



PLAN B BRAZIL RESEARCH LIBRARY

Best Areas To Invest

IN SANTA CATARINA 2026

A comprehensive analysis of the top investment destinations across Brazil's most promising coastal state

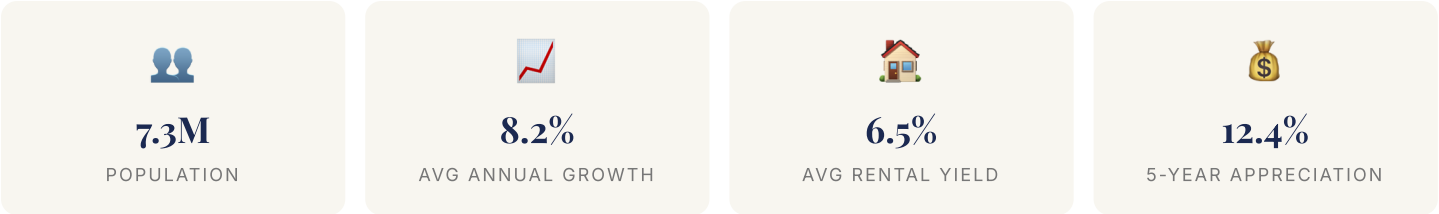


DATA DRIVEN INVESTMENT INTELLIGENCE

PLAN B BRAZIL

Executive Summary

Santa Catarina has emerged as Brazil's premier real estate investment destination, combining exceptional quality of life, strong rental yields, and consistent property appreciation. This report analyzes the state's most promising areas for international and domestic investors.



- Florianópolis leads** — 42% of all foreign investment in Santa Catarina
- Jurerê Internacional** — Brazil's most expensive beach neighborhood at R\$ 18,000–25,000 (~\$3K–\$5K)/m²
- Itapema shows highest growth** — 18% annual appreciation, prices 30–40% below BC
- Porto Belo emerging** — eco-luxury haven with Beto Carrero World expansion

Price per m² Comparison

Average residential price per square meter across key investment areas. Data sourced from FipeZap, developer reports, and ZAP Imóveis (Q2 2026).

Area	Price/m²	Rental Yield	Annual Growth	Score
Jurerê Internacional	R\$ 22,000 (~\$4K)	5.2%	12%	9.0
Balneário Camboriú	R\$ 15,000 (~\$3K)	4.8%	15%	8.5
Lagoa da Conceição	R\$ 12,500 (~\$2K)	6.8%	10%	8.5
Inglese	R\$ 10,800 (~\$2K)	7.1%	9%	8.2
Itapema (Meia Praia)	R\$ 10,000 (~\$2K)	7.2%	18%	9.0
Canasvieiras	R\$ 9,500 (~\$2K)	7.5%	8%	7.8
Campeche	R\$ 8,900 (~\$2K)	6.5%	11%	8.0
Porto Belo	R\$ 8,500 (~\$2K)	6.8%	14%	7.8
Centro (Floripa)	R\$ 7,200 (~\$1K)	6.2%	7%	7.2
Rancho Queimado	R\$ 3,500 (~\$660)	5.5%	12%	7.5

Source: FipeZap, ZAP Imóveis, local developer reports. Data as of June 2026.

Florianópolis

The Island Capital — Silicon Island of Brazil

Florianópolis is the economic and cultural center of Santa Catarina, with a metropolitan population of over 1 million. The city combines a thriving tech sector ("Silicon Island"), world-class beaches, and a growing international community. Hercílio Luz International Airport handles 4M+ passengers annually.

District Breakdown

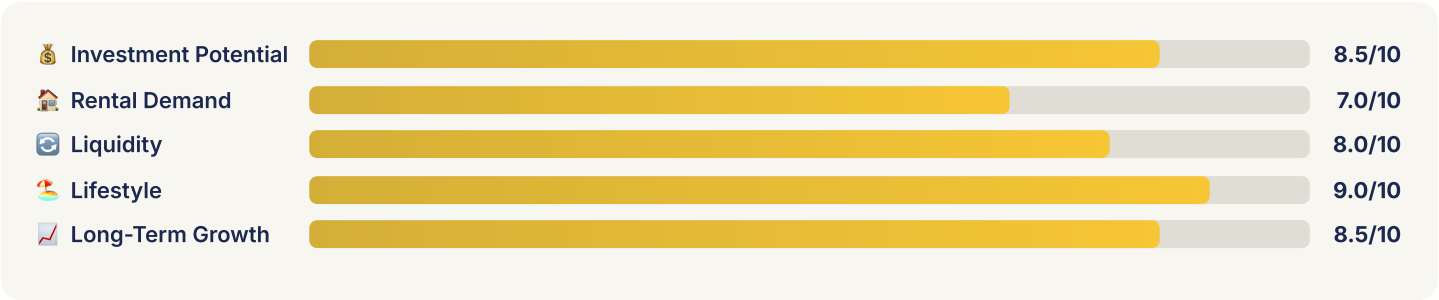
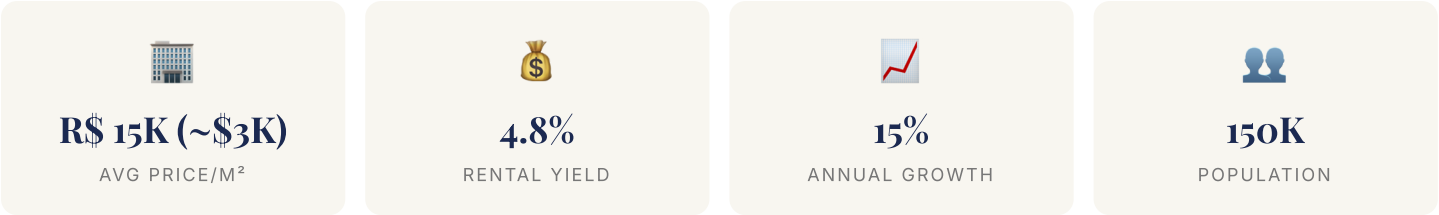
DISTRICT	PRICE/M ²	YIELD	GROWTH	SCORE	BEST FOR
Jurerê Internacional	R\$ 22,000 (~\$4K)	5.2%	12%/yr	9.0	Premium investment
Lagoa da Conceição	R\$ 12,500 (~\$2K)	6.8%	10%/yr	8.5	Lifestyle + rental
Ingleses	R\$ 10,800 (~\$2K)	7.1%	9%/yr	8.2	Mid-range rental
Canasvieiras	R\$ 9,500 (~\$2K)	7.5%	8%/yr	7.8	Budget-friendly
Centro	R\$ 7,200 (~\$1K)	6.2%	7%/yr	7.2	Urban living
Campeche	R\$ 8,900 (~\$2K)	6.5%	11%/yr	8.0	Highest upside

Plan B Commentary: Florianópolis offers the best combination of infrastructure, lifestyle, and investment returns in Brazil. Jurerê remains the blue-chip choice, while Campeche presents the highest upside potential for 2026–2028.

Balneário Camboriú

Brazil's Dubai — Vertical Luxury Market

Known as the "Brazilian Dubai," Balneário Camboriú has transformed into a luxury high-rise destination with some of South America's tallest residential towers. The city attracts wealthy domestic buyers and investors seeking premium coastal real estate.

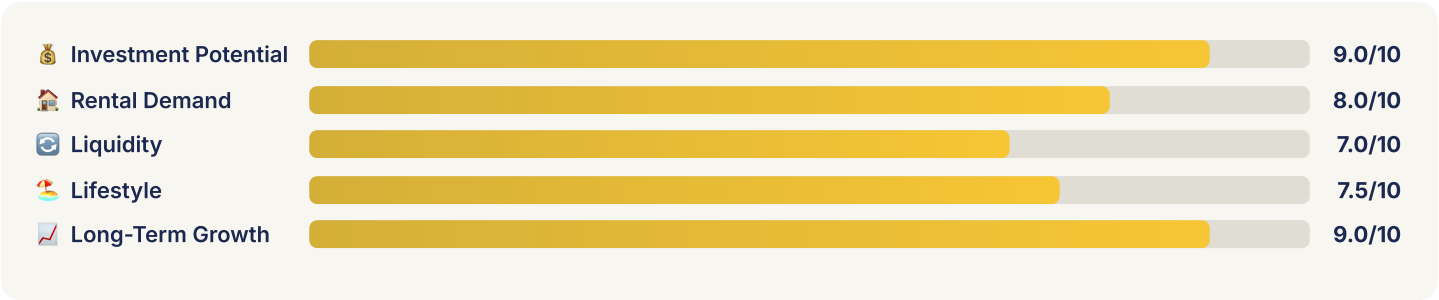
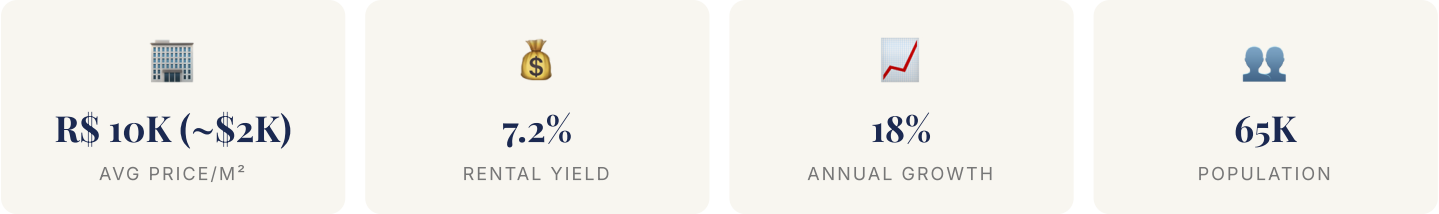


Plan B Commentary: BC is the luxury play — high entry cost but strong appreciation and prestige. Best suited for investors with R\$ 1M (~\$189K)+ budgets. Long-term holds (5+ years) have been the most profitable strategy.

Itapema

The Rising Star — Fastest Growth in Santa Catarina

Itapema has experienced the fastest property price growth in Santa Catarina, with Meia Praia beach becoming a sought-after alternative to Balneário Camboriú. Prices remain 30–40% below BC, offering significant upside for early investors.



Plan B Commentary: Itapema is our top pick for capital appreciation in 2026. The growth trajectory mirrors BC 10 years ago. Entry point: R\$ 500K–800K (~\$94K–\$151K) for 2BR.

Porto Belo & Rancho Queimado

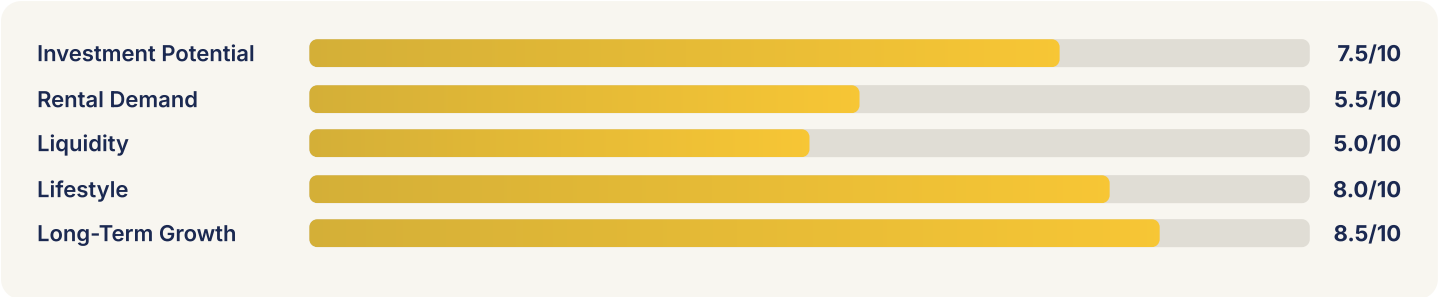
Porto Belo — Eco-Luxury Haven

Porto Belo combines pristine beaches with a growing eco-tourism sector. Home to several luxury condominium projects and the upcoming Beto Carrero World expansion.



Rancho Queimado — The Future Frontier

Rancho Queimado is an emerging destination focused on gated communities and rural lifestyle properties. With prices starting at R\$ 3,500 (~\$660)/m², it offers the lowest entry point in Santa Catarina.



Final Rankings — Best Areas 2026

RANK	AREA	SCORE	BEST FOR	ENTRY (2BR)
1	Florianópolis (Jurerê)	9.0	Premium investment, liquidity	R\$ 1.2M–1.8M (~\$2.3M–\$3.4M)
2	Itapema (Meia Praia)	9.0	Capital appreciation	R\$ 500K–800K (~\$94K–\$151K)
3	Florianópolis (Lagoa)	8.5	Lifestyle + rental income	R\$ 700K–1M (~\$132K–\$189K)
4	Balneário Camboriú	8.5	Luxury, HNWI buyers	R\$ 1M–2M (~\$189K–\$377K)
5	Florianópolis (Campeche)	8.0	Upside potential	R\$ 500K–700K (~\$94K–\$132K)
6	Porto Belo	7.8	Eco-luxury, nature	R\$ 400K–700K (~\$75K–\$132K)
7	Florianópolis (Ingleses)	7.8	Mid-range investment	R\$ 550K–800K (~\$104K–\$151K)
8	Rancho Queimado	7.5	Speculative, lowest entry	R\$ 200K–350K (~\$38K–\$66K)

Risk Factors

⚠️

Currency risk: BRL volatility (10-20% annually vs USD/EUR)

⚠️

Liquidity risk: Selling typically takes 6-18 months

⚠️

Construction delays: 6-12 month delays are common

⚠️

Regulatory changes: Brazilian property laws may evolve

Plan B Verdict — Areas Analysis

AREA	PLAN B VERDICT	BEST FOR	AVOID IF
Jurerê Int.	Blue-chip SC real estate. Highest liquidity, most resilient to downturns.	HNWIs, preservation	Budget < R\$ 1M (~\$189K)
Itapema	★ Top pick for growth. The "BC of 2016" — early-stage growth with proven catalysts.	Growth investors, 3-7 yr	Need immediate rental income
Lagoa	Best lifestyle + yield balance. Strong year-round remote worker demand.	Digital nomads, lifestyle	Pure capital appreciation play
Balneário Camboriú	The luxury play. Strong prestige factor, but seasonal rental demand is the weak point.	Premium buyers, status	Need cash flow first 3 years
Campeche	Highest upside within Floripa. New urban center, near airport. Risk: oversupply.	Value investors, 5+ yr	Want established neighborhood
Porto Belo	Niche play. Eco-luxury with Beto Carrero catalyst.	Eco-conscious, secondary home	Need high liquidity
Ingleses	Solid rental market. Consistent demand, good infrastructure	Conservative rental investors	Seeking high capital growth
Rancho Queimado	Speculative frontier. Lowest entry but highest uncertainty.	Risk-tolerant, rural	Need liquidity or income

★ Plan B Top Recommendations 2026

- ① Itapema (Meia Praia) — Best capital appreciation. 18% growth, prices 30-40% below BC.
- ② Florianópolis (Campeche) — Best value in the capital. New infrastructure, growing demand.
- ③ Florianópolis (Jurerê) — Best for wealth preservation. Highest liquidity.

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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 throughout the process. 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. Property prices and projections are estimates and may differ from actual outcomes. Always consult with qualified professionals before making investment decisions. © 2026 Plan B Brazil — CRECI-SC 59616 — planbbrazil.com. All rights reserved.