



Hemnet's Buyer Barometer September 2024: Optimism in the housing market as interest rates fall

After a period of slightly declining price expectations and prices during the summer, homebuyers' confidence in rising prices is now increasing again. In Hemnet's Buyers' Barometer for September, 48 percent of homebuyers believed in rising prices, compared to 43 percent in August.

Of the buyers surveyed, 13 percent stated that they expect falling prices, which is the same level as in August. Overall, this means that the Barometer's total net result stands at +35 percentage points, an increase of 5 percentage points compared to August.

Thus, price expectations in the housing market are increasing again after two months of declining expectations. This is significant for price development as it signals an increased strength on the demand side to meet the rising influx of new homes for sale.

Percentage of buyers expecting:

Increasing prices: 48.1 percent (43.3% in the previous month)

Decreasing prices: 13.5 percent (13.3% in the previous month)

Unchanged prices: 38.4 percent (43.3% in the previous month)

Erik Holmberg, market Analyst at Hemnet, commented:

"After a summer with weaker prices, the month of August has been unusually strong. This is largely thanks to the interest rate cut and indications that more cuts are coming at a faster pace in the future. Increased belief in rising prices also reflects an optimistic demand side, which is important for the market now as the starting prices of listed properties are rising and the influx is high."

Hemnet's Buyers' Barometer went out to 2,080 respondents between 1 and 3 September.

For more information, please contact:

Contact

Erik Holmberg, market analyst Hemnet

M: +46 72-55 88 050

E: erik.holmberg@hemnet.se

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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