

The Art of LIVING IN SPAIN

Cost of living comparison: Murcia vs Málaga vs Alicante

Real numbers on groceries, dining, utilities &
property tax



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PROPERTY
AWARDS

AWARD
WINNER
2024-2025-2026



GRI
AWARDS
REAL ESTATE
2025

REAL ESTATE
DESTINATION
OF THE YEAR
TOP 3
WORLDWIDE

Luxury
LIFESTYLE
AWARDS
LUXURY LIFESTYLE
AWARDS 2024



PREMIO CONSTR
2024
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EFFICIENT
CONSTRUCTION

The real cost of living well

1. Your money goes further where life is better

Most buyers research property prices long before they look at what daily life actually costs. Yet it's the weekly shop, the restaurant bill, the utility invoice and the annual tax notice that shape how comfortably you live once the keys are in your hand. These running costs vary dramatically between Spanish regions.

Murcia consistently ranks among the most affordable provinces in Mediterranean Spain. While Málaga and Alicante have seen living costs climb alongside property demand, the Costa Cálida has maintained a genuine cost advantage that compounds month after month.

The smartest investment isn't just what you pay for a home — it's what it costs to live well in it, every single week.

This guide puts real numbers side by side. Groceries, dining, utilities and property tax across three regions — so you can see exactly where your budget stretches furthest without compromising on quality of life.

Market context

2. The numbers behind the lifestyle

30–40%

*Lower property prices
in Murcia vs
high-demand coastal
provinces*

€35–50

*Average weekly
grocery spend for two
in Murcia region*

0.63%

*Effective IBI property
tax rate in Murcia —
among Spain's lowest*

Spain's cost of living is not uniform. A weekly shop for two in central Málaga now sits 15–20% above the same basket in Murcia, driven by tourism-linked price inflation. Utility bills follow a similar pattern, with Murcia's milder winters reducing heating demand significantly.

Property tax — the IBI — is set locally and varies widely. Murcia's rates remain among the lowest in Mediterranean Spain, saving homeowners hundreds of euros each year compared to equivalent properties on the Costa del Sol or Costa Blanca.

*When you compare the full cost of ownership, not just the purchase price,
Murcia's advantage becomes impossible to ignore.*

Daily quality of life

3. Where your morning coffee costs half the story



Fresh local produce at a Murcian market — where quality and value go hand in hand

Murcia is Spain's market garden. The region produces more fresh fruit and vegetables than any other province, and that abundance flows directly into everyday prices. A three-course menú del día with wine in a Murcian town still costs €15–20, roughly half the equivalent in Málaga's centre.

Beyond food, day-to-day services — hairdressers, gym memberships, private healthcare — sit well below the coastal average. With 320 days of sunshine, low humidity and beaches 20 minutes from Altaona, you gain the lifestyle without the lifestyle markup.

The considered choice

4. Choosing substance over saturation

Buyers who compare regions carefully discover a pattern. The provinces with the highest demand often carry the steepest premium on everything from restaurant meals to road tolls. Murcia offers discerning buyers a rare combination: genuine Mediterranean quality at pre-saturation pricing.



Relaxed terrace living at Altaona — the affordable luxury of everyday life in Murcia

At Altaona Sport & Wellness Resort, residents enjoy an 18-hole golf course, a growing wellness ecosystem and direct access to Murcia city — all within a region where your monthly outgoings feel noticeably lighter than the coastal hotspots.

Altaona Resort

5. A resort built for real life, not tourist season



Aerial view of Altaona Sport & Wellness Resort, set within Carrascoy and El Valle Natural Park

Altaona is a gated, master-planned community with an established base of international permanent residents. This is year-round life — not a holiday park that empties in October. The resort sits 15 minutes from Murcia city centre and 10 minutes from a major hospital.

Recognised as Best Leisure Development in Spain at the 2025 European Property Awards, Altaona offers tennis and padel courts, indoor and outdoor fitness, and the upcoming WOW Longevity Hotel & Clinic — a wellness ecosystem with no equivalent in southern Spain.

Build quality

6. Built to perform, designed to last



SISMO construction panels — the sustainable building system behind every Taolis villa

Every Taolis villa is built using the SISMO system — a high-performance, sustainable construction method delivering superior insulation and an Energy A+ rating. Interiors feature 100% Italian finishes, underfloor heating and aérothermal climate control as standard.

This build quality directly reduces your running costs. Energy A+ homes use significantly less electricity for heating and cooling — a measurable saving that compounds year after year. Taolis, founded in 2001 with a team of 60 international professionals, was named Best Sustainable Residential Project in Spain at the 2025 European Property Awards.

Your options

Whether you're looking for a turnkey villa, a bespoke estate or a hands-off investment, Taolis offers a project matched to your ambition and budget.



Oasis Altaona

From €443,500

2–4 bed · Plot up to 660m² · Private pool · Energy A+ ·
Delivery from Q3 2026

[View Project →](#)



Las Vistas Altaona

From €503,000

2–3 bed · Plot up to 454m² · Private pool · Mountain views
· KEY READY

[View Project →](#)

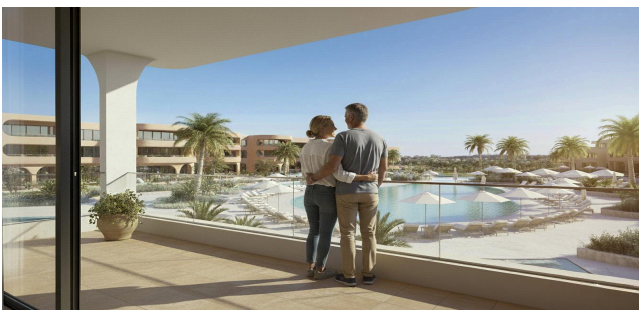


Villas Fairway

From €1,660,000

4–12 bed · Plot 1,000–2,500m² · Infinity pool · Golf views ·
Fully bespoke

[View Project →](#)



WOW Longevity Hotel

Suites from €202,500

8% fixed net return · 99-year contract · Fully managed

[View Project →](#)

Wellbeing & smart investment

7. Where lower costs meet higher returns



The WOW Longevity Hotel — Europe's first Blue Zone-inspired wellness destination

Murcia's lower cost of living extends to resort amenities, healthcare and wellness services. The WOW Longevity Hotel & Clinic, developed with Swiss health partners, will bring personalised longevity programmes to Altaona from 2029 — Europe's first Blue Zone-inspired hotel.

Hotel suites start from €202,500, reservable with a €100 deposit, and deliver an 8% fixed net annual return on a 99-year rental contract. In a region where your own living costs stay low, the investment arithmetic becomes especially compelling.

Your next steps

8. From research to keys in hand

Spain's legal framework is transparent and buyer-friendly — here's how the process works.

1

Compare the real cost of living

Use this guide and our AI Property Advisor at taolis.com to model your true monthly costs in Murcia versus other regions.

2

Speak with a Taolis Lifestyle Advisor

Your dedicated advisor will walk you through projects, pricing and the cost-of-living advantage in detail.

3

Visit Altaona — We will guide you through

Experience the resort, the region and the lifestyle first-hand. We arrange everything.

4

Engage Independent Legal and Tax Advice

A Spanish lawyer will handle NIE applications, contracts and tax registration on your behalf.

5

Secure Your Position

Reserve with a deposit and lock in current pricing before the next phase releases.

Start the conversation

9. The conversation starts here

Every week, more Northern European buyers discover what the data confirms: Murcia delivers a better daily lifestyle at a lower total cost than Spain's saturated coastal provinces. The gap is real, measurable and unlikely to last as demand shifts. Taolis has been guiding international buyers through this market since 2001. A single conversation is enough to see whether Murcia belongs on your shortlist.

The best time to buy in a region like Murcia is before everyone else realises what you already know.

[Book a Conversation with Our Team](#)

[Explore with our AI Property Advisor](#)

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The information in this guide is general in nature and current as of 2026. Property prices, availability and specifications are subject to change. Tax rates and legal requirements vary by individual circumstances, nationality and residency status. Always seek qualified independent legal and tax advice before proceeding with any property purchase in Spain.