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Bigger homes gain favour as Indian buyers move higher up the price ladder

Sanket Koul

An Anarock survey shows 3BHKs account for 48% of buyer preferences, while demand is increasingly shifting towards homes priced between Rs 90 lakh and Rs 1.5 crore.

Nearly half of India's homebuyers are showing a strong preference for larger homes, with the Rs 90 lakh to Rs 1.5 crore price bracket seeing high demand as buyers increasingly prioritise space and larger configurations.

According to a report by real estate consultancy Anarock, 3BHKs account for 48 per cent of overall preferences among 8,200 respondents across 14 cities, while 2BHKs remain the second-most preferred configuration at 38 per cent.

Among cities, Ahmedabad recorded the highest preference for 3BHK homes at 57 per cent, followed by Chennai and Delhi-NCR at 53 per cent each and Hyderabad at 52 per cent. Anuj Puri, chairman of Anarock, said the Mumbai Metropolitan Region showed only a 38 per cent preference for 3BHK housing units, the lowest among all surveyed cities.

The preference for housing units in the Rs 90 lakh to Rs 1.5 crore bracket rose to 34 per cent in the first half of 2026, from 25 per cent in H1 2021. Demand for homes priced above Rs 1.5 crore almost doubled to 27 per cent in H1 2026, from 13 per cent five years ago.

As a knock-on effect, the preference for midsize housing priced between Rs 45 lakh and Rs 90 lakh fell to 21 per cent in H1 2026, from as high as 35 per cent in H1 2021. Preference for housing priced below Rs 45 lakh declined from 27 per cent in H1 2021 to 18 per cent in H1 2026.

Puri said this is also mirrored in supply, with affordable housing's share of new launches across the top seven cities declining from 26 per cent in H1 2021 to just 8 per cent in H1 2026. The trend comes against continued housing price appreciation, suggesting that premiumisation is not limited to a small investor segment but is increasingly visible in end-user demand.

Rishabh Periwal, senior vice-president at Pioneer Urban Land and Infrastructure, said the growing acceptance of higher-ticket homes also signals greater confidence among end-users in upgrading their living standards. As aspirations continue to rise, developers will need to focus not merely on larger configurations, but on creating thoughtfully designed homes that deliver meaningful value and a superior quality of life.

At the same time, branded residences are gaining momentum across markets such as NCR, reflecting a growing preference for globally benchmarked, hospitality-led living experiences.

> **Sudeep Bhatt, Director of Strategy, Whiteland Corporation**
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> Buyers today are looking beyond square footage. They are seeking better planning, exclusivity, services, and long-term value.

Despite the enthusiasm for bigger homes, rising housing prices remain a major source of concern. About 65 per cent of the respondents are moderately concerned about the current price surge, while 40 per cent view it as a

long-term trend. Buyer preference has shifted strongly towards new launches, with the ratio of ready homes to new launches standing at 18:34 in H1 2026, compared with 30:25 in H1 2022.

The report observed that the growing preference for new launches reflects greater buyer confidence in established and organised developers, supported by stronger execution capabilities, improved delivery track records, pricing benefits, and greater choice of inventory at an early stage. While demand is largely end-use driven, Puri added that homebuyers are increasingly looking beyond immediate end-use value and assessing residential property as a long-term financial asset.