PROPERTY MARKET REPORT

Costa Blanca

November 2026

Prices, rents and yields in fifteen towns — with the climate, the airport, the beaches and the buyers behind the numbers.



PROVINCE AVERAGE PRICE
€2,783/m²
12 months: +7.1% · October 2026

AVERAGE RENT
€12.8/m²
per m² per month · +7.0% in 12 months

HIGHEST GROSS YIELD
6.0%
Alicante city and Torrevieja

FOREIGN BUYERS
46.4%
of all purchases · Q2 2026

THE COAST, NORTH TO SOUTH

Fifteen towns, *one coastline*

Average asking price per m², October 2026. Dot size follows price.



HIGHEST
Moraira · €4,462/m²

LOWEST
Torrevieja · €2,566/m²

NORTH–SOUTH GAP
+74%
Moraira costs 74% more per m² than Torrevieja

FASTEST 12-MONTH RISE
Santa Pola · +15.3%

ALICANTE PROVINCE
€2,783/m²
+7.1% · 12 months

Schematic map — positions approximate, not to scale.

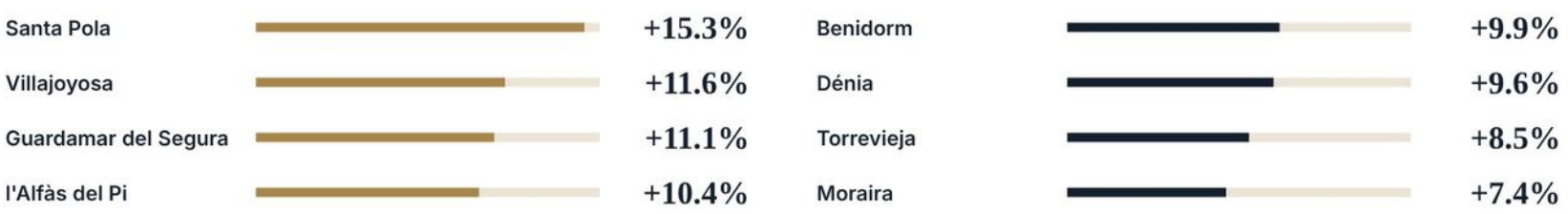
PRICES BY TOWN

Price per m² — *15 towns compared*

Sorted from highest to lowest price. Shaded row = Alicante province average.

TOWN	PRICE PER M²	1 MONTH	3 MONTHS	12 MONTHS	100 M² HOME	RENT PER M²	GROSS YIELD
Moraira	€4,462	−0.3%	−0.4%	+7.4%	€446,200	—	—
Jávea / Xàbia	€4,169	+0.1%	−0.2%	+5.9%	€416,900	€14.9	4.3%
Benidorm	€3,845	+0.5%	+1.5%	+9.9%	€384,500	€17.8	5.6%
Calpe	€3,513	+0.5%	+1.6%	+5.3%	€351,300	€15.1	5.2%
Altea	€3,461	−1.2%	−1.6%	+1.9%	€346,100	€13.7	4.8%
Dénia	€3,379	+0.7%	+2.3%	+9.6%	€337,900	€13.9	4.9%
El Campello	€3,263	+1.3%	+1.7%	+4.4%	€326,300	€14.6	5.4%
l'Alfàs del Pi	€3,228	+2.3%	+4.8%	+10.4%	€322,800	€15.7	5.8%
Pilar de la Horadada	€3,206	−0.5%	−1.0%	−1.4%	€320,600	€12.8	4.8%
Villajoyosa	€3,120	+0.9%	+2.9%	+11.6%	€312,000	€14.8	5.7%
Orihuela	€2,914	+0.4%	+0.3%	+7.1%	€291,400	€12.4	5.1%
Santa Pola	€2,833	+0.1%	+5.1%	+15.3%	€283,300	€11.9	5.0%
Alicante	€2,744	0.0%	+1.5%	+5.2%	€274,400	€13.8	6.0%
Guardamar del Segura	€2,670	+1.0%	+0.5%	+11.1%	€267,000	€11.3	5.1%
Torrevieja	€2,566	+0.2%	+1.2%	+8.5%	€256,600	€12.9	6.0%
Alicante province	€2,783	+0.6%	+1.4%	+7.1%	€278,300	€12.8	5.5%

12-month price change (%, October 2026)



RENT & YIELD

Rents and *gross rental yield*

Gross yield = annual rent ÷ purchase price, before costs, taxes and empty months.

Gross rental yield by town (%, October 2026)

Alicante	6.0%
Torrevieja	6.0%
l'Alfàs del Pi	5.8%
Villajoyosa	5.7%
Benidorm	5.6%
El Campello	5.4%
Calpe	5.2%
Orihuela	5.1%
Guardamar del Segura	5.1%
Santa Pola	5.0%
Dénia	4.9%
Pilar de la Horadada	4.8%
Altea	4.8%
Jávea / Xàbia	4.3%

Monthly rent — 80 m² apartment (€ per month, at the average rent per m²)

Benidorm	€1,424
l'Alfàs del Pi	€1,256
Calpe	€1,208
Jávea / Xàbia	€1,192
Villajoyosa	€1,184
El Campello	€1,168
Dénia	€1,112
Alicante	€1,104
Altea	€1,096
Torrevieja	€1,032
Pilar de la Horadada	€1,024
Orihuela	€992
Santa Pola	€952
Guardamar del Segura	€904

Moraira has no rent figure in the October report. Yields are averages for the whole town — the right street and property type can be very different.

How to read the numbers

Price per m² — average asking price per built m² (Idealista)

Gross yield — rent × 12 ÷ price, before costs and taxes

Asking prices are not final sale prices — always compare close sales

All prices in euros, latest available month

BEYOND THE HEADLINE

What the averages *really mean*

Three simple calculations from the same price and rent data.

A year of growth, in euros

(12-month change on a 100 m² home at the average price)

Santa Pola	+€37,600
Benidorm	+€34,600
Villajoyosa	+€32,400
Moraira	+€30,700
l'Alfàs del Pi	+€30,400
Dénia	+€29,600
Guardamar del Segura	+€26,700
Jávea / Xàbia	+€23,200
Torrevieja	+€20,100
Orihuela	+€19,300
Calpe	+€17,700
El Campello	+€13,800
Alicante	+€13,600
Altea	+€6,500
Pilar de la Horadada	−€4,600

Years of rent to equal the price

(purchase price ÷ one year of rent, before costs)

Alicante	16.6 years
Torrevieja	16.6 years
l'Alfàs del Pi	17.1 years
Villajoyosa	17.6 years
Benidorm	18.0 years
El Campello	18.6 years
Calpe	19.4 years
Orihuela	19.6 years
Guardamar del Segura	19.7 years
Santa Pola	19.8 years
Dénia	20.3 years
Pilar de la Horadada	20.9 years
Altea	21.1 years
Jávea / Xàbia	23.3 years

What €300,000 buys (m² at the average asking price)

Torrevieja	117 m²
Guardamar del Segura	112 m²
Alicante	109 m²
Santa Pola	106 m²
Orihuela	103 m²
Villajoyosa	96 m²
Pilar de la Horadada	94 m²
l'Alfàs del Pi	93 m²
El Campello	92 m²
Dénia	89 m²
Altea	87 m²
Calpe	85 m²
Benidorm	78 m²
Jávea / Xàbia	72 m²
Moraira	67 m²

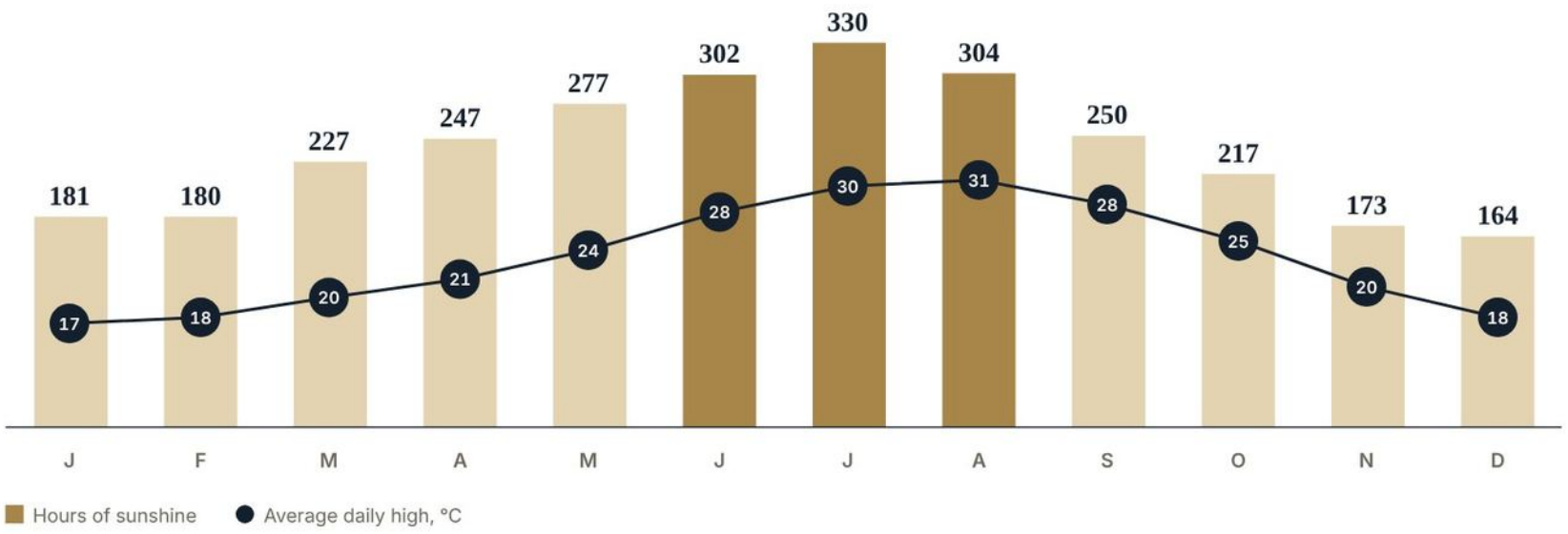
Calculated by R1 from Idealista's October 2026 averages. They describe the whole town, not a particular street or home.

LIFE ON THE COAST

The reasons *people stay*

Climate, connections, beaches and food — in official figures.

Sunshine and temperature, month by month (Alicante, AEMET 1981–2010 normals)



2,851
hours of sunshine a year
Alicante observatory

18.3 °C
average annual temperature
daily highs from 17 °C in January to 31 °C in August

37.5
days of rain a year
311 mm in total

19.95 M
passengers in 2025
Alicante–Elche airport, up 8.5% — a record

143
destinations in 32 countries
summer 2026 schedule · 88% of traffic is international

76
Blue Flag beaches in 2026
the most of any Spanish province

40
years of Blue Flag
San Juan beach — one of seven in the world

★★★
Michelin stars
Quique Dacosta, Dénia — and 25 restaurants in the province recommended by the 2026 guide



CALA, COSTA BLANCA



BARRIO DE SANTA CRUZ, ALICANTE



BENIDORM AT DUSK

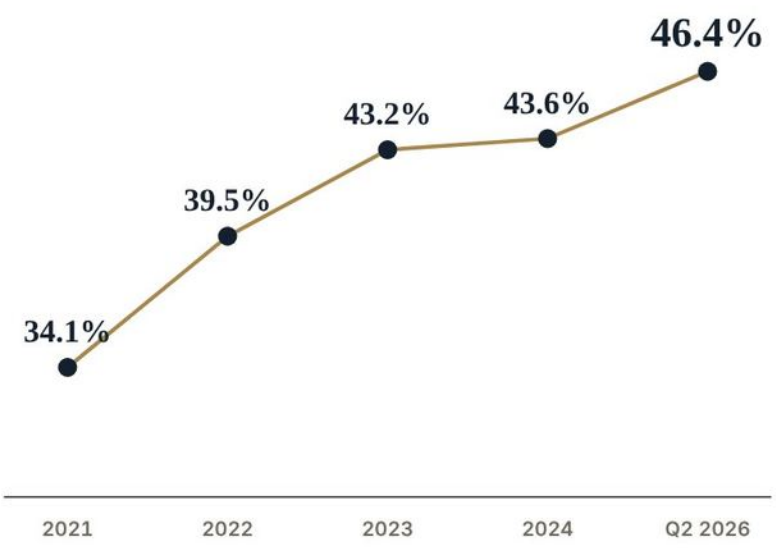
WHO IS BUYING

Almost half of all buyers *come from abroad*

Alicante has the highest share of foreign buyers of any Spanish province.

Foreign buyers' share of home sales

(Alicante province, Registradores)



Where they come from

(purchases in Alicante province, 2024 — Notaries of Valencia)

United Kingdom	3,545
Netherlands	3,264
Belgium	3,047
Poland	2,850
Germany	1,890

Average price paid (Alicante province, Q2 2025)

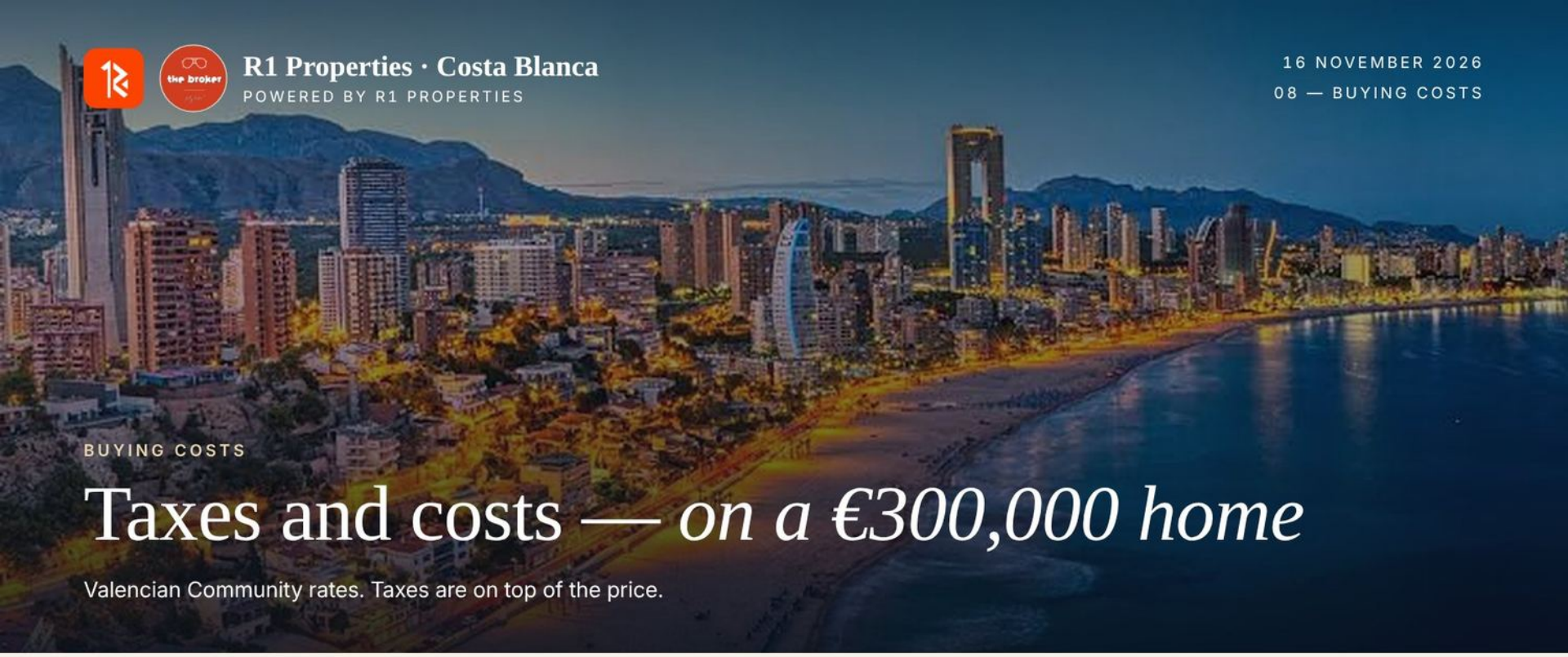
Dutch buyers	€325,725
British buyers	€229,411

New-build vs resale (registered prices, Q2 2026)

MEASURE	NEW BUILD	RESALE
Average registered price	€2,780/m²	€2,153/m²
Change vs previous quarter	−0.1%	+3.3%
12-month average to June 2026	€2,799/m²	€2,054/m²
Change vs previous 12 months	+10.7%	+12.2%
Registered sales, Q2 2026	2,161	10,137

Sales activity (Alicante province)

MEASURE	FIGURE	CHANGE
Registered sales, Q2 2026	12,298	-2.5% vs Q1
Sales, 12 months to June 2026	51,392	-5.3%
New-build sales, same 12 months	9,348	-6.5%
Resale sales, same 12 months	42,044	-5.0%
Resale share of sales, Q2 2026	82.4%	—



BUYING COSTS

Taxes and costs — *on a €300,000 home*

Valencian Community rates. Taxes are on top of the price.

ROUTE	TAXES	TAX AMOUNT	OTHER COSTS (EST.)	TOTAL BUDGET
Resale home	9% ITP	€27,000	€6,000	**€333,000**
New home — general	10% VAT + 1.4% AJD	€34,200	€6,000	**€340,200**
New home — main residence	10% VAT + 0.1% AJD	€30,300	€6,000	**€336,300**

Tax rates

Resale (ITP): 9% — rises to 11% above €1 million

New build: 10% VAT + 1.4% stamp duty (AJD)

New build, main home: 10% VAT + 0.1% AJD

Other costs: notary, land registry, lawyer (often ~1%), gestoría

NIE — your tax number

Needed to complete any property purchase in Spain

Apply at a Spanish consulate, at a police station in Spain (form EX-15), or through a representative with power of attorney

Fee €10–15 · ready same day to two weeks

How long it takes

ROUTE	TYPICAL TIME
Completed home, cash	4–8 weeks
Completed home, with mortgage	8–12+ weeks
Typical purchase process	6–12 weeks
Off-plan	depends on the contract

COSTA BLANCA · ALICANTE PROVINCE

For more information

TELEPHONE & WHATSAPP

+34 607 079 340

ONLINE

r1-properties.com/costa-blanca/

SOURCES

- Idealista — sale and rent price reports, Alicante province, October 2026
- Colegio de Registradores — Estadística Registral Inmobiliaria, Q2 2026
- BOE — Ley 13/1997 (Valencian tax rates), Ley 5/2025
- Developer websites (AEDAS Homes, Taylor Wimpey) — checked 24 October 2026
- NIE: Your Overseas Home, updated 19 October 2026
- AEMET — climate normals 1981–2010, Alicante
- Aena — passenger traffic 2025; summer 2026 schedule
- ADEAC — Blue Flag 2026
- Michelin Guide Spain 2026
- Colegio de Notarios de Valencia (2024); Barrio Radar / Registradores (Q2 2026)

Figures are averages and asking-price indicators for guidance only, not a valuation or tax advice. Check taxes for your own case with a Spanish lawyer or gestor.