

How does Portugal fare in the luxury property market?

Portugal currently occupies a prominent position in the European luxury property market. Over the last decade, the country has succeeded in establishing itself among international buyers seeking stability, security and a favourable environment in which to invest or live.

The growing interest in Portugal is not down to any single factor. The quality of life, the climate, the cultural offerings, the proximity to the sea and the ease of travel to major European centres have all contributed to boosting the country's appeal amongst an increasingly diverse international audience.

In this context, Lisbon continues to stand out as one of the leading locations. The capital continues to see consistent demand from overseas buyers, underpinning a positive trend in prices within the premium segment. Its ability to attract international residents, businesses and skilled talent has helped to consolidate the city's position amongst Europe's most sought-after residential destinations.

Just a few kilometres from Lisbon, Cascais retains its status as one of the country's most exclusive markets. Its seaside location, range of international services and strong residential offering continue to attract families and investors who value privacy, accessibility and quality of life. Further south, Comporta has gained international renown through a development model based on integration with the landscape and a discreet approach to luxury. The Algarve, for its part, continues to enjoy broad-based demand, supported by its tourist infrastructure, golf courses, marinas and air links.

The profile of buyers has also been evolving. Tax incentives and residency programmes have played an important role in raising Portugal's international profile, but the market now has more solid fundamentals. The decision to buy is increasingly linked to the search for safe locations, distinctive properties and living environments that offer comfort, privacy and well-being.

The available supply remains concentrated mainly in Lisbon, Porto and the Algarve, regions which account for the majority of high-value developments and properties. This concentration reflects the ability of these markets to meet the demands of a segment that prioritises location, build quality and scarcity.

The limited supply in some of the most sought-after areas has been one of the key factors in sustaining asset appreciation. In established markets, the limited availability of exclusive properties tends to intensify competition amongst buyers and preserve the long-term value of the assets.

The luxury property market in Portugal continues to strengthen its position on the international stage. Overseas demand remains buoyant, the main destinations retain a strong appeal, and the country possesses unique attributes that enable it to compete, with growing recognition, amongst the most prestigious residential markets in southern Europe.

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