



Hemnet's Buyer Barometer July 2025: Clear increase in buyers' price expectations

The proportion of buyers who believe in rising housing prices was 33 percent in July, according to the results from Hemnet's Buyer Barometer. This represents an increase of 7 percentage points compared to the measurement in June.

After four consecutive months of a declining proportion of buyers expecting rising prices, we now see a trend reversal in July. The proportion of buyers predicting falling prices decreased by 4 percentage points, from 20 percent in June to 16 percent in July. The remaining 50 percent expect prices to remain unchanged. Overall, this results in a net figure of +17 percentage points, an increase of 11 percentage points compared to June.

Percentage of buyers expecting:

Increasing prices: 33.4 percent (26.5% in the previous month)

Decreasing prices: 16.3 percent (20.2% in the previous month)

Unchanged prices: 50.3 percent (53.4% in the previous month)

Erik Holmberg, market Analyst at Hemnet, commented:

"After a weaker period in the housing market, characterized by increased financial uncertainty and declining price expectations, we are now seeing an increase in the proportion of buyers who believe prices will rise. The recent interest rate cut and the signals from the Swedish National Bank about possible further cuts are likely the main reasons for this. Additionally, the announcement of reduced credit restrictions in the future may have had some effect".

Hemnet's Buyers' Barometer went out to 2,087 respondents between 1 and 3 July.

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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