



LUXURY REAL ESTATE IN BARBADOS & THE CARIBBEAN

2025 MARKET REVIEW | 2026 OUTLOOK

One Caribbean Estates - Advising clients for over 25 years



ONE CARIBBEAN ESTATES

WHO WE ARE?

Founded in 2014, One Caribbean Estates is a boutique real estate brokerage specialising in the sale, acquisition, and rental of exceptional residential properties, commercial leisure assets, and development opportunities across the Caribbean's most desirable destinations.

Headquartered in St James on Barbados' prestigious West Coast and represented throughout the region, the firm is led by Founder and Managing Director Chris Parra, whose career spans more than 25 years with internationally recognised firms including Hamptons International, Savills, Chestertons, and Christie's International Real Estate.

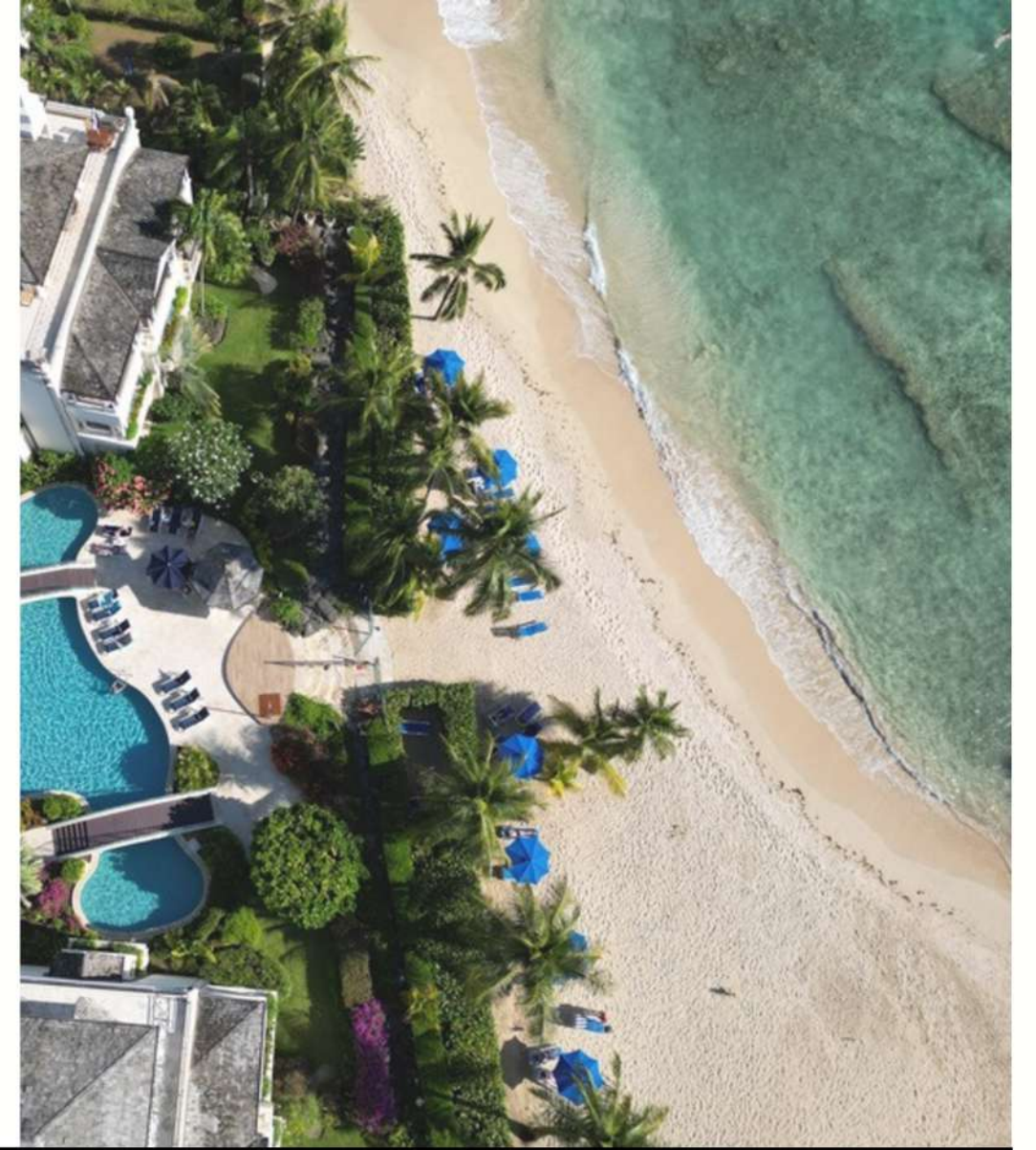
The company's inaugural project, One Sandy Lane, one of the Caribbean's most high-profile and discreet residences – set the benchmark for the calibre of properties, level of service, and professionalism that continue to define the brand.

Renowned for its discretion, integrity, and highly personalised approach, One Caribbean Estates advises a diverse international clientele, including private individuals and families, high-net-worth and ultra-high-net-worth clients, global business leaders, investment firms, family offices, and property developers.

Trust, continuity, and long-term relationships remain at the heart of everything we do.



INTRODUCTION



At One Caribbean Estates, we work closely with clients navigating important lifestyle and investment decisions across Barbados and the wider Caribbean. As we reflect on 2025 and look ahead to 2026, one theme is clear: luxury real estate has become increasingly intentional.

Over the past years, we observed a more considered approach to ownership, with clients prioritising long-term value, lifestyle quality, and stability over short-term trends.

Luxury today is defined less by scale and more by how seamlessly a property supports everyday living.

This report shares our perspective on how the Barbados luxury property market evolved in 2025 and what we believe will shape the year ahead, informed by over 25 years of experience advising clients across the Caribbean.

EXECUTIVE SUMMARY

As we close the chapter on 2025 and look ahead to the year before us, one theme stands out clearly: the definition of luxury real estate in the Caribbean has continued to evolve.

For many of our clients, the past year was less about excess and more about intention, choosing where and how to live with greater thought, balance, and long-term clarity.

At One Caribbean Estates, 2025 was defined by a more considered mindset. Buyers and renters alike approached decisions with a longer-term view, prioritising lifestyle quality, stability, and locations that offer both enjoyment and enduring value.

This perspective continues to guide our advice as we enter 2026.

Indicators Supporting Barbados Luxury Market Confidence (2023-2025)

Indicator	2023	2024	2025
Stay-over visitor arrivals	~680,000	~704,000	~720,000*
Prime luxury sales activity	Stable	Rising	Strong increase
International buyer interest	UK-led	UK / US	US-led

*2025 reflects full-year estimates based on partial-year data and industry reporting.



2025 IN REFLECTION

A Market in Evolution

- Throughout 2025, we observed a clear evolution in the luxury property market across the Caribbean, particularly in Barbados. The island is no longer viewed solely as a holiday destination, but increasingly as a base for long-term ownership, extended stays, and strategic investment.
- Barbados stands out for its strong fundamentals: a highly attractive and transparent tax regime, daily direct flights to and from the UK, United States, and Canada, and infrastructure that supports modern international living. High-quality medical care and respected international schooling further reinforce the island's appeal for families, remote professionals, and retirees alike.

This combination of lifestyle and practicality has reshaped how clients view ownership, not simply as a lifestyle choice, but as a well-balanced long-term decision.

Buyer Priorities Observed in 2025

Buyer Priority	Why It Matters
Turnkey condition	Immediate enjoyment, reduced friction
Indoor-outdoor living	Lifestyle continuity
Home office flexibility	Supports extended stays
Professional management	Peace of mind for overseas owners
Rental flexibility	Balanced lifestyle and income potential



From an investment perspective, reassurance remained key. Barbados continues to benefit from stable pricing, consistent demand, and a measured supply environment, factors that distinguish it from more volatile markets.

Relative Price Movement Across Barbados Property Segments

<u>Property Type</u>	<u>2025 Trend</u>
Prime West Coast villas	↑ 8-12%
Quality apartments	↑ 3-5%
Residential land	↑ Moderate

Lifestyle & the West Coast Experience

Beyond financial considerations, lifestyle remained central to purchasing decisions. Barbados’ West Coast continues to attract clients seeking understated luxury, ease of living, and strong community connection.

Safety, political stability, and accessibility increasingly influence where clients choose to spend extended periods of time, reinforcing the West Coast’s enduring appeal.

INVESTMENT
CONFIDENCE &
PRICING STABILITY



WHAT LUXURY MEANS TODAY



Luxury in 2025 was defined less by scale or formality, and more by how seamlessly a property supports everyday life.

Our clients increasingly expect intuitive living environments, discreet professional management, and integrated services that remove friction rather than add complexity.

From concierge and property management to wellness experiences and flexible usage, modern luxury is about continuity, ensuring time spent in Barbados feels effortless, whether for a few weeks or several months each year.



2026 IN FOCUS

What Will Shape the Year Ahead

Looking ahead, we expect these themes to deepen across the Barbados real estate market and the wider Caribbean. Flexibility, privacy, and long-term resilience will continue to guide buyer decisions in 2026. Clients are increasingly deliberate about where they place both capital and time, favouring destinations that combine lifestyle appeal with economic stability, favourable taxation, and strong investment fundamentals.

Barbados remains exceptionally well positioned. Its established legal framework, consistent rental demand, strong long-term appreciation, and international accessibility continue to provide confidence in an uncertain global environment.

Theme	Outlook
Buyer mindset	Intentional, long-term
Property demand	Turnkey, flexible-use homes
Investment focus	Stability over speculation
Lifestyle trends	Extended stays, part-time living
Market tone	Confident, measured



WHY BARBADOS CONTINUES TO STAND OUT

Barbados offers something increasingly rare: a refined island lifestyle supported by stability, safety, excellent infrastructure, and a highly attractive tax environment. When combined with daily international connectivity, quality healthcare, strong schooling options, and a resilient property market, the island offers far more than lifestyle alone.

For many of our clients, this balance is what transforms a property purchase into a lasting connection with the island – one rooted in both enjoyment and long-term confidence.

OUR FOCUS LOOKING FORWARD

As we begin 2026, One Caribbean Estates remains committed to guiding clients through this evolving landscape with insight, discretion, and care.

Our role is not only to represent exceptional properties, but to help clients make informed, thoughtful decisions that align lifestyle aspirations with long-term value.

We look forward to the year ahead and to continuing these conversations with our clients and partners.





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Luxury property specialists in Barbados & the Caribbean

Sales | Rentals | Concierge



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