



82 percent of homes sold in 2025 were advertised on Hemnet

82 percent of all homes sold in 2025 were advertised on Hemnet, based on new statistics from Statistics Sweden (SCB).

On July 3, Statistics Sweden (SCB) published its annual statistics for the housing market in 2025. According to SCB, a total of 170,415 homes were sold in Sweden during the year (including detached houses, holiday homes, and co-operative apartments), an increase of circa three percent compared to 2024. At the same time, Hemnet's calculations show that the number of homes sold during the year that had been advertised on Hemnet at some point during the sales process decreased by five percent to 139,063 homes. This corresponds to 82 percent of the total number of sales according to SCB's statistics. During the years 2019 to 2024, Hemnet's share has fluctuated between 86 and 90 percent. The 2025 figure is four percentage points lower than the previous lows set in 2021 and 2022.

"The fact that 82 percent of home sellers choose to invest in visibility on Hemnet shows a high level of trust in the platform's effectiveness and reach. At the same time, we see a decline in our share for 2025. This is a development we are not satisfied with, and we are working hard to bring as high a share of homes on the market as possible to the platform," says Jonas Gustafsson, CEO of Hemnet.

During 2026, Hemnet has placed a strong focus on initiatives that strengthen the platform's relevance, such as the Sell first, pay later model, which means the property seller pays for the Hemnet listing when and only if the home is sold.

"We need to do even more and adapt our offering to maximize Hemnet's relevance. We are accelerating our development pace and we will continue to roll out new product improvements to ensure that Hemnet is as value creating a platform as possible for sellers, buyers, and real estate agents," Jonas Gustafsson continues.

Hemnet's share of all sold homes (based on data from Hemnet & SCB):

- **2019:** 90 %
- **2020:** 87 %
- **2021:** 86 %
- **2022:** 86 %
- **2023:** 90 %
- **2024*:** 89 %
- **2025**:** 82 %

** The statistics for 2024 were preliminary until July 2026 and have been adjusted with final data from SCB. The share was 89% according to both the preliminary and final figures.*

***The statistics for 2025 are preliminary until July 2027. Historically, however, the adjustments made upon finalization have had a limited impact on Hemnets share of all sold homes.*



Methodology

The data is based on a direct comparison between the number of reported sales of co-operative apartments and detached houses from SCB, and the corresponding number in Hemnet's data – where the property in question had a published advertisement. Newly constructed co-operative apartments as well as transactions that are not considered to be at market value are excluded, in accordance with SCB's definitions.

For more information, please contact:

Press enquiries

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: staffan.tell@hemnet.se

IR enquiries

Ludvig Segelmark, Head of IR

M: +46 70 250 14 40

E: ludvig.segelmark@hemnet.se

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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