



Single-person households, rising rents, and greater flexibility: The District 2025 maps out the next residential cycle

Southern Europe's largest real estate event explored how housing demand is evolving and highlighted the strategies investors are using to maximize returns

Michael Abel, founder and CEO of Greykite and named "Investor of the Year 2025" at The District, confirmed that the current moment is highly attractive for allocating capital to the continent, particularly in senior living and student housing in Spain

Barcelona, 15 October 2025. – [The District 2025](#), Europe's largest real estate event from a capital perspective, has closed its doors with 14,537 attendees and has established the roadmap for property for the next 12-14 months. The 432 speakers gathered at the meeting confirmed the housing crisis affecting the continent, for which solutions are being devised to respond to a scenario defined by land scarcity and regulatory rigidity.

Concerning the feeling in the sector, **Juan Pablo Vera**, CEO of Testa Homes, explained that *"appetite for residential property has increased due to economic growth"* and highlighted the annual addition of 200,000 homes to the national market. However, **Jorge Pérez-Curto**, CEO of Domus RS, pointed out that, despite this increase in supply, *"developers are having problems meeting demand, as only between 80,000 and 100,000 homes are being created in the sales model"*.

As a result of this situation, renting is gaining ground, particularly in southern Europe, where ownership has traditionally been the norm. In this regard, Vera stated that *"the rental business offers protection in the event of a market downturn. It is a very visible strategy and, in this environment, we should see further development"*. Pérez-Curto also emphasised that *"institutions and professionals are currently very focused on this trend"*.

Meanwhile, **Gary McLuskey**, Global Design Director at Greystar, brought attention to new housing formats such as flex living and co-living, which are particularly geared towards single-person households. Along the same lines, **Guillermo Prudenciano Martín**, Business Developer Manager at O11H, underscored that *"in Madrid, 30% of the homes we develop are intended for single-person households"*, underlining the industry's adaptation to current market needs.

Innovative construction models also had their place at The District 2025, positioning themselves as one of the responses to the shortage of residential supply. On this point, McLuskey noted that *"technologies are allowing construction times to be reduced and costs to be more sustainable"*, while Prudenciano indicated that *"industrialisation is an opportunity to create efficient and functional buildings"*.

The outlook of "Investor of the Year 2025"

Among the most prominent voices in The District 2025 is **Michael Abel**, founder and CEO of the British fund Greykite. The executive shared his outlook, stating that *"now is an excellent time to*

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invest, if you have the ability to risk capital". To attract investors, Abel stressed the importance of experience, clear vision, solid strategy, a strong team and conviction about the cycle and timing.

In terms of market developments, Abel mentioned that "we have seen a general revaluation, especially in Europe. Although there are many geopolitical issues, this makes it an interesting time to invest. The second half of 2024 and 2025, even early 2026, reminds me of 2010-2012, when the continent began to position itself more attractively". Regarding Spain, he expressed optimism: "It is in better shape than in recent years. We like the senior living and student accommodation segments", he explained.

At The District 2025, the executive was recognised as "Investor of the Year 2025" for his ability to spot opportunities, anticipate trends, generate sustained value, lead with strategic vision and contribute to the development of a more competitive European real estate market.

The rise of micro-acquisitions

The summit also provided a forum for debate on housing investment formulas that are leading the way in capital, one of which is micro-acquisitions. Experts have indicated that these are expanding, as they facilitate portfolio diversification and the exploitation of various niches, although they entail additional risks in betting on multiple alternatives.

Rebeca Pérez, CEO and founder of Invertis, confirmed the fragmentation of the market for both investors and tenants, and insisted that *"families are increasingly interested in fragmented units, as are institutions, which are also acquiring more individual units"*. In addition, **Laura San Juan**, Global Head of Portfolio at Clikalia, focused on the management of a large collection of properties, emphasising that *"the residential sector is not very professionalised and that administrations are finding it difficult to adapt, which is why standardisation of the process is essential"*.

About The District 2025 (September 30 - October 1-2, Fira Barcelona Gran Via): is the largest European event dedicated to Real Estate from the capital perspective. The summit has a Hospitality area and a content program in The District World Summit 2025, the global reference congress on capital structures, which has 5 auditoriums. It is the main meeting forum where the different Real Estate agents who are looking for opportunities and new real estate projects meet with the aim of designing the future of the sector in Europe. The District is an event organized by NEBEXT - Next Business Exhibitions.

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