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ENSO MARKET INTELLIGENCE

THE COSTA DEL SOL BUYER'S BRIEF 2026

LOCATION: Costa del Sol / Málaga, Spain

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WHAT €500,000 TO €1,000,000 REALLY BUYS YOU ON THE COSTA DEL SOL

For many buyers, the biggest question is not whether to buy on the Costa del Sol, but where. The €500,000 to €1,000,000 range remains one of the strongest positions in the market. It offers access to premium apartments, modern penthouses, golf residences, contemporary townhouses and selected villas, depending on location. This report offers a realistic snapshot of what buyers can expect in some of the Costa del Sol's most sought-after areas.

Where Your Budget Goes Further

Marbella

Expect luxury apartments, gated communities and select townhouses. In prime areas, €1m may secure a premium apartment rather than a villa, particularly near the Golden Mile or Puerto Banús.

Estepona

One of the strongest value areas on the coast. Buyers often gain more space, newer developments and sea-view apartments while maintaining strong long-term demand.

Mijas / La Cala

Popular with families and lifestyle buyers. The budget stretches further here and often provides larger homes, modern developments and easier access to beaches and golf.

Fuengirola

A practical, year-round location offering strong amenities, walkability and transport links. Premium apartments and penthouses are common within this range.

Benalmádena

Increasingly attractive for buyers seeking sea views, marina lifestyle and access to Málaga airport while remaining more affordable than central Marbella.

Casares

Ideal for golf and lifestyle buyers seeking modern resort-style developments, larger terraces and stronger value positioning.

What Buyers Should Know in 2026

Market indicators suggest demand remains strong across much of the Costa del Sol, particularly for quality new developments and homes in established lifestyle locations. Supply in premium segments continues to be relatively constrained, meaning well-positioned properties often attract attention quickly. For many buyers, understanding which area aligns with both lifestyle and long-term goals is becoming just as important as the property itself.

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Whether you are searching for a holiday home, relocation opportunity or long-term investment, ENSO Property Group provides tailored guidance to help match your goals with the right part of the Costa del Sol.

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