

# JUST Real Estate Releases Q2 2025 Costa del Sol Market Report: Resilient Pricing, Prime Demand

*Q2 shows resilient €/m<sup>2</sup>, faster absorption for turnkey stock, and sustained international demand across Marbella, Estepona and Benahavís*

MARBELLA, SPAIN, October 6, 2025 /EINPresswire.com/ -- JUST Real Estate today published its [Q2 2025 Market Report](#) covering [Marbella, Estepona, and Benahavís](#), showing resilient pricing, disciplined supply, and sustained international demand across the Costa del Sol's prime micro-markets.

The analysis identifies a widening performance gap in favour of turnkey, well-located assets—particularly renovated villas and view-led penthouses—while capex-heavy stock continues to trade with longer lead times and heavier negotiation.

## Key Q2 datapoints

Marbella: Average asking price ~€5,170/m<sup>2</sup> (+1.6% QoQ, +9.8% YoY).

Estepona: Approximately 1,000 sales in Q2 (50%+ YoY), with new-build transactions leading absorption.

Benahavís: Average asking price ~€4,963/m<sup>2</sup> (+3.7% QoQ, +10.8% YoY).

“Evidence-based pricing is winning,” said James Evans, Managing Partner at JUST Real Estate. “Vendors who align to live buyer demand, micro-area €/m<sup>2</sup> benchmarks, and quality signals are still achieving strong outcomes. International appetite from the Nordics, UK/EU, and US/MENA remains broad, but buyers are discriminating—location, build quality, and walkability are doing the heavy lifting.”

Beyond headline figures, the report benchmarks €/m<sup>2</sup> by micro-area, tracks the velocity gap between renovated versus to-reno-vate homes, and analyses buyer mix and time-to-sell trends.



Marbella Property Prices



Evidence-based pricing is winning, Vendors who align to live buyer demand and quality signals are still achieving strong outcomes. International appetite remains broad, but buyers are selective”

*James Evans*

For investors and relocators, it includes yield context, school catchments, and mobility corridors shaping decision-making.

Download the full Q2 2025 Market Report:

<https://justrealestate.es/just-q2-2025-market-report>

JUST Real Estate is a data-driven brokerage operating across Marbella, Benahavís and Estepona. The firm blends deep local intelligence with global reach to deliver precision valuations, high-impact marketing, and end-to-end deal orchestration. Focus areas include [prime villas](#),

[penthouses, new developments](#), and discreet off-market placements.

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