Proptech Investment Heats Up in Asia Pacific

Take a look at where the proptech hot spots are and what’s driving the demand in this region.

**China (Including Hong Kong)**
- Strong desire for home ownership
- 94% of Chinese millennials plan to buy property in the next 5 years
- Highly tech-savvy population with over 480 million projected Internet users by 2020
- Increased public infrastructure spending
- US$3.02 billion in proptech funding

**Northeast Asia**
- Strong desire for home ownership
- Australian government supportive of start-ups and innovation
- US$101 million in proptech funding

**India**
- Rapid urbanisation with 60 million projected new homes between 2018 and 2024
- Growing middle income population
- US$928 million in proptech funding

**Southeast Asia**
- 700 million WeChat users
- US$738 million in proptech funding

**Australasia**
- Strong desire for home ownership
- Australian government supportive of start-ups and innovation
- US$54 million in proptech funding

*Investment figures are from 2013 to 2017*