



## Hemnet expands its reach – 1.9 million Swedes visit every week

**Recent figures from Orvesto Konsument show that Hemnet increased its weekly reach by five percent, from 1.8 to 1.9 million people in 2024. According to the survey, Hemnet ranks as Sweden's third-largest commercial website on a weekly basis for 2024, following Aftonbladet and Expressen.**

- The fact that 1.9 million people, or one-sixth of the population, visit Hemnet every week highlights both our central role as a marketplace and the strong engagement Swedes have with homes and housing. It also means that buyers and sellers can feel confident that the largest audience is found with us – creating a more transparent and efficient market that benefits the entire housing industry, says **Jonas Gustafsson**, CEO of Hemnet.

In 2024, Hemnet recorded nearly half a billion visits, generating a total of 3 billion page views.

Reach per week - Hemnet	
Year	Amount of people
2024	1,857,000
2023	1,771,000

### **About Orvesto Konsument:**

Orvesto Konsument provides insights into Swedes' media consumption, sociodemographics, and consumption patterns among individuals aged 16–80. For more information, visit:

<https://www.kantarsifo.se/rapporter-undersokningar/rackviddsmatningar/orvesto-konsument>

### **For more information, please contact:**

#### **Press enquiries**

Staffan Tell, Head of PR

M: +46 733 67 66 85

E: [staffan.tell@hemnet.se](mailto:staffan.tell@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 20 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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