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Premium Housing Captures 50% of India’s 3,48,207 Residential Sales in 2025: Knight Frank India

- 175,091 homes priced above INR 1 crore sold in 2025, up 14% YoY
- Sub-INR 50 lakh segment declines 17% YoY; share drops to 21% of total sales

Mumbai, February 26, 2026: Knight Frank India, in its recent flagship report on India Real Estate: Office and Residential Market, has reinforced the structural shift in India’s housing market. Homes priced above INR 1 cr now account for 50% of total residential sales across the top eight cities in 2025, underscoring the growing dominance of premium housing in overall market activity.

India ticket size split comparison of sales

Year	<50 lacs	50 lacs – 1 cr	>1 cr
2024	25%	31%	44%
2025	21%	29%	50%

Source: Knight Frank Research

Out of 3,48,247 units sold during 2025, as many as 175,091 units were in the INR 1 crore-plus category, reflecting a 14% year-on-year (YoY) increase. This marks a clear transition in buyer preference toward higher-value homes, even as total annual sales remained broadly steady at elevated levels.

In contrast, the sub-INR 50 lakh segment recorded a sharp 17% YoY decline, with volumes falling to 73,694 units in 2025. This category now accounts for just 21% of overall sales, compared with nearly 37% in 2022, highlighting the pace of structural change within the market. The mid-segment (INR 50 lakh to INR 1 crore) also saw moderation, declining 8% YoY to 99,422 units, accentuating the slack in demand in the price segments under INR crore.

Launches

City	H2 2025 (YoY change)	2025 (YoY change)
Mumbai	41,663 (-16%)	87,114 (-10%)
Bengaluru	35,262 (16%)	68,760 (23%)
Pune	29,559 (-6%)	56,118 (-6%)
NCR	25,536 (-15%)	50,769 (-16%)
Ahmedabad	11,307 (-4%)	22,041 (0%)
Kolkata	8,098 (38%)	15,780 (-6%)
Hyderabad	19,775 (-9%)	40,737 (-7%)
Chennai	11,244 (31%)	20,865 (20%)
Total	182,444 (-4%)	362,184 (-3%)

Source: Knight Frank Research

Shishir Bajjal, International Partner, Chairman and Managing Director, Knight Frank India, said, “The fact that homes priced above INR 1 crore now constitute half of total residential sales is a defining milestone for the sector. Demand is increasingly being led by financially secure end-users upgrading to better-quality homes. Improved affordability metrics, rising incomes and long-term urban confidence have enabled buyers to move up the value curve, reshaping the composition of demand.”

Ticket-size Segment Health

Ticket-size segment	Unsold Inventory (housing units) (YoY change)	Quarters-to-sell (QTS)
0 – 50 lacs	176,903 (-7%)	8.7
50 lacs – 1 cr	136,569 (-3%)	5.3
1 - 2 cr	129,761 (14%)	5.5
2 – 5 cr	52,322 (40%)	3.9
5 – 10 cr	9,603 (-4%)	2.9
10 – 20 cr	2,929 (27%)	5.2
20 – 50 cr	1,239 (27%)	15.8
>50 cr	450 (48%)	9.5

Source: Knight Frank Research

The premium tilt has also been supported by sustained price growth across major cities. Weighted average residential prices rose across all leading markets in 2025, led by NCR at 19% YoY, followed by Hyderabad (13%), Bengaluru (12%) and Mumbai (7%). A higher proportion of launches in the premium categories has further strengthened this shift.

Despite launches outpacing sales in several markets, overall market health remains stable. Unsold inventory across the top eight cities stood at 509,815 units at the end of 2025, with the quarters-to-sell (QTS) ratio steady at 5.8 quarters—indicating efficient absorption and disciplined supply additions.

He further added, “Premium housing has emerged as the principal anchor of India’s residential market. Larger cities continue to demonstrate strong absorption in higher ticket-size segments, while lower priced segments remain under pressure. The current demand mix reflects a more mature, end-user driven market supported by stable inventory levels and calibrated supply.”

With premium housing now accounting for half of all residential transactions, the market appears to be entering a phase of consolidation sustained by higher-value demand. While rapid volume expansion may moderate, stable absorption and selective price appreciation are likely to define residential market dynamics in 2026.

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**For further information, please contact
Knight Frank press office:**

Piyali Dasgupta
+91 9833571204

piyali.dasgupta@in.knightfrank.com

Tania Banerjee
+91 9819004431

tania.banerjee@in.knightfrank.com

Neha Mokal
+91 7021630296

neha.mokal@mslgroup.com