

THE PRINCE ESTATES REPORT

Mallorca 2026

The market, the people and the ideas shaping one of Europe's most sought-after islands, and where it is heading next.

BY JAMES PRINCE, FOUNDER OF PRINCE ESTATES



FOREWORD

Why I wrote this report

Mallorca has always attracted people who could live anywhere. What has changed is the pace: more connected, more international and more demanding than ever, with buyers who expect real insight, not sales talk.

This report brings together the numbers, the trends and what I see every day with clients and fellow agents. Whether you are buying, selling or simply love the island, I hope it gives you a clearer picture of where Mallorca stands today and where it is going.

James Prince

JAMES PRINCE, FOUNDER

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AT A GLANCE

Mallorca 2026 in numbers

33.8m
passengers through Palma airport in 2025

166
destinations served by 52 airlines

€4,704/m²
average asking price for houses, +4.8% year on year

€5,384/m²
average asking price for apartments, +5.7%

2–4%
prime price growth expected in 2026

€5–8m
the most active segment of the prime market

€3m
Balearic wealth-tax threshold since 2024 (from €700,000)

UNESCO
Serra de Tramuntana, World Heritage Site since 2011



GLOBAL STAGE

Mallorca on the global stage

Global wealth keeps growing, and it is increasingly mobile. The world now counts 713,626 ultra-high-net-worth individuals, around 89 more every day since 2021. Prime property worldwide rose 3.2% in 2025, with Europe up 3.3% and Spain among its strongest performers.



A European favourite

Spain stood out in 2025: Marbella rose 8.1% and Madrid 5%. Mallorca offers the same Spanish fundamentals with a scarcer, island supply.

Connected to the world

Within about two to three hours of most European cities, with a direct New York route and Abu Dhabi flights from June 2026.

A place to live, not just to visit

International schools, world-class sailing and golf, private healthcare, a lively capital and the UNESCO-listed Serra de Tramuntana.

Growing wealth at home

Spain's ultra-high-net-worth population is forecast to grow from 6,845 in 2026 to over 10,600 by 2031.

> "A stable, year-round, globally connected lifestyle market."
>
> MARK HARVEY, KNIGHT FRANK

THE MARKET

The market in 2026

Island-wide prices continue to climb steadily. At the top end the story is scarcity: limited stock in the best locations, and well-funded buyers who compare carefully before they commit.

South-west

Port d'Andratx to Bendinat and Portals: the island's highest values, with sea-view villas above €15 million.

North-west

Deià, Sóller and Valldemossa: exceptionally tight supply between €6 million and €10 million.

Palma

The capital, with average asking prices for apartments of around €5,370/m² and strong demand for the old town and seafront.

East coast

Santanyí and its coastline are gaining momentum, with high-spec villas at around half of south-west prices.

WHO IS BUYING

Germans remain the largest group of international buyers, followed by the British, Swiss and Scandinavians. Interest from the United States and mainland Spain is growing, helped by new direct flights.



REGULATION

The rules of the game

Policy shapes value as much as location. These are the changes every owner and buyer should understand in 2026.

01

Golden Visa closed

Spain ended residency-by-investment on 3 April 2025. International buyers now choose Mallorca for lifestyle rather than a visa, which has kept demand rooted in genuine use.

02

Non-EU buyer tax: proposed, not passed

A surcharge on non-EU buyers was proposed in January 2025. By mid-2026 it had not progressed through parliament. We follow it closely and advise clients case by case.

03

Holiday-rental licences are scarce

New tourist-rental licences are not being issued in Mallorca, and Palma has banned new holiday lets in apartments. Homes with a valid existing licence are increasingly sought after.

04

A friendlier wealth-tax threshold

The Balearic wealth-tax threshold rose from €700,000 to €3 million in 2024, a change welcomed by international owners.

General information only, not legal or tax advice. Always confirm your position with a qualified adviser.



BUYER PRIORITIES

What premium buyers prioritise

Beyond the property itself, the best buyers are choosing who they work with. In my experience, this is what matters most to them.

01

Someone who gets things done

Clear timelines, decisions made and problems solved before they turn into delays.

02

Proactive, not reactive

Anticipating issues with paperwork, licences or negotiations, rather than reacting once they appear.

03

Solution-oriented advice

Honest answers and practical options. Every deal has hurdles; the right adviser finds the way through.

04

Trust and discretion

Privacy, confidentiality and an adviser whose word can be relied on at every stage.

05

Move-in ready and compliant

Finished, well-built homes with licences in order and a clean file. Paperwork is now part of the product.

06

Wellness and year-round living

Privacy, outdoor space, pools and calm, plus comfort and connectivity that work in January as well as July.



OUTLOOK

What the future holds

I believe the future of real estate in Mallorca is more personal, more collaborative and built on service, trust and reputation.

1 **More personal**

Clients will choose advisers, not portals. Direct access to the person making things happen will matter more than ever.

2 **More collaborative**

The best homes rarely sit with one agency. Agents who work together will give clients access to the whole market.

3 **Service is the difference**

Information is everywhere. The real value is in judgement, responsiveness and getting the deal done.

4 **Reputation is everything**

On an island, trust is earned deal by deal. Reviews and referrals will decide who clients call first.

5 **Steady, supply-led growth**

With little new prime stock and consistent demand, we expect sustainable price growth rather than spikes.

6 **A broader buyer base**

New routes to the United States and the Middle East will widen the pool of international buyers.





ABOUT ME

James Prince

My interest in property started early, through hands-on renovation and development work, and was formalised with a degree in Real Estate from the University of Reading.

I began my career in the West Midlands as a land buyer for a major UK housebuilder, which taught me disciplined valuation and negotiation. Drawn to a more international market, I moved to Mallorca, working first with a leading agency and then with a respected developer, before founding Prince Estates in Palma.

My aim is simple: to raise the standard of real estate service in Mallorca, with honest advice, real market insight and a genuinely personal approach.

EDUCATION

Real Estate degree, University of Reading

BACKGROUND

Land acquisition for a major UK housebuilder

MALLORCA

Agency and development experience on the island

TODAY

Founder of Prince Estates and the Mallorca Agents Club

YOUTUBE

youtube.com/@princeestates



PRINCE ESTATES

A boutique agency built on trust

Prince Estates is an independent agency based in the heart of Palma, helping clients buy and sell exceptional homes across Mallorca. We work with a select number of clients so that each receives senior, personal attention.

01

Boutique

A deliberately small portfolio and a personal service from first call to keys.

02

Client-focused

Clear advice, honest pricing and regular updates. You always know where things stand.

03

Agent-led

Experienced, accountable people, not call centres or automated portals.

For buyers

Private search across the whole market, including off-market homes, with viewings, negotiation and support through to completion.

For sellers

Accurate valuation, premium presentation, and the choice of a discreet off-market sale or a full international launch.

MAC
MALLORCA AGENTS CLUB

The island's agents, working together

I founded the Mallorca Agents Club to solve a simple problem: the right buyer is often working with a different agency from the right home. Today it is a growing club of agents across the island, working together for their clients.

01

For sellers

Your home can be introduced to qualified buyers already working with other agencies, often before it is advertised anywhere.

02

For buyers

One trusted point of contact with access to homes from across the market, including properties that never reach the portals.

03

For the industry

Shared standards, collaboration instead of competition, and a better experience for every client.

> "The best homes rarely sit with a single agency. Collaboration is how they find the right owner."
>
> JAMES PRINCE



WORKING TOGETHER

Let's talk about your plans

Whether you are buying, selling or simply curious about the market, I would be glad to hear from you. Every conversation is personal and confidential.

Buying

Tell us what you are looking for and we will search the whole market for you, including off-market homes.

START A PRIVATE SEARCH →

Selling

Find out what your home is worth today, with a free and confidential valuation.

REQUEST A VALUATION →

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Sources: Knight Frank, The Wealth Report 2026 and Mallorca Residential Market Insight 2026; Engel & Völkers asking-price data (June 2026); Aena 2025 passenger figures; published reporting on Spanish housing policy (2025–2026). Figures are indicative; asking prices are not sale prices. General information only, not legal, tax or financial advice.