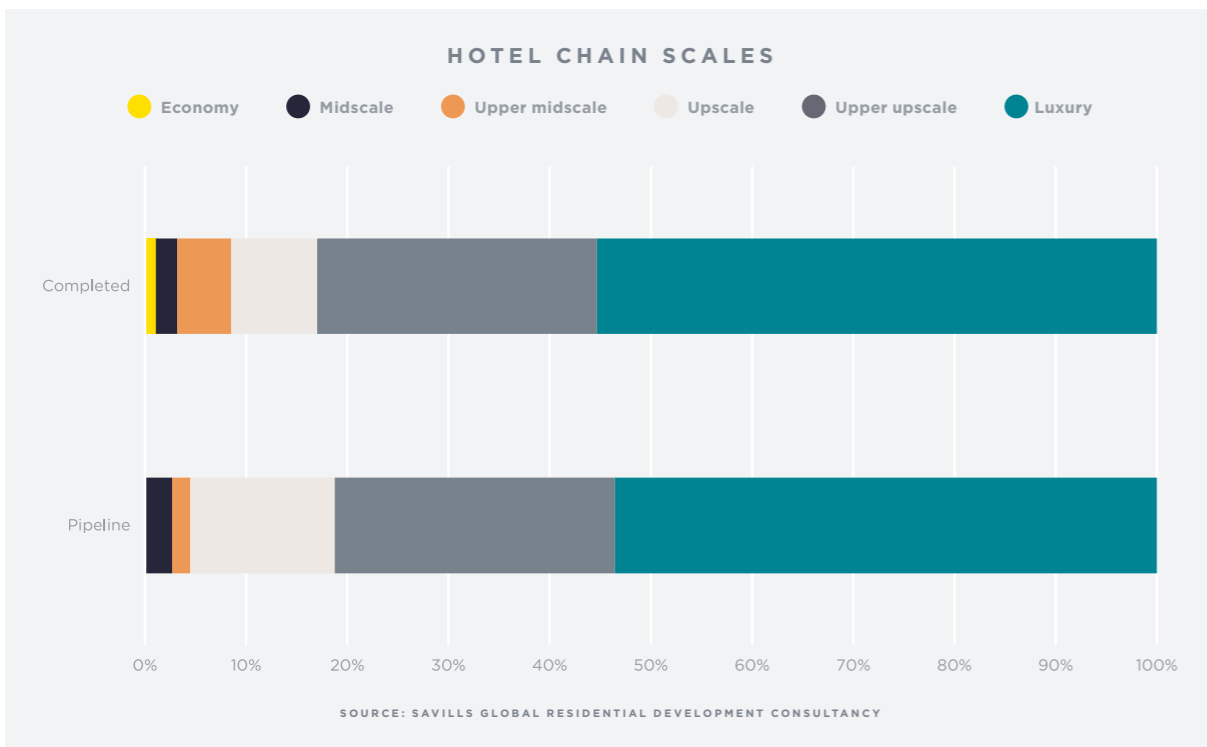
The brand is closely followed by Six Senses which has a strong presence in the alpine markets but also exhibits strength in its rural, coastal and urban developments. Mandarin Oriental seemingly maintains a preference for urban markets, which remains a hallmark of its pipeline with more than 65% in cities and a definitive increase in standalone projects.

BRANDED RESIDENCES

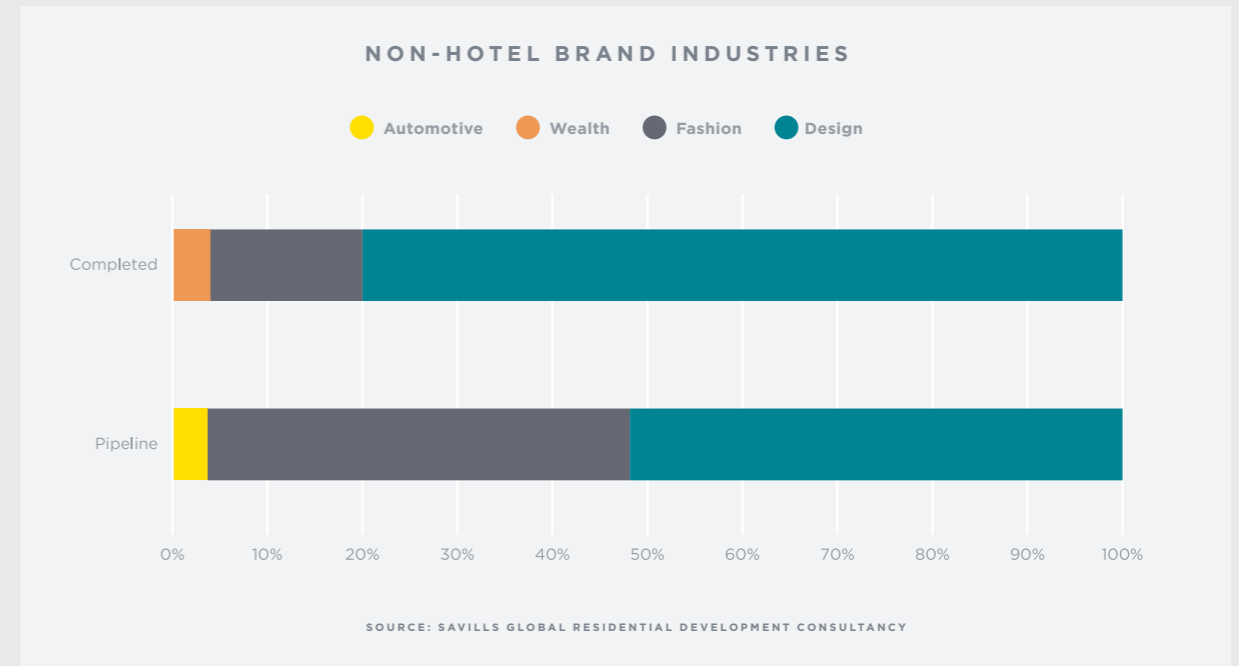


Unsurprisingly, luxury brands still constitute the majority of the hotel branded sector with limited change in this dynamic over the forecast period. Notwithstanding this, there is a 200% increase in the number of upscale developments in the region with 24 developments projected by the end of the forecast

period. Whilst chain scale activity remains relatively stable, it is encouraging to see growth across all chain scales. Asia Pacific is the only region similarly unbiased towards chain scales as Europe, while regions like the Americas maintain a significant, 75% luxury, hotel branded ratio.

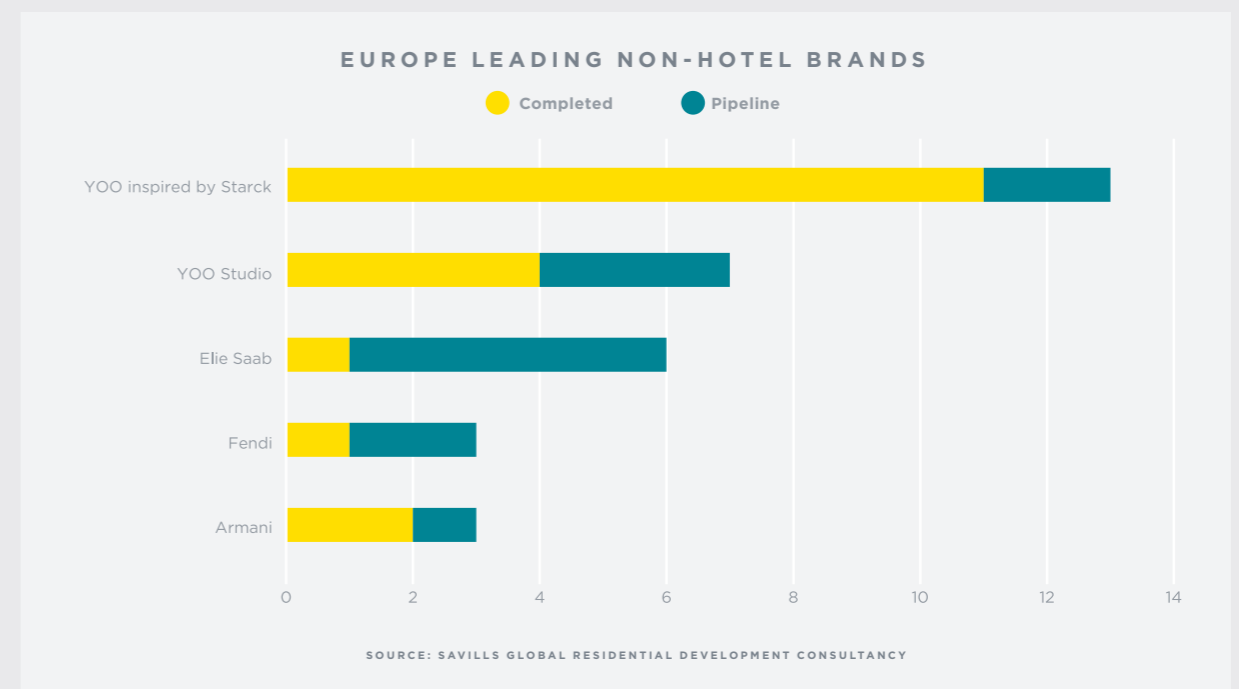


BRANDED RESIDENCES



Non-hotel brands, on the other hand, remain dominated by YOO with a foothold in the branded residential market that was established well ahead of other non-hotel brands. In terms of pipeline, YOO reports a moderated pipeline with five additional developments across YOO Studio and YOO inspired by Starck scheduled over the next five years. Elie Saab, meanwhile, with one completed development, exhibits the largest pipeline with five additional developments to be delivered over the forecast period.

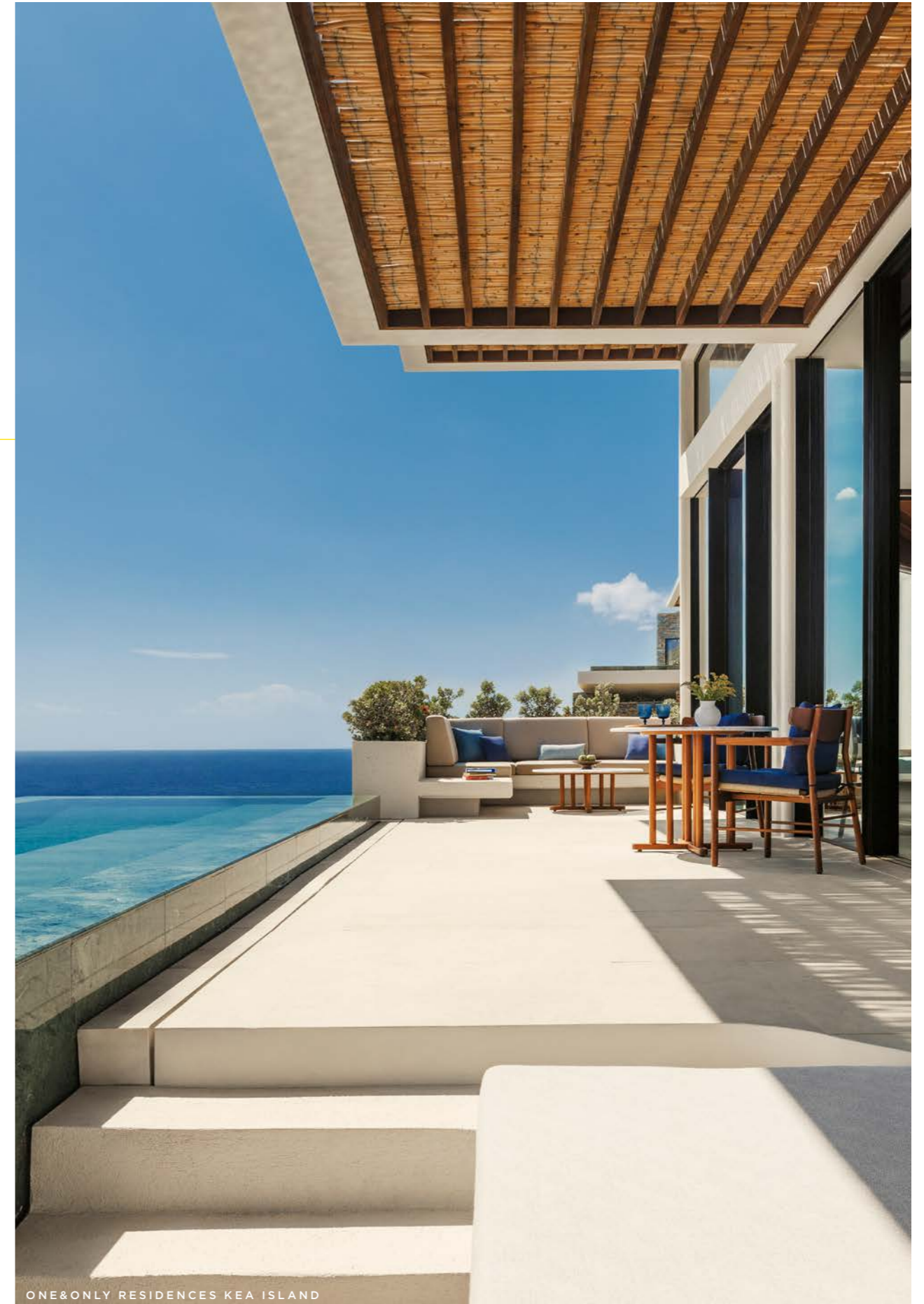
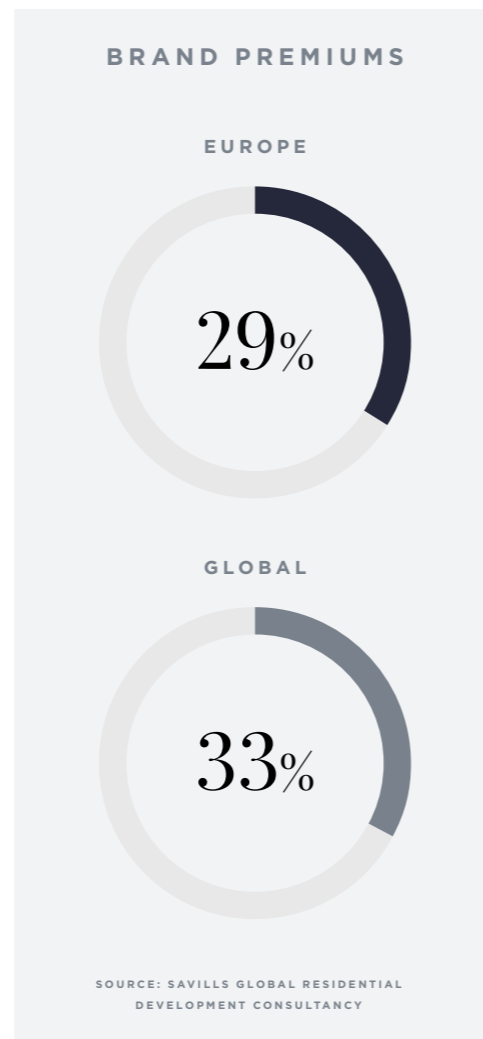
In regards to industry classification for non-hotel brands, the global trend is broadly replicated in Europe with design brands representing the majority of the supply. Interestingly, automotive brands such as those seen in Miami with Aston Martin, Bentley, Mercedes-Benz and Pagani have been slower to transgress into Europe. In the pipeline there is only one European development with Lamborghini at DarGlobal's Tierra Viva in southern Spain. Presumably, automotive brands lean more towards subtropical climate zones like Miami and Dubai to expand their branded residential presence.



# BRAND PREMIUM

The financial metric that remains the cornerstone of branded residences is the premium that brands command versus non-branded residences of similar quality.

Brand premiums constantly evolve as new brands enter the space across various chain scales, diverse industries, during different stages of the economic cycle, and based on their micro-locations. Between 2023 and 2024 the average brand premium within Europe across global cities, emerging cities and resorts advanced by two percentage points to 29%. Exceptionally, this regional premium aligns relatively well with the global average premium of 33% .



ONE&ONLY RESIDENCES KEA ISLAND

# EUROPE ACTIVE MARKETS

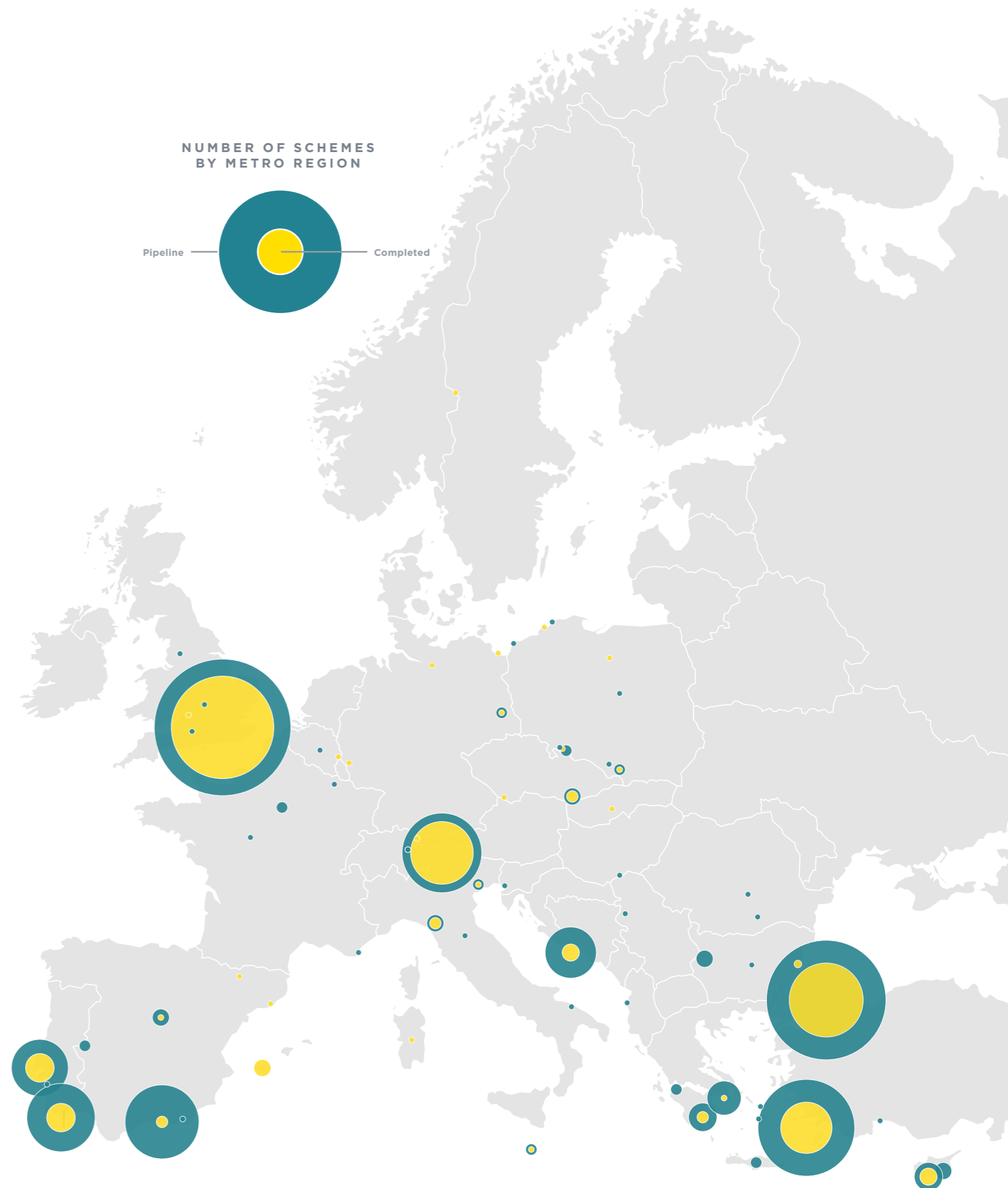
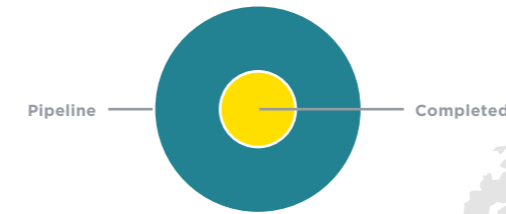
## REGIONAL OUTLOOK

Unequivocally, Europe is an important region for brands to capture market share based on its appeal to an incredibly diverse international audience, its stunning architecture and its remarkably rich history. With brands increasingly exploring real estate as a means of engaging more profoundly with their core audience, it's unsurprising that this unique asset class

remains on a growth trajectory. Although Europe ranks behind the Americas, Asia Pacific, and the combined regions of the Middle East and Africa in terms of total activity, its expected growth of 180% is substantial and there are still many unexplored and exciting destinations well-suited to this constantly evolving industry.



NUMBER OF SCHEMES BY METRO REGION





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