



Venezuela Market Pulse

BY TABARES INSIGHT

Weekly report: Venezuela, in data.

WEEK OF 19 OCTOBER 2026 · SAMPLE EDITION

Six sectors, one week, every figure linked to its source. Data and analysis are kept apart.



01 · SUMMARY

This week

Demand is recovering while prices are still unstable. For investors the window is real, but every plan should be priced in USD and stress-tested for currency moves.

+20%

insurance premiums,
yearly growth in
USD

SUDEASEG

+70%

new vehicle sales,
Jan–Aug, year on
year

CAVENEZ

178

international flights a
week (103 a year
earlier)

ALAV

8.4%

inflation in
September alone; FX
+195% year to date

BCV

SAMPLE

Sample edition. Analysis is labelled as such, and every figure links to its source where it appears.



02 · INVESTMENT DATA & KPIs

Investment KPI board

Volumes are rising across sectors; the currency is the main risk to margins.

Indicator	Latest value	Period	Source
Official exchange rate	881.07 Bs/USD (+195.5% YTD)	19 Oct 2026	BCV
Monthly inflation	8.4% (225.3% YTD)	Sep 2026	BCV
Private consumption growth	+9% (estimate)	2026	Datanálisis via Finanzas Digital
GDP growth / inflation forecast	6–6.5% / 290–300%	2026 full year	Oikos Research via ACN
Insurance premiums collected	USD 897.3 million	Jan–Aug 2026	Sudeaseg via Banca y Negocios
New vehicle sales	36,855 units (+70% y/y)	Jan–Aug 2026	Cavenez via Descifrado
International flights	178 per week (103 a year earlier)	Oct 2026	ALAV via Infobae
Caracas housing, median asking price	USD 1,347 per m ²	13 Oct 2026	Propiedash

ANALYSIS

The official rate has risen about 12% a month on average this year, though October has slowed to 2.4% so far (860.18 on 1 Oct to 881.07 on 19 Oct). Contracts and price lists in bolívares still lose value within weeks. USD pricing and short payment terms remain the default protection.



03 · REAL ESTATE

Real estate

Caracas asking prices run from about USD 960 to USD 2,000 per m² depending on the municipality, with Chacao at the top.

Municipality	Median asking price per m ² (USD)	Median listing price (USD)	Median monthly rent (USD)
Chacao	2,000	830,000	2,200
Baruta	1,260	392,500	2,350
El Hatillo	1,094	350,000	2,400
Sucre	962	235,000	1,300

Source: [Casave](#), active listings as of 12 Oct 2026. Nationally, the median asking price is USD 1,000 per m² across 8,242 listings ([Propiedash](#), 13 Oct 2026).

CAVEAT These are asking prices, not closed transactions. Portals disagree: a June dataset of 33,258 listings put the Caracas metro average near USD 980 per m² ([La Calle / ZonaVen](#)).

ANALYSIS High rents relative to sale prices in Baruta and El Hatillo point to demand from incoming staff and returning Venezuelans. Rental and corporate housing look like faster plays than development.

04 · TOURISM & HOTELS



Tourism and connectivity

Air connectivity has recovered faster than infrastructure: 178 international flights a week in October, up from 103 a year earlier, even though Maiquetía runs from temporary terminals ([Infobae](#)).

- **Maiquetía:** temporary terminals opened 1 Sep after the 24 June earthquake; the Transport Ministry expects to recover 60% of operating capacity by 2027 ([El Nacional](#)).
- **Before the quake:** the airport handled 270 international flights a week, and national hotel occupancy was below 30% ([Efecto Cocuyo](#)).
- **Outlook:** economist Asdrúbal Oliveros expects international flights to grow 32% in 2026, driven by business travel tied to oil investment ([Infobae](#)).

ANALYSIS The near-term opportunity is business travel, not leisure: executive stays, meeting venues, transport and extended-stay housing in Caracas and oil regions.

05 · INSURANCE



Insurance

The market is growing above 20% a year in USD but reaches only about 7% of the population, according to the regulator.

Metric	Value	Source
Net premiums collected, Jan–Aug 2026	USD 897.3 million	Sudeaseg Bulletin 58 via Banca y Negocios
Health (HCM) share of premiums	66.3%	Same
Administrative expenses / premiums	22.6%	Same
Top 3 insurers' share (Mercantil, Caracas, La Internacional), Jan–Sep	53.0%	Sudeaseg Bulletin 59 via AseguraNews
Population covered	About 7%	Sudeaseg via La Calle

DATA NOTE The superintendent cited USD 871 million for the same period at Fedecámaras; the published bulletin shows USD 897.3 million. We use the bulletin.

ANALYSIS Low penetration plus a market dominated by health cover leaves room for property, auto (car sales are up 70%) and corporate lines for incoming firms. The June earthquake also raised awareness of property cover.

06 · CONSUMER GOODS



Consumer goods

Consumption is growing, but estimates differ widely: Datanálisis projects +9% for private consumption in 2026, while the government cited +31% in May ([Datanálisis via Finanzas Digital](#), MIPPCI).

- **Market size:** mass consumption is estimated at about USD 18 billion, roughly 10% of its 2008 level. Caracas takes 39 of every 100 dollars spent ([FashionNetwork](#)).
- **Segments:** about 7% of households earn over USD 2,000 a month; 29% are "aspirational" with spending above USD 800 (same source).
- **Volumes:** weekly mass-consumption sales hit a record 25.8 million units at the turn of the year; mid-July stood at 21.3 million ([Home Pantry via Descifrado](#)).

- **Cars:** 36,855 new vehicles sold Jan–Aug (+70% y/y), heading for 50,000 in 2026; the fleet's average age is 22 years ([Cavenez via Descifrado](#)).
- **Season:** the government has set 1 November as the official start of the Christmas season to stimulate spending ([Teleamazonas](#)).

ANALYSIS Expect the year's peak in late December, as last season's record week shows. Brands should have inventory and WhatsApp sales channels ready before 1 November, and price in USD.

07 · PUBLIC & MARKET OPINION

 Public opinion

Across pollsters, Venezuelans judge today's economy harshly but expect it to improve, and they want to be paid in dollars.

Pollster	Fieldwork	Sample	Key finding
Poder y Estrategia	Oct 2026	n/p	About 8 in 10 prefer to receive their salary in USD
Hinterlaces	Sep 2026	±3.5%	68% expect the economic situation to improve
Hercon	Sep 2026	1,200, in-home	75% say the country is on the wrong track; 60.1% name the economy and inflation as their main problem
Datincorp	23 Aug 2026	1,200, ±2.83%	35% put elections first, 34% rebuilding the economy and services
IRI / CID Gallup	12 Jun–15 Jul 2026	1,203, phone	77% view the US role in Jan–Jul positively; 82% want close US ties
AtlasIntel / Bloomberg	May 2026	3,626, online, ±2%	79% rate the economy as bad; 6 in 10 expect improvement within six months

READING NOTE Pollsters differ in method, sponsor and orientation, and political results vary widely between them. We report the range rather than a single number.

ANALYSIS

For brands, the consistent signals are price sensitivity, dollar preference and hope for improvement. Messaging on stability, value and reliability fits that mood better than aspiration alone.



08 · CALENDAR

What to watch next

Date	Event	Why it matters
21-23 Oct 2026	Startup Venezuela Summit, Caracas (Ecosistema Startup)	Signals of foreign capital appetite beyond oil
1 Nov 2026	Official start of the Christmas season	First test of holiday demand and pricing
Early Nov 2026	BCV October inflation figure	Confirms whether October's slower FX pace holds
Mid Nov 2026	Sudeaseg September bulletin detail	Whether insurance growth stays above 20%
Ongoing	Maiquetía capacity and new routes	Business travel and hotel demand in Caracas

Full editions add a same-day alert log and the stakeholder map for each sector.

**Tabares Insight**

Get this every Monday, for your sectors.

Two-week pilot of Pulse Weekly for USD 500, credited in full if you continue. Plans from USD 1,500/month.

Tomás Tabares · Director, Tabares Insight · Caracas, Venezuela · WhatsApp +58 424 305 4499 · tabaresinsight.com

Market, media and stakeholder intelligence, not legal, tax or sanctions advice. Venezuela Market Pulse is a product of Tabares Insight.