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Homebuyers adapt to price rise, shift locations and rentals while seeking larger homes

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According to ANAROCK's Consumer Sentiment Survey H1 2026, 65 percent of 8,320 respondents are concerned about rising housing prices. Yet 44 percent plan to proceed with their purchases, while 38 percent may delay them slightly.

Most Indian homebuyers still plan to buy despite price hikes. There is a strong preference for 3BHK and larger homes. Housing demand is end-user driven, and developer reputation is key.

Rising property prices are prompting some Indian homebuyers to rethink where and when they buy, but most are not abandoning their purchase plans, according to the latest consumer sentiment survey by ANAROCK.

Among buyers affected by price increases, 31 percent said they were shifting from buying to renting, while 20 percent were considering homes in peripheral locations.

The survey also points to a widening gap between what buyers want and what they can afford. While 48 percent of respondents preferred 3BHK homes, the Rs 90 lakh-Rs 1.5 crore budget range was the most preferred, chosen by 34 percent. Another 27 percent were looking at homes priced above Rs 1.5 crore. Demand for 4BHK and larger homes has also increased to nearly 5 percent from about 3 percent in H1 2024.

Anuj Puri, Chairman, ANAROCK Group, said the H1 2026 findings pointed to continued premiumisation of housing demand. The strong preference for 3BHKs, coupled with growing interest in higher budget segments and 4BHK-plus homes, indicates that buyers continue to prioritise space and quality despite the higher ticket sizes involved. He said this trend is being led by end-users, so larger homes are increasingly being viewed as a long-term lifestyle and value proposition rather than mere premium purchases.

Housing demand remains largely end-user driven, with 68 percent of respondents buying for self-use. At the same time, 77 percent consider rental income important or very important, while 67 percent attach importance to resale value. Buyers are increasingly assessing homes both as residences and as long-term financial assets.

The shift is particularly pronounced in Delhi-NCR, Ahmedabad, Chennai and Hyderabad, where more than half of respondents prefer 3BHK homes. For developers, demand is shifting towards larger configurations even as buyers become more price-sensitive. New launches are preferred by 34 percent of respondents, compared with 18 percent for ready-to-move-in homes. Developer reputation is the leading consideration for buyers evaluating new projects, followed by pricing, location and construction quality.

> **Sudeep Bhatt, Director-Strategy, Whiteland Corporation**
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> The growing preference for larger homes reflects a clear evolution in the aspirations of today's homebuyers. In NCR, we are seeing this shift translate into stronger demand for thoughtfully designed, spacious residences. Buyers today are looking beyond square footage as they are seeking better planning, exclusivity, services and long-term value. This premiumisation of end-user demand is likely to remain an important driver of NCR's residential market as aspirations continue to evolve.

Rishabh Periwal, Senior Vice President, Pioneer Urban Land and Infrastructure Ltd, said the rising preference for larger homes was a strong indicator of how the definition of modern urban living is evolving. With Delhi-NCR recording a 53 percent preference for 3BHKs, demand is moving towards homes that offer greater space, flexibility and comfort for families. He said 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.