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Urban living – an opportunity for institutional investors

New study by Berlin Hyp: small-scale residential concepts in urban areas – from student housing, small flats and serviced apartments to assisted living.

Attractive major cities remain poles of growth. Every third job at knowledge- and business-oriented service providers is currently located in A and B cities, with every fifth located only in the seven A cities. Cities are growing faster than their surrounding areas. Since 2008, more people around the world have lived in conurbations than in rural regions for the first time in human history. Germany is also seeing a clear trend towards urbanisation. The relationship between inhabitants and their cities is changing, and so are people's ideas of urban living. In addition, a new way of thinking about residential concepts is emerging: micro-living is more than just a response to the high rents in major cities.

“Trends such as single-person households, in particular, have significantly raised demand for small flats across all age groups,” says Gero Bergmann, Member of the Board of Management responsible for markets at Berlin Hyp. “Institutional investors are now also growing increasingly aware of this development and taking it into account accordingly in portfolios.”

The art of micro-living consists of creating spaces where people can feel at home in urban areas through ideal use of space and maximum functionality. A wide range of different living concepts plays a central role. Serviced apartments – a mix of hotel and flat – as well as student housing and assisted living are tailored to their target groups.

Europe is one of the most urbanised continents in the world. More than two-thirds of the population lives in urban areas. Cities play a crucial role as economic engines and places of connectivity, creativity and innovation. Urbanity is at the centre of both work and living.

You can download the German version of the study “[Trend: Urbanes Wohnen im Taschenformat](#)” from our website at www.berlinhyp.de.

Press contact

Nicole Hanke

Communications and Marketing

T +49 30 2599 9123 - nicole.hanke@berlinhyp.de

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