



Hemnet's Buyer Barometer January 2025: Significantly fewer buyers believe in rising housing prices

In Hemnet's Buyer Barometer for January, 42 percent of surveyed buyers stated that they believe housing prices will rise over the next six months. This is a decrease of 12 percentage points and with that a significant fall in price expectations.

The share of buyers expecting falling prices simultaneously increased by 2 percentage points, from 12 percent in December to 14 percent in January. In other words, it is primarily the share of buyers expecting a flat price development that increased in January compared to December. Overall, this results in a net outcome for Hemnet's Buyer Barometer of +28 percentage points, 15 percentage points lower than in the December survey.

Percentage of buyers expecting:

Increasing prices: 42.0 percent (54.0% in the previous month)

Decreasing prices: 14.4 percent (11.6 % in the previous month)

Unchanged prices: 43.6 percent (34.4% in the previous month)

Erik Holmberg, market Analyst at Hemnet, commented:

"January's Buyer Barometer shows a clear decline in the share of buyers who expect rising prices. This is primarily due to an increase in those who now believe prices will remain stagnant. The share of buyers expecting falling prices increased slightly but remains at historically low levels, which in itself makes the results harder to interpret. However, our view is that the housing market will continue to recover in the upcoming period".

Hemnet's Buyers' Barometer went out to 2,529 respondents between 1 and 3 January, 2025.

For more information, please contact:

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About Hemnet Buyers' Barometer

The Buyer's Barometer is a survey that asks Hemnet visitors who plan to buy a home in the next six months, "How do you think property prices will develop where you live in the next six months?". The survey has at least 600 responses and is conducted monthly. The first survey was conducted in September 2017.

**About Hemnet**

Hemnet operates the leading property platform in Sweden. The company emerged as an industry initiative in 1998 and has since transformed into a "win-win" value proposition for the housing market. By offering a unique combination of relevant products, insights and inspiration, Hemnet has built lasting relationships with buyers, sellers, and agents for more than 20 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people to turn to for the various housing needs that arise through life. This is mirrored in the Company's vision to be the key to your property journey, supplying products and services to improve efficiency, transparency and mobility on the housing market. Hemnet is listed on Nasdaq Stockholm ('HEM').

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