



The holiday home market awakens – rise in supply and buyer interest

After a couple of years of subdued activity and falling prices, the holiday home market is now showing clear signs of recovery. A new survey from Hemnet reveals that many buyers have a positive outlook on the market – driven by more reasonable price levels and growing supply.

In April, a total of 3,198 holiday homes were listed for sale on Hemnet – an increase of 41 percent compared to the same month in 2024. At the same time, 20 percent of Hemnet's visitors say they plan to purchase a holiday home within the next year, and of these, as many as 42 percent view the market as favorable.

"We are now seeing a clear recovery in both supply and demand in the holiday home market. More listings, combined with price levels many perceive as reasonable, are creating better conditions for buyers than we've seen in a long time," says Erik Holmberg, Market Analyst at Hemnet.

Over the past 12 months, 5,900 holiday homes have been sold – an increase of 24 percent from the weakest period in recent years. However, the sales pace is still 27 percent lower than during the pandemic years, when nearly 8,000 properties were sold annually.

Price levels vary greatly between counties. In Norrbotten, the median price is SEK 750,000, while the equivalent figure in Stockholm County is SEK 2.35 million. The national average is SEK 1.35 million, meaning that half of the holiday homes sold in the past year went for less than this amount.

"Even though we're still far from the peak levels seen during the pandemic, the long-term price trend has been strong. This opens up opportunities for buyers who are flexible in terms of location and type of holiday accommodation," says Erik Holmberg.

Three tips for holiday home seekers

- **Cast a wide net:** Be open to different locations – prices can drop significantly with increased flexibility.
- **Check amenities:** Look into access to water, sewage, roads, and internet connectivity.
- **Talk to local agents:** They have the best insight into local market developments and pricing.

Selected survey results

- Share planning to buy a holiday home within 12 months: **20%**
- Of these, **42%** view the market as favorable
- Main reasons: **Reasonable prices (43%)** and **high supply (26%)**
- Most common price range: **43%** are looking for properties under SEK 1 million – reflecting actual sales statistics



Hemnet

Median prices – holiday home market	
County	Median Price (Past 12 Months, SEK)
Blekinge	1,560,000
Dalarna	875,000
Gotland	2,300,000
Gävleborg	900,000
Halland	2,400,000
Jämtland	1,600,000
Jönköping	925,000
Kalmar	1,327,500
Kronoberg	1,100,000
Norrbottn	750,000
Skåne	1,300,000
Stockholm	2,350,000
Södermanland	1,612,500
Uppsala	1,197,500
Värmland	1,057,500
Västerbotten	1,450,000
Västernorrland	820,000
Västmanland	920,000
Västra Götaland	1,700,000
Örebro	800,000
Östergötland	1,400,000
Sweden total	1,350,000

Price statistics are based on reported final sale prices. New builds, allotment plots, and co-ownership properties are excluded.

About the survey

The survey was conducted on Hemnet.se among 3,013 respondents between April 13 and 24, 2025.

Hemnet in Numbers

- 1.9 million visitors per week
- 40 million visits per month
- 1.1 billion ad clicks in 2024
- SEK 554 billion in total asking prices for property listings in 2024 (equivalent to approximately 9% of Sweden's GDP)
- 183,374 published property listings in 2024
- 30 days average selling time
- 16 times more views per property ad compared to the second largest player on the market



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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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