



PLAN B BRAZIL RESEARCH LIBRARY

Balneário Camboriú

INVESTMENT REPORT 2026

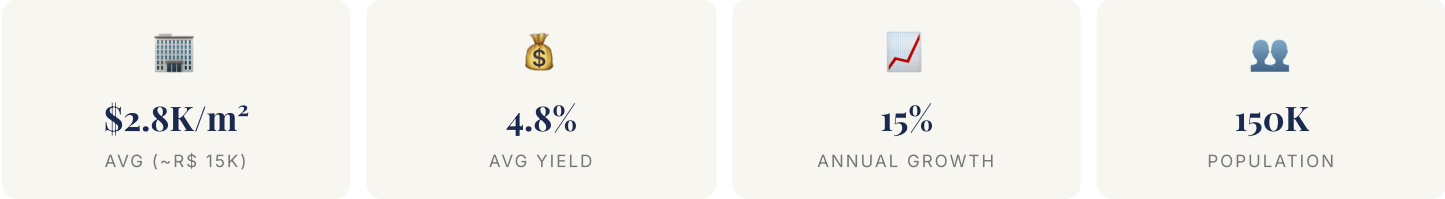
Brazil's luxury coastal capital — R\$15K/m², #1-2 nationally, 117%
price growth since 2018, high-rise luxury market

U.S. DEPARTMENT OF DEFENSE INTELLIGENCE

PLAN B BRAZIL

Balneário Camboriú — Market Overview

Balneário Camboriú (BC) is Brazil’s most iconic luxury beach destination, known as the “Brazilian Dubai.” The city features some of South America’s tallest residential towers, premium shopping, and a cosmopolitan lifestyle. With 150,000+ residents and 4M+ annual visitors, BC combines year-round activity with seasonal luxury tourism. In 2026, BC ranks #1-2 nationally for price per m² at approximately R\$15,000/m² (~\$2.8K/m²), having grown 117% since 2018 (from R\$6,873 to R\$14,906/m²). The city’s real estate market recorded R\$2.78 billion in sales volume in 2025, up 17.3% from 2024.



Location & Geography

Located on the central coast of Santa Catarina, approximately 80 km north of Florianópolis and 120 km south of Joinville. Balneário Camboriú occupies a narrow coastal strip between the Atlantic Ocean and the hills of the Serra do Mar. The city is accessed via BR-101 highway and is a 1-hour drive from both Florianópolis and Joinville airports. The beachfront (Avenida Atlântica) runs for 5 km and is the city’s primary commercial and residential corridor.

Population & Demographics

Balneário Camboriú has approximately 150,000 permanent residents, having grown 29% between 2010 and 2022 according to IBGE data. The seasonal population reaches 500,000+ during summer (December-February) and major holidays. The city attracts significant internal migration from São Paulo, Rio Grande do Sul, and Paraná — buyers seeking lifestyle, investment, or second homes. The demographic skews toward upper-middle and high-income households, with a growing expatriate community from Argentina, Uruguay, and Europe.

Real Estate Price Analysis

Price Segments

SEGMENT	PRICE/M ²	2BR ENTRY	BUYER PROFILE
Luxury Towers (beachfront)	\$5.7K+/m ² (~R\$ 30K+)	\$750K+ (~R\$ 4M+)	HNWIs, status buyers
Premium (Barra Sul, Pioneiros)	\$2.8-4.7K/m ² (~R\$ 15-25K)	\$380K-570K (~R\$ 2-3M)	Upper-middle class
Mid-range	\$1.9-2.8K/m ² (~R\$ 10-15K)	\$190K-380K (~R\$ 1-2M)	Investors, families
Budget (inland)	\$1.3-1.9K/m ² (~R\$ 7-10K)	\$130K-190K (~R\$ 700K-1M)	First-time buyers

Market Dynamics & Trends

BC operates in a league of its own in Brazil. The market is driven by luxury high-rise towers with full resort amenities, targeting HNWIs from across Brazil and South America. Key districts include Barra Sul (emerging luxury corridor), Pioneiros (established premium), Centro (urban core), and the beachfront Avenida Atlântica (iconic luxury). The city's small geographic area (46 km²) and limited beachfront land create natural supply constraints. 2024-2025 saw R\$2.37B and R\$2.78B in sales volume respectively. Some ultra-luxury penthouses reach R\$40,000-60,000/m² (~\$7.5K-11K/m²). The market is maturing — appreciation is expected to moderate from the 2018-2023 boom but remain above national averages.

Rental Market & Developer Landscape

Rental Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	\$570-950/mo (~R\$ 3-5K)	75-80%	3.5-4.0%
Short-term (Airbnb)	\$950-1,900/mo (~R\$ 5-10K)	50-65%	5.0-6.0%
Seasonal (Dec-Feb)	\$2,800-5,700/mo (~R\$ 15-30K)	92-97%	N/A

Active Developers

DEVELOPER	FOCUS	PORTFOLIO	STANDARD
Major SC developers (10+)	Luxury towers	High-rises (100-300 units)	Ultra-premium
Regional builders	Mid-range	Mid-rises (40-80 units)	Mid-to-premium
SP/RJ developers	Barra Sul corridor	Emerging projects	Premium

Plan B Investment Score

Investment

8.5/10

Rental Demand

7.0/10

Liquidity

8.5/10

Lifestyle

9.5/10

Growth

8.5/10

★ Overall Score

8.5/10

Plan B Expert Assessment — subjective evaluation based on market analysis. Not financial advice.

★ Plan B Verdict — Balneário Camboriú

BC is the **premier luxury play** in Santa Catarina. At R\$15,000/m² (~\$2.8K/m²), it's the most expensive coastal market in Brazil, with 117% price growth since 2018 and R\$2.78B in annual sales volume. Best for HNWIs with \$380K+ budgets who value status, lifestyle, and long-term capital appreciation. The market is maturing — appreciation will moderate but remain above national averages. Key strategy: buy premium segment in Barra Sul (emerging luxury corridor) for the best growth runway. Hold 5+ years for maximum appreciation. Short-term rental during peak season (Dec-Mar) offsets carrying costs.

✓ BUY for prestige + long-term growth, 5+ year hold

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Plan B Brazil represents international investors in Santa Catarina real estate. We work exclusively with vetted developers and stand on the buyer's side. This report is for informational purposes only and does not constitute financial, legal, or investment advice. All data is based on publicly available sources as of June 2026. © 2026 Plan B Brazil — CRECI-SC 59616 — planbbrazil.com. All rights reserved.