

Buyer Origin & Demand

Market intelligence · 1 July 2026

MARBELLA

BUYER ORIGIN & DEMAND

Marbella

Prime liquidity hub. High-net-worth demand remains decoupled from global rate hikes.

MEDIAN ASKING €1,695,000 <small>MLS active listings</small>	YOY TREND -37.5% MONITOR	MEDIAN DAYS ON MARKET 138d SLOW	€/M² €6,684 <small>Build only</small>
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Demand Forensics - Marbella

Where current demand comes from and which way it is moving.

LAST 90 DAYS 139 <small>Qualified leads</small>	PRIOR 90 DAYS 63 <small>Comparison window</small>	QOQ MOMENTUM +120.6% <small>Demand direction</small>
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Top buyer countries (last 90 days)

Where current demand is coming from, with the prior-quarter delta to spot momentum shifts.

Country	Last 90d	Prior 90d	Δ %
ES	129	62	+108%
FR	4	0	-
US	3	0	-
GB	2	1	+100%
PT	1	0	-

Language preferences

Distribution of buyer-side languages over the last 90 days. Use this to prioritise listing translations.

Language	Leads
EN	108
ES	31

DEMAND VOLUME

Marbella generated 139 qualified leads in the last 90 days. This represents a 120.6% increase compared to the 63 leads in the prior 90-day period, indicating a rapidly heating market. The significant quarter-over-quarter momentum suggests increasing buyer interest. Investors should factor this escalating demand into their acquisition models, potentially reducing time-to-sale risk.

ORIGIN MIX

Spanish buyers comprise the dominant origin, with 129 leads in the last 90 days, an increase of 108% over the prior period. This substantial growth signals a strong domestic recovery or preference. British demand also shows momentum, with 2 leads, a 100% increase. The data for France, the US, and Portugal is based on a very small sample, making any trend interpretation unreliable. Focus investment outreach on Spanish buyers given their clear and growing market presence.

LISTING STRATEGY

English is the preferred language, accounting for 108 language preferences. Spanish follows with 31 preferences. A serious listing should be translated into English and Spanish to capture the current demand. Given the current buyer origins and language data, list to where the domestic and international demand is demonstrably active.

Source badges show each section's strongest basis: Notarial-verified (Spanish notarial register), Network closed sales (PropertyList recorded deals), Comparable evidence (scored MLS comparables), Asking-price (listing data only).

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