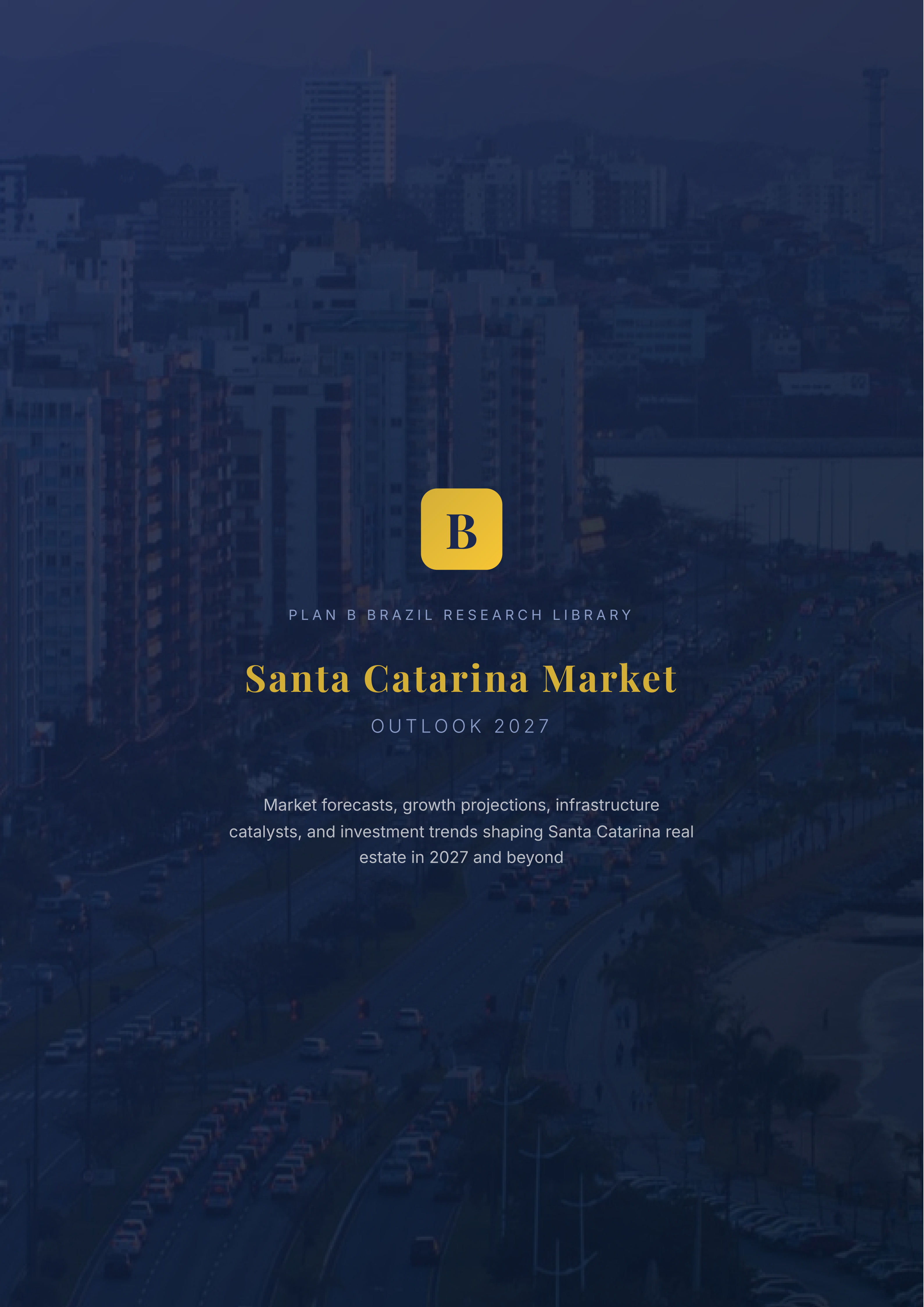

PLAN B BRAZIL RESEARCH LIBRARY

Santa Catarina Market

OUTLOOK 2027

Market forecasts, growth projections, infrastructure catalysts, and investment trends shaping Santa Catarina real estate in 2027 and beyond


DATA-DRIVEN INVESTMENT INTELLIGENCE

Santa Catarina Real Estate Outlook 2027

Santa Catarina continues to be Brazil's fastest-growing real estate market, driven by infrastructure investment, tech sector expansion, and international migration. This outlook covers key projections for 2027 across all major investment areas.

📈
12%
PROJECTED GROWTH

💰
$4.2B
MARKET VOLUME

🏗️
85+
ACTIVE PROJECTS

🌍
18%
FOREIGN BUYER GROWTH

Key Catalysts for 2027

Hercílio Luz Airport expansion — New international routes, capacity doubling
BR-101 highway improvements — Faster connection between BC, Itapema, Porto Belo
Tech sector growth — 300+ startups, major companies relocating to Floripa
Brazil's digital nomad visa — Increased foreign presence and rental demand

Price Projections by Area 2027

AREA	2026 PRICE/M²	2027 EST.	GROWTH	OUTLOOK
Jurerê Int.	$4.1K/m² (~R$ 22K)	$4.6K/m² (~R$ 24K)	+12%	Bullish
Balneário Camboriú	$2.8K/m² (~R$ 15K)	$3.3K/m² (~R$ 17.5K)	+15%	Bullish
Itapema	$1.9K/m² (~R$ 10K)	$2.2K/m² (~R$ 11.8K)	+18%	Very Bullish
Lagoa (Floripa)	$2.4K/m² (~R$ 12.5K)	$2.6K/m² (~R$ 14K)	+10%	Steady
Ingleses	$2.0K/m² (~R$ 10.8K)	$2.2K/m² (~R$ 11.7K)	+9%	Steady
Campeche	$1.7K/m² (~R$ 8.9K)	$1.9K/m² (~R$ 9.9K)	+11%	Positive
Porto Belo	$1.6K/m² (~R$ 8.5K)	$1.8K/m² (~R$ 9.7K)	+14%	Positive
Rancho Queimado	$660/m² (~R$ 3.5K)	$750/m² (~R$ 4K)	+12%	Emerging

Prices are estimates based on current trajectories. Currency at 1 USD = 5.3 BRL. Actual results may vary.

Key Investment Trends for 2027

1. Shift to Pre-Construction Buying

International investors increasingly prefer pre-construction for price advantage and interest-free installment plans. 60% of new buyer inquiries in 2026 were for off-plan properties.

2. Remote Worker Migration

Florianólápolis attracts 15,000+ remote workers annually, driving demand for long-term rentals in Lagoa, Centro, and Campeche. Average remote worker stays 6-18 months.

3. Rise of Eco-Luxury in Porto Belo

Porto Belo emerges as the eco-luxury destination with Beto Carrero World expansion, new golf communities, and sustainable building mandates.

4. Itapema as the New BC

Itapema mirrors BC's 2016 growth trajectory. New highway access, airport proximity, and developer influx drive 18% annual appreciation.

5. Currency Advantage for Foreign Buyers

BRL depreciation against USD/EUR creates favorable entry points. European and US buyers see 15-25% purchasing power advantage vs local market.

> **Plan B Commentary:** 2027 will be a pivotal year. Infrastructure investments mature, airport expansion completes, and the tech sector reaches new heights. We recommend early entry in emerging areas (Itapema, Campeche) before prices converge with mature markets.

Risk Factors & 2027 Outlook

Risks to Monitor

RISK	LIKELIHOOD	IMPACT	MITIGATION
BRL Volatility	High	Medium	Diversify entry timing, hedge currency
Oversupply in BC	Medium	Medium	Focus on rental demand areas
Construction Delays	Medium	Low	Choose established developers
Interest Rate Changes	Low	Medium	Pre-construction locks in pricing
Environmental Regulations	Low	High	Buy in approved developments

⭐ Plan B 2027 Outlook

We maintain a **bullish** outlook on Santa Catarina real estate for 2027. The combination of infrastructure investment, tech sector growth, international migration, and currency advantages creates a compelling investment case. Key recommendations: enter Itapema early, diversify across Floripa districts, and consider pre-construction for maximum upside. Target 12-18% appreciation in emerging areas, 8-12% in mature markets.

✅ **BULLISH on SC Real Estate 2027**

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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.