



PLAN B BRAZIL RESEARCH LIBRARY

Florianópolis

INVESTMENT REPORT 2026

In-depth market analysis of Brazil's Silicon Island —
population growth, infrastructure, price trends, rental
market, outlook through 2030

DATA-DRIVEN INVESTMENT INTELLIGENCE

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Market Overview

Florianópolis is the capital of Santa Catarina and Brazil's leading tech hub outside São Paulo. Known as "Silicon Island," the city combines a thriving technology sector, world-class beaches, and a growing international community. The metro area has over 1 million residents, and the city attracts 4M+ tourists annually.

 550K CITY POPULATION	 4M+ ANNUAL TOURISTS	 R\$ 8,900 (~\$2K) AVG PRICE/M²	 6.5% AVG RENTAL YIELD
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Hercílio Luz Airport — 4M+ passengers annually with direct flights to São Paulo, Buenos Aires, seasonal European routes

Tech sector — 300+ startups, major tech companies, growing remote worker community

District Analysis

DISTRICT	PRICE/M²	YIELD	GROWTH	SCORE	PROFILE
Jurerê Internacional	R\$ 22,000 (~\$4K)	5.2%	12%/yr	9.0	Premium luxury
Lagoa da Conceição	R\$ 12,500 (~\$2K)	6.8%	10%/yr	8.5	Lifestyle + rental
Inglese	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

Price Growth (2018-2026)

YEAR	2018	2019	2020	2021	2022	2023	2024	2026
Avg Price/m²	R\$ 5,800 (~\$1K)	R\$ 6,400 (~\$1K)	R\$ 7,100 (~\$1K)	R\$ 7,500 (~\$1K)	R\$ 8,000 (~\$2K)	R\$ 8,400 (~\$2K)	R\$ 8,900 (~\$2K)	R\$ 9,200 (~\$2K)

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

Investment Opportunities

1

Pre-construction in Campeche
R\$ 500K-700K (~\$94K-\$132K) for 2BR, 11% annual growth

2

Long-term rental in Ingleses
7-7.5% yields with stable demand

3

Luxury appreciation in Jurerê
+180% over 7 years, limited supply

4

Commercial in Centro
Growing tech sector creates office demand

Risks

⚠

Seasonal vacancy — Beach areas see 60-70% occupancy in winter

⚠

Construction oversupply — Several large launches simultaneously

⚠

Environmental regulations — Coastal zone restrictions limit development

⚠

Infrastructure strain — Growth testing water, sewage, road capacity

Outlook 2027-2030

Florianópolis is positioned for continued growth. Key catalysts: Hercílio Luz Airport expansion (new international routes), tech sector boom (300+ startups), remote worker demand. We project 8-12% appreciation in emerging areas (Campeche, Lagoa) and 5-8% in mature markets (Jurerê, Centro).

Plan B Verdict — Florianópolis Districts

Our on-the-ground assessment based on direct experience with investors and developers:

DISTRICT	PLAN B VERDICT	BEST PROFILE	KEY CATALYST
Jurerê Int.	SC's most resilient real estate. Limited land, elite status. Prices doubled since 2018.	HNWIs, R\$ 1.2M (~\$2.3M)+	Limited supply
Lagoa	Best lifestyle-to-price ratio. Strong remote worker demand. The "Brooklyn of Floripa."	Digital nomads, lifestyle	Remote work migration
Inglese	Most stable rental market in northern Floripa. Safe, conservative choice.	Conservative rental investors	Airport proximity
Canasvieiras	Budget-friendly entry into Floripa's north. Best for lowest entry with decent yields.	First-time SC investors	Lower prices attract dev
Centro	Urban core with commercial mix. Growing tech office demand. Not a beach play.	Urban, commercial investors	Tech expansion
Campeche	★ Highest upside in Floripa. New urban center near airport. Risk: oversupply.	Growth-focused, 5+ yr	Airport, urban center

★ Top Recommendations for Florianópolis 2026

- ① **Campeche** — Best value play. New infrastructure, growing demand, R\$ 500K-700K (~\$94K-\$132K) for 2BR.
- ② **Lagoa da Conceição** — Best lifestyle + yield balance. Remote worker demand. R\$ 700K-1M (~\$132K-\$189K) for 2BR.
- ③ **Jurerê Internacional** — Best for wealth preservation. Highest liquidity. R\$ 1.2M (~\$2.3M)+.

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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.