



Hemnet's Buyers' Barometer October 2026: Stable view on housing prices

Home buyers' expectations regarding price development were relatively unchanged in October. The proportion of buyers who expect both rising and falling housing prices increased marginally compared to September, according to Hemnet's Buyers' Barometer for October.

Of the home buyers surveyed, 18 percent stated that they expect falling housing prices over the next six months. This is an increase of 1 percentage point compared to the September survey.

The proportion of buyers expecting rising housing prices also increased slightly. In October, 34 percent stated that they expect rising prices, compared to 33 percent in September. Meanwhile, 48 percent of those surveyed believe housing prices will remain unchanged.

Overall, this results in a net figure (the difference between the proportion expecting rising versus falling housing prices) of 17 percentage points. This is practically unchanged compared to the previous month.

Share of buyers who expect:

Rising prices: 34.4 percent (33.3% previous month)

Falling prices: 17.7 percent (16.6% previous month)

Unchanged prices: 47.8 percent (50.1% previous month)

Erik Holmberg, Market Analyst at Hemnet, comments: "During the autumn, interest rate expectations have risen, which has likely contributed to dampening buyers' price expectations compared to the spring. In October, however, they remain largely unchanged. At the same time, the housing market has had a strong start to the autumn, with price records in the apartment market and high sales activity. If the rate hikes become a reality, it could of course affect the market, but the strong development right now also suggests that individual hikes do not necessarily have to have a dramatic impact."

Hemnet's Buyers' Barometer was sent to 2,307 respondents between October 1 and October 4.

For more information, contact:

Erik Holmberg, Market Analyst Hemnet

M: +46 72-55 88 050

E: erik.holmberg@hemnet.se

About Hemnet's Buyer Barometer:

The Buyer Barometer is a survey where visitors to hemnet.se who are planning to buy a home answer the question: "How do you think housing prices will develop where you live over the next 6 months?".

The survey has at least 600 respondents and is conducted once a month. 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 25 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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