



Hemnet's Buyer Barometer September 2025: Price expectations are rising

In Hemnet's Buyer Barometer for September, 33 percent of homebuyers stated that they expect housing prices to rise over the next six months. This is an increase of 3 percentage points since August and indicates a slightly higher level of confidence among buyers.

At the same time, 16 percent of buyers stated that they expect housing prices to fall, a decrease of 1 percentage point since August. This results in a net outcome of +16 percentage points, meaning that the share of buyers expecting rising prices now clearly outweighs those expecting falling prices.

Since spring, the trend has shown relatively stable price expectations, with some month-to-month fluctuations. Above all, a large share of buyers still expect housing prices to remain unchanged.

Percentage of buyers expecting:

Increasing prices: 32.6 percent (29.9% in the previous month)

Decreasing prices: 16.1 percent (17.4% in the previous month)

Unchanged prices: 51.4 percent (52.7% in the previous month)

Erik Holmberg, market Analyst at Hemnet, commented:

"Since spring, price expectations have fluctuated slightly from month to month, without a clear direction or trend. This also provides a fairly accurate description of the housing market at the moment, where prices are not really picking up. What points to a potentially improved situation in the autumn is that we are likely to see another interest rate cut, as well as fiscal stimulus measures for households, which could help more buyers feel confident enough to act in the market".

Hemnet's Buyers' Barometer went out to 2,128 respondents between 1 and 2 September.

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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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