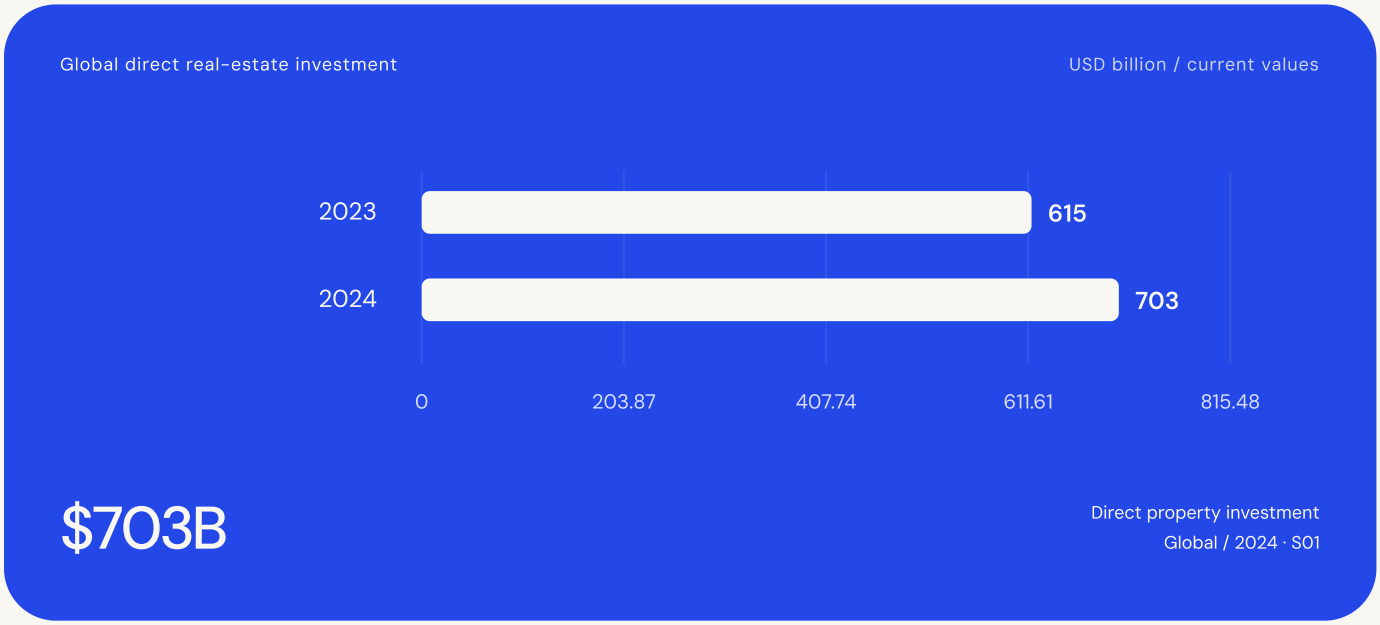
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Architecture and interior design firms

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

Architecture and interior design prospects need a space project that fits your practice. Separate design support from responsibility for construction at the start.

$703B
Direct property investment
Global / 2024 [S01]

+14%
Investment volume growth
Global / 2024 / publisher rounded [S01]

$615B
Previous-year investment
Global / 2023 / same report [S01]

01 What you can offer

Offer owners and occupiers design or project support suited to the current project stage.

02 Where to start

Choose a space type represented in your portfolio.

03 What to ask

Discuss commissioning authority, intended use and existing drawings.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Commercial property investment gives broad context for property activity. For a service provider, the next question is what project the owner or occupier is planning.

Direct property investment

Global / 2024 [S01]

$703B

Investment volume growth

Global / 2024 / publisher rounded [S01]

+14%

Previous-year investment

Global / 2023 / same report [S01]

$615B

What these figures cover

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

Consider international customers

Foreign project owners can buy design support where local approvals and execution responsibilities are defined.

03 / CHARTS AND MARKET REACH

Compare the figures.
Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global direct real-estate investment

USD billion / current values

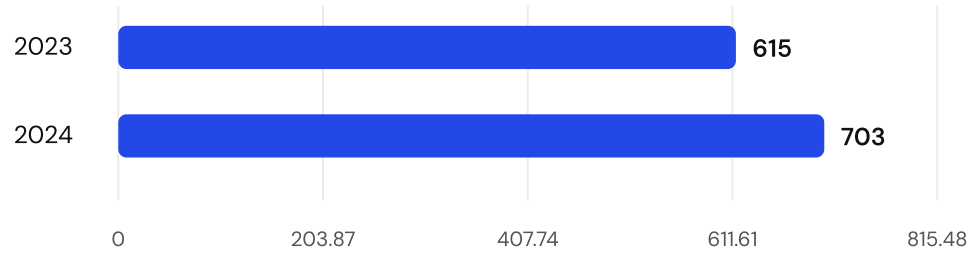


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a space type represented in your portfolio. Research businesses developing such spaces and ask which stage their project has reached.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign project owners can buy design support where local approvals and execution responsibilities are defined.

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Commercial property owners

What to discuss

Discuss the space's future use and design expectations with property owners.

Who to speak with

Commissioning owner or development lead

PROFILE
02
Potential buyer

Office occupiers

What to discuss

Ask office occupiers how their teams work and what they need from the space.

Who to speak with

Commissioning owner or development lead

PROFILE
03
Potential buyer

Hospitality operators

What to discuss

Discuss guest-area use and refurbishment schedules with hospitality operators.

Who to speak with

Commissioning owner or development lead

PROFILE
04
Potential buyer

Project contractors

What to discuss

Offer project contractors a defined package of drawing or design support.

Who to speak with

Commissioning owner or development lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a space type represented in your portfolio. Research businesses developing such spaces and ask which stage their project has reached.

Next step

Research a small group of relevant firms.

02

Define the work together

Discuss commissioning authority, intended use and existing drawings. Define your responsibilities for design, approvals and execution.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign project owners can buy design support where local approvals and execution responsibilities are defined.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Global Real Estate Perspective: Highlights, p. 5

JLL · February 2025

www.jll.com ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/architecture-interior-design-firms/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION