

# Study of Real Estate Investment among Youth in Mumbai

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**Abstract:** *Real estate investment has traditionally been considered a long-term wealth creation tool in India. The percentage of young investors who buy real estate has increased in recent times throughout major cities which include Mumbai. The research paper investigates how young investors in Mumbai choose to invest their money through their investment patterns and their reasons for investing and their obstacles and their financial data which they gathered from multiple sources including industry reports and research publications and government statistics. The study reveals that millennials and Gen Z investors view real estate as a stable asset which they consider more dependable than financial markets. The rising rental costs together with better home loan access and infrastructure development plus the need for long-term asset security drive young people to invest in property. The high property prices together with affordability issues create two main barriers for Americans. The research study demonstrates that youth-driven demands will determine the upcoming developments in Mumbai's real estate market.*

**Keywords:** Real estate investment

## I. INTRODUCTION

The Indian economy gains important economic benefits from the real estate sector which stands as one of its most vital sectors. The sector contributes approximately 7.3% to India's GDP and it creates jobs while generating new capital for the economy.

Mumbai, as India's financial centre, operates one of its most dynamic real estate markets which has developed due to increasing urban development and job creation and demographic expansion. People in the past used to associate property investment with middle-aged individuals but current financial trends have resulted in younger generations entering the property market through ownership and investment.

Recent trends indicate a structural shift where younger professionals prefer investing early in real estate rather than postponing ownership until later stages of life. The transition occurred because people now earn higher incomes and housing finance options have become more accessible and they understand the importance of protecting their wealth through asset diversification.

## II. OBJECTIVES OF THE STUDY

- The study analyses different factors that affect how young people decide to invest in real estate.
- The research uses secondary data to study the current patterns. The study investigates how young people in Mumbai view real estate investment.
- The research aims to find out what problems young people face when they invest in real estate.

## III. RESEARCH METHODOLOGY

Research Design

The research employs a descriptive research design which relies on secondary data as its primary source of information.

Sources of data

The study is entirely based on secondary sources including:

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- Real estate consultancy reports (CBRE Knight Frank ANAROCK)
- Government and regulatory publications
- Research journals and academic papers
- Newspapers and financial reports

#### IV. REVIEW OF LITERATURE

Studies indicate that millennials are emerging as dominant participants in India’s housing market. According to an ANAROCK–CII report, 61% of Indians consider real estate the best investment asset, with millennials leading this preference.

##### Business Standard

Research indicates that individuals aged 18 to 34 years demonstrate the strongest housing market sentiment because they focus on two main factors: their ability to pay for housing and their access to job opportunities in metropolitan areas.

Recent financial trends reveal that the share of home loan borrowers below 30 years has increased from 9% in 2022 to 16% in 2025, indicating rising youth participation in property ownership.

##### Fortune India

The research evidence shows that young professionals have changed their homeownership practices from buying houses immediately after starting work to making property investments at an earlier stage

#### V. DATA ANALYZES

##### AGE GROUP

AGE GROUP	PERCENTAGE (%)	INTERPRETATION
18-25	69.6%	Majority of respondents belong to this group, indicating dominance of youth such as students and early professionals.
26-35	15.2%	Second highest group, showing moderate participation from working individuals.
36-45	6%	Smaller proportion, indicating limited involvement of middle-aged respondents.
46-55	7.9%	Slightly higher than 36–45, but still represents a small portion of the sample.
55+	2%	Least represented group, showing minimal participation from older individuals.

##### Monthly Income Level

Income category	Number of respondents	Percentage (%)
No income	44	43.6%
Below 25,000	35	34.7%
25000-50000	22	21.8%
<b>Total</b>	101	100%

The above table shows the monthly income distribution of respondents. A majority of the respondents (43.6%) fall under the no income category, indicating that a large portion of the sample consists of students or unemployed individuals. About 34.7% of respondents earn below ₹25,000, while only 21.8% fall in the ₹25,000 to ₹50,000 income group. This suggests that most respondents belong to the low or no-income category, which may influence their investment capacity and preferences in real estate.



**What is the biggest barrier preventing youth from investing in real estate?**

Barrier	Number of respondents	Percentage (%)
High property cost	21	21.2%
Job instability	27	27.3%
Loan burden	23	23.2%
Lack of savings	19	19.2%
Lack of Awareness	9	9.1%
<b>Total</b>	99	100%

The above table highlights the major barriers preventing youth from investing in real estate. The most significant barrier identified is job instability (27.3%), indicating that uncertain income discourages long-term investment decisions. This is followed by loan burden (23.2%) and high property cost (21.2%), suggesting financial constraints as key challenges. Additionally, lack of savings (19.2%) also plays a crucial role. The least reported barrier is lack of awareness (9.1%), indicating that most respondents are aware of investment options but are restricted mainly due to financial and employment-related issues.

**VI. CONCLUSION**

The research demonstrates that real estate investment among young people in Mumbai is experiencing a major change. The property market attracts young professionals because they have better financial understanding and job security and they want to invest for the long term. Research data shows that youthful individuals will become the main drivers of residential real estate demand in Mumbai during the next ten years. The community needs to resolve the issue of affordable housing before it can maintain its current growth rate. The real estate industry will benefit from youth involvement when organizations implement supporting regulations and develop new financial products.

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