



The living sector is adapting to new lifestyles and takes nearly 40% of real estate investment in the first quarter of 2023

Residential rental or multifamily, followed by student houses, are the segments of living that are bringing the most interest among the capital

The District 2023 will analyze the sector's challenges in providing affordable housing while showcasing international success stories in student housing, coliving and senior living

Barcelona, July 21st, 2023 - The living sector continues to be one of the main drivers of Real Estate investment in Spain. Changing habits and the affordability, accessibility and flexibility trends that characterize demand today have driven the market towards shared-use or multifamily housing options.

The given figures in the first quarter of the year indicate that the sector remains in a significant robustness, despite the economic context that has slowed down the operations compared to the previous year. In this regard, the volume of 'living' investment in the first three months of 2023 has moved around 40% of total transactions, and capital forecasts for this sector continue in its favorable condition. [According to JLL studies](#), interest in 'living' is on the rise in Spain, Europe and the United States, where in the latter case it already exceeds 40% of investment.

As a transformation that is setting the path for the coming years, [The District 2023](#), the Real Estate event of reference for the capital that will take place from **September 20th to 22nd at Fira Barcelona Gran Via**, will dedicate a specialized forum to analyze the revolution that 'living' is undergoing, and consequently, the boom in transactions that is taking place.

Multifamily sets the trend for living

By segments, within the 'living' sector, residential is the one that is capturing most of the investment, representing 74% of the total in the first quarter of 2023, according to [CBRE figures](#). Of this 74%, 89% has been focused on Build to Rent and the remaining, to the finished and rented product (Private Rented Sector), highlighting the priority for affordable Real Estate and the support provided by the public sector in order to accelerate rental housing. In turn, JLL points out that the same multifamily, i.e. residential properties composed of more than one unit and designed to be rented, is becoming the main driver of living due to the great demand for rentals today and the boom in mortgage prices.

Following this matter, The District will dig into the current weight of leasing in the Real Estate sector and how the demand is shifting in search of non-property and affordable Real Estate. In this regard, **Juan Gómez Vega**, Managing Director at Deutsche Finance International, and **Xavier Vilajoana**, President of the Association of Developers and Builders of Catalonia, among others, will share the challenge that Real Estate has to face today when it comes to providing housing options to families with middle and low incomes. They will analyze the complexities of balancing price, location and features, and discuss innovative strategies that have recently emerged to finance, develop and manage affordable housing projects.

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More land purchases for Student housing

The student housing segment is another large niche within living that is in full development. Following on from the reports mentioned above, Student housing continues to attract investor interest, making it the second largest asset after residential (€160 million) in the first quarter of 2023. However, it faces a challenge linked to the scarcity of quality product for sale in the market, which induces land purchases and the start of new developments.

Taking this context into account, the international summit will present the innovations in Student housing based on new requirements such as technology to improve the user experience or compliance with ESG criteria. **Marta Cladera de Codina**, Managing Director & Head of Spain of the Real Estate asset manager, Nuveen Real Estate, will be in charge of sharing the success case stories of investments in Student housing at a time when there is an over-demand for this type of accommodation.

Coliving and senior living as a response to current demands

Among the lifestyles that are defining the direction of Real Estate in 2023 is the user profile that seeks flexibility and practicality at a reasonable rental price. Coliving is one of the options within flex living that responds to this market need and, in cities such as Barcelona and Madrid, is becoming a focus of investment. **Carlos Pierre Trias de Bes**, CEO de Budi; **Antonio Ñudi**, Founder and General Secretary of Corword; **Marta Sauri**, Head of Expansion at Gravity – CoLiving; and **Fernando Rodríguez**, Managing Director & Founder Partner at Smartrental Group, will show the present and future of the model, analyzing aspects such as design, technology and current trends.

In addition, experts will highlight strategies for building and maintaining profitable coliving spaces, as well as emphasize the potential impact of changing demographic preferences on this asset class.

Demographic preferences are also characterized by an aging population and increasing life expectancy. Consequently, living for the over-55s is now seen as a segment with a prosperous future. In countries such as France or the United Kingdom, senior living is a mature concept that works with large operations, a milestone that has yet to be reached in Spain. For this reason, The District will explore the ways in which Real Estate investors, developers and operators can create sustainable and innovative communities that meet the requirements of the coveted senior population.

About THE DISTRICT: is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer such as [Digital Enterprise Show](#), [REBUILD](#), [Pick&Pack](#), [Food 4 Future – Expo FoodTech](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). THE DISTRICT has a Hospitality area and a congress program in 5 auditoriums - The District World Summit 2023 - the largest European congress on innovation in the real estate industry. It is the main meeting forum where investors and sources of capital from the Real Estate sector who are looking for opportunities, new real estate projects that drive urban transformation, with the aim of designing the future of the Real Estate sector in Europe.

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