



MADRID'S FLOURISHING HIGH-END LUXURY BRANDED RESIDENCES SECTOR

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Madrid is cementing its status as a top-tier destination for **luxury branded real estate**, driven by a surge in high-end luxury homes, branded residences and hotel residences along with a growing influx of international buyers.

Real estate developers are also taking notice, with companies like [Persepolis Investments](#) helping lead the charge in Madrid's luxury property sector.

The boutique investment management company are developing two extremely successful luxury residences in Madrid, **SLS Madrid Infantas** and **Palacio Torre-Almiranta**, highlighting the demand



from global buyer's searching for charming, historic properties with modern finishes that offer a residential hotel driven home ownership experience.

This reflects a broader trend across Spain and Europe, where branded residences are driving the growth of the high end real estate sector.

Madrid Branded Residences: A Rising Star in Luxury Real Estate

Madrid's luxury real estate market is on a steep upward trajectory. According to **Colliers**, the average sales price in prime Madrid neighbourhoods could exceed **€30,000 per square meter by 2030** if current trends persist.

Branded residences in Madrid, are expected to play a continued role in driving these price increases.

This projection follows a decade of steady growth, with prices rising by an average of €1,550 per square meter annually since 2015.

Today, the city competes with European heavyweights like London and Paris as a magnet for wealthy buyers.



Forget Barcelona, Madrid is rapidly emerging in Spain as a highly sought after luxury hub to live in. Thanks to its wide avenues, rich architectural history, relaxed culture, and lower volume of tourists, high net worth individuals are flocking to this region

Colliers' **Luxury Homes 2025 Madrid Market Research** report highlights the current state of Madrid's high-end market. Of the 153 new-build luxury units priced above €2 million across 22 projects, 55% are in Barrio de Salamanca, the city's traditional upscale enclave, while 23% are in Chamberí.

The remaining 23% are split between El Viso and central Madrid, areas gaining traction due to limited prime stock elsewhere. This geographic shift signals a broader appeal as developers tap into emerging hotspots

Branded Residences in Spain

Branded residences are a growing segment in the Spanish luxury real estate sector, the country ranks third in Europe for completed and pipeline projects, trailing only Turkey and the UK, according to 2024 data.

Marbella and **Madrid** lead the charge, but developments in Barcelona, Malaga, and the Canary Islands are also gaining a strong momentum.

Branded residences are residential properties associated with world class hospitality and luxury brands, that offer exclusive services and prime locations, and provide the experiences and service standards of a 5 star hotel, but within the privacy of your own home.

Spain's stability, low interest rates, and high demand for luxury housing create a favorable climate for for property developers and command strong interest for property investors.

Spain: A Luxury Real Estate Market Attracting HNWI Buyers

Spain's luxury real estate sector is thriving, bolstered by its economic resurgence.

The Organization for Economic Cooperation and Development (**OECD**) ranks Spain among the world's best-performing economies, a factor that enhances its appeal to investors seeking vibrant business hubs.

Foreign buyers dominate the high-end market, accounting for 92% of purchases, per recent Tecnitasa research.

Nearly half (49%) hail from outside the EU—Mexico, Colombia, Venezuela, Russia, China, and Arab nations lead the pack—while Europeans, including British, French, Italian, and Greek nationals, make up 43%. Spanish buyers constitute just 8%.

Persepolis Investments: Two standout projects



SLS Madrid Infantas a Neo-baroque icon, reimagined for discerning residents, is now home to extraordinary apartments and penthouses. A triumph of exquisitely considered design, where the contemporary and classic seamlessly coexist.

SLS Madrid Infantas, set for completion in 2026, marks Spain's first standalone SLS residence. Located in the vibrant Barrio de Justicia, it offers 33 luxury homes averaging €15,000 per square meter, with sizes ranging from 154 to 308 square meters.

Residents will enjoy exclusive perks like the SLS Social House—featuring a library, wine cellar, and media studio—alongside on-demand services such as personal stylists and chefs.



Its proximity to cultural landmarks like the **Museo del Prado** and luxury shopping on Gran Vía and Serrano adds to its allure.

The second project, **Palacio Torre-Almiranta**, transforms a 19th-century royal palace in Chamberí into 15 residences.



Originally built for a viscount, this development blends historical elegance with modern upgrades like an indoor heated pool, spa, gym, and rooftop terraces. Residences range from 118 to 528 square meters, with prices starting just under €2 million and topping out at around €10 million.

Its location near sophisticated shopping on Calle Fuencarral and serene parks makes it a standout.



***Palacio Torre-Almiranta** interiors blend the building's original craftsmanship with contemporary design, using noble materials and finishes.*

Madrid's appeal goes beyond luxury real estate. Wide avenues, a rich architectural heritage, and a laid-back lifestyle, coupled with fewer tourists than Barcelona, is a big draw for high-net-worth individuals.

Europe: Branded Residences Growth

Across Europe, branded residences are expected to see continued growth. In 2024, the region boasted over 140 completed developments, making it the third-most-active region globally behind North America and Asia Pacific, with an 18% share of the worldwide market.

Looking ahead, Europe's pipeline is set to grow by **180% through 2031**, per industry forecasts. Turkey leads with 40 developments, followed by the UK and Spain, while Portugal and Greece also show strong growth, according to **Savills Branded residences: Europe Report 2025**

As Madrid's high-end market surges toward €30,000 per square meter and Spain solidifies its economic clout, the city is no longer playing second fiddle to Barcelona, it is becoming a genuine leader.