# ENGEL & VÖLKERS: ITALIAN LUXURY REAL ESTATE SHIFTS GEARS, PRICES AND INTERNATIONAL INTEREST ON THE RISE

- **The Private Office Market Report 2026/27 identifies Italy as a Momentum Market: 40% of demand comes from abroad, with positive growth signals for prices**
- *Italy scores 72.3 out of 100 on Henley & Partners' Wealth Mobility Competitiveness Score, which measures countries' attractiveness for high-net-worth international mobility.*

Rome, 16 November 2026 – International interest in the Italian luxury real estate market continues to grow, underpinned by the quality of the residential heritage, the attractiveness of the territories, and the ability of properties to preserve value over the long term. This is highlighted by the Private Office Market Report 2026/27 by Engel & Völkers, produced in collaboration with Henley & Partners, which analyzes the evolution of property choices among high-net-worth clients in a landscape of economic, social, and geopolitical transformations.

The survey, conducted between May and July 2026 among 185 Private Office advisors across 17 countries, identifies Italy as a Momentum Market, highlighting positive dynamics in both property values and foreign interest. According to Italian advisors, approximately 40% of enquiries come from international clients, primarily from the United States, Germany, the United Kingdom, and Switzerland. Sentiment indicators show a balance of +0.71 for price trends and +0.64 for international interest, on a scale ranging from −2 to +2.

Italy and the international mobility of high-net-worth wealth

Strengthening the country's positioning is the Wealth Mobility Competitiveness Score developed by Henley & Partners, which awards Italy 72.3 points out of 100, recognizing its strong competitiveness as a destination for internationally mobile families and wealth.

The indicator evaluates 12 weighted parameters, including tax treatment, quality of institutions and life, geopolitical stability, capital mobility, and residency opportunities. Italy achieves particularly significant results in ease of capital movement (9.5/10), quality of institutions and life (8.3/10), and programs dedicated to investors and high-net-worth individuals (7.6/10).

A set of conditions that supports the country's attractiveness for an international clientele interested in integrating real estate choices into long-term residency, investment, and wealth planning strategies.

Quality of life and wealth preservation drive choices

Lifestyle remains central to purchasing motivations: according to the advisors surveyed, 57% of buyers in the Italian market are primarily driven by quality of life, while in 30% of the transactions analyzed, wealth preservation needs prevail.

Among the property types perceived as most resilient, waterfront properties (sea and lakes) and historic residences or properties of distinctive architectural character stand out, embodying a unique heritage that continues to attract international demand.

Furthermore, through advisor testimonials, the research highlights new ways of experiencing the territory: from choosing the Tuscan countryside as a permanent residence to seeking properties capable of integrating living space, nature, and productive activities.

*«The way we live, work, and travel is undergoing profound change, and with it the criteria by which we select a property. More flexible work arrangements, the international mobility of families, and greater attention to climate, efficiency, and quality of spaces are steering demand toward properties capable of meeting diverse needs and standing the test of time. In this scenario, Italy offers particularly attractive investment opportunities in the prestige segment. In addition to quality of life, art, and culture, there are concrete economic factors: growing international demand, a residential heritage that is difficult to replicate, and properties that, by virtue of location, characteristics, and recognition, can retain value over the long term. For investors, the challenge lies in identifying properties that can maintain their desirability even amidst future transformations. This is where local territorial expertise and specialized advisory become decisive»*, comments Muhannad Al Salhi, CEO of Engel & Völkers Italia.

The Private Office Market Report 2026/27 thus provides a portrait of a high-end market where quality of life, international mobility, and wealth protection play an increasingly interconnected role, reinforcing the value of real estate advisory capable of interpreting the needs of a global clientele.

***Methodological note:*** *The Private Office Market Report 2026/27 is based on 185 advisors across 17 countries, including 14 in Italy. Scores relating to prices and international interest represent sentiment indicators, not percentage changes. Henley & Partners' Wealth Mobility Competitiveness Score measures the structural competitiveness of countries and not actual wealth flows.*

# Press Release

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