



Hemnet's Buyer Barometer August 2025: Fewer homebuyers believe in rising prices

In Hemnet's Buyer Barometer for August 2025, 30 percent of the surveyed homebuyers stated that they expect housing prices to rise. This represents a decline of 3 percentage points compared to July, indicating that expectations for price increases have slightly decreased over the past month.

At the same time, 17 percent of homebuyers stated that they expect prices to fall, a slight increase from 16 percent in July. This indicates increased caution among some buyers who perceive uncertainty in the market.

Overall, this results in a net figure of +13 percentage points, reflecting a decrease of 5 percentage points compared to the previous month. Housing price expectations have therefore fallen again, after a clear rise in July. This change reflects a market where uncertainty about future price developments persists.

Percentage of buyers expecting:

Increasing prices: 29.9 percent (33.4% in the previous month)

Decreasing prices: 17.4 percent (16.3% in the previous month)

Unchanged prices: 52.7 percent (50.3% in the previous month)

Erik Holmberg, market Analyst at Hemnet, commented:

"After last month's clear increase in housing price expectations, they have once again fallen back in August. This reflects continued uncertainty and a market where households are choosing to act cautiously. Although housing prices are now showing an increase on an annual basis, the number of sales has decreased, which clearly reflects this caution".

Hemnet's Buyers' Barometer went out to 3,004 respondents between 1 and 3 August.

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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