



Hemnet's Buyer Barometer, January 2026: Price expectations rise sharply

In the first Buyer Barometer of the year, homebuyers' price expectations increased noticeably. 43 percent of respondents now expect home prices to rise over the next six months, compared with 33 percent in the most recent survey.

The increase of just over 10 percentage points in the share of homebuyers who believe prices will rise is the largest month-to-month increase since measurements began in autumn 2017. At the same time, the share who expect prices to fall remains at a historically low 13%. 43% say they expect prices to remain unchanged.

Overall, this results in a net figure – the difference in percentage points between the share expecting prices to rise and the share expecting prices to fall – of +30, which is 11 percentage points higher than in the December survey.

Share of buyers who expect:

- Increasing prices: 43.3% (32.7% previous month)
- Decreasing prices: 13.2% (13.3% previous month)
- Unchanged prices: 43.5% (54.0% previous month)

Erik Holmberg, Market Analyst at Hemnet, comments:

"After a 2025 in which expectations of rising home prices generally weakened, the new year now begins with a clear uptick in price expectations. This is likely linked to the easing of credit restrictions that will take effect during the spring, which could influence price developments as purchasing power is released."

Hemnet's Buyer Barometer was sent to 2,498 respondents between 1–4 January.

For more information, please contact:

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About Hemnet's Buyer Barometer:

The Buyer Barometer is a survey in which visitors to hemnet.se who are planning to buy a home answer the question: "How do you think home 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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