

Community-centric living is replacing conventional housing

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For generations, conversations around housing in India revolved primarily around ownership. A home symbolized security, stability, and an asset to be passed on to the next generation. Location, size, and construction quality were key considerations, with investment value increasingly becoming part of the discussion. Today, however, the conversation has evolved to include a critical new dimension: the type of housing. This shift brings community, convenience, wellness, shared amenities, and managed services closer to the center of residential decision-making.

The Urban Transition

World Bank data, based on United Nations estimates, places India's urban population at about 35 percent in 2024, up from 26 percent in 1990. More than 500 million Indians now live in urban areas, and every year, students, professionals, entrepreneurs, and families migrate to cities in search of education, employment, and opportunity. Urban migration changes not only where people live, but also how they live.

A young professional moving from Lucknow to Bengaluru or Jaipur to Delhi NCR may find a job and a home but lack the social networks that once came naturally with extended families and established neighbourhoods. Similarly, elderly parents may increasingly live in different cities from their children. Nuclear households, professional mobility, and longer commuting distances weaken the informal support systems around which traditional Indian residential life was built.

The Rise of Community-Centric Living

This is where community-centric living comes in. Residential environments where private homes are complemented by well-designed common spaces, services, and opportunities for interaction can help fill the gaps created by urbanisation. Landscaped courtyards, children's play areas, sports facilities, libraries, cafés, and community spaces are not mere amenities—they enable interaction, foster companionship, and build informal support systems.

Co-Living

According to Colliers, India's organised co-living sector had about 0.3 million beds in 2025 against an estimated demand of 6.6 million beds. Organised inventory is expected to approach one million beds by 2030. For students and young professionals, professionally managed accommodation offers furnished homes with housekeeping, maintenance, internet, utilities, security, amenities, and community activities. In cities where finding and managing a home can be a challenge, convenience itself becomes part of the product.

Senior Living

Senior living is another example of community-centric housing. India's population is ageing, even as family structures and migration patterns change. The UNFPA's India Ageing Report 2023 highlights the scale and complexity of this demographic transition. Senior living is not simply about smaller or more accessible apartments—it is about communities that combine independent living with security, recreation, healthcare access, social engagement, and support services.

Opportunity for Real Estate

For the real estate industry, this represents a significant opportunity. While private saleable space remains the selling point, thoughtfully designed shared infrastructure creates value that individual apartments cannot provide alone. In increasingly dense cities, shared gardens, sports facilities, and community spaces offer experiences that are difficult to replicate individually.

India's housing market is entering a phase where residents will evaluate not only the home they purchase or rent, but the life that home enables. Privacy, ownership, and personal space will remain fundamental, but they will increasingly coexist with a desire for convenience, connection, wellness, and belonging.

The Next Evolution of Housing

Community-centric living is not a departure from conventional housing—it is its next evolution. Homes will still have private entrances, kitchens, bedrooms, and living rooms. What changes is the world beyond that entrance: the neighbourhood, amenities, services, public spaces, and people around us will become a larger part of the residential experience.

For India's rapidly urbanising population, this is more than a change in real estate preferences. It is a change in the meaning of home itself.

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