



Strong reach for Hemnet in 2025 – over 1.8 million weekly visitors

New figures from ORVESTO Konsument, conducted by Sifo, show that Hemnet ranks at the top of Sweden's most used digital platforms. During an average week in 2025, Hemnet was visited by over 1.8 million Swedes between the ages of 16 and 80.

This corresponds to approximately 22 percent of the population within this target group, consolidating Hemnet's position as a central part of the Swedish housing journey. The reach is particularly strong in metropolitan regions, where an even larger share of the population uses Hemnet on a regular basis.

"The fact that one in five Swedes visits us every week demonstrates the power of our platform. Our extensive reach is the foundation of the value we create, where maximum exposure for a listing increases the number of potential bidders. This, in turn, provides the seller with the best possible conditions for a successful property transaction. The fact that Hemnet maintains a stable, high reach despite a market with lower activity is a clear sign of strength," says Jonas Gustafsson, CEO of Hemnet.

This reach places Hemnet in the top tier of Swedish commercial digital platforms, following only Aftonbladet, Expressen, and Dagens Nyheter.

ORVESTO Konsument is Sweden's leading survey on media consumption. It is based on both survey data and digital measurement, providing a comprehensive view of Swedish consumer behavior and preferences.

Weekly Reach – Hemnet	
Year	Number of people / week
2025	1,813,000
2024	1,857,000
2023	1,771,000

For more information, please contact:

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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 25 years. Hemnet shares a mutual passion for homes with its stakeholders and is driven by being an independent go-to-place for people



Hemnet

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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