

# Housing market overview

Produced 10 November 2025

This document provides the latest information available from various sources, with dates varying from August – October 2025

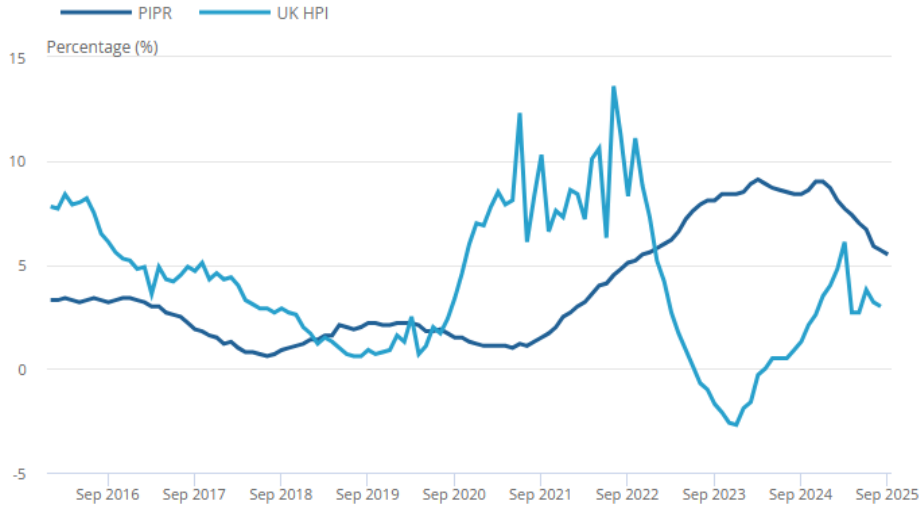
Market overview	3
Summary of published price indices	4
Private rent and house price annual inflation	5
Private rent annual inflation – 12-month % change	6
UK house-price rates of change: types of buyer	7
UK house-price rates of change: types of dwelling	8
Number of housing transactions per month	9
Monthly asking-price trend	10
Home asking-price trend (England & Wales)	11
Average-time-on-market indicator (National)	12
Asking-price fluctuation percentage	13
UK sales volumes by funding status	14
UK house-price-to-earnings ratio	15
Average properties for sale per estate agent	16
UK consumer confidence	17

- > Most sources (gov.uk, Halifax, home.co.uk, Nationwide and Rightmove) reported a month-on-month house price increase (in the range of 0.1% - 0.8%). LSL reported no change from the previous month. All but two of our sources (LSL and Rightmove) reported an increase in annual house prices this month, with growth ranging between 0.6% and 3.0%. The two exceptions recorded decreases between 0.1% and 3.0%.
- > Halifax has announced the biggest monthly rise in house prices since the start of the year, with a 0.6% increase. They say buyer demand has remained strong into autumn, and approved mortgages have reached their highest level in recent months. They do say, although mortgage rates are currently around 4%, and further decreases are expected, the continued rise in property prices highlights that affordability remains a challenge. Looking ahead, they say affordability is expected to improve gradually.
- > Hometrack reports a decline in sales activity driven by buyer uncertainty. Based on this, they report buyer demand is down 8% in comparison to last year, while the number of sales agreed has dropped by 3%. Despite this, they say the number of homes for sale has increased by 7% offering buyers a wider variety of choice. However, emphasising the need for sellers to realistic price homes to secure sales.
- > Rightmove reveals activity levels have eased compared to last year, with both buyer enquiries to estate agents and new listings down by 5%. They do say however, looking at 2025, underlying market conditions remain positive, with buyer demand up by 2% and the number of new sellers rising by 5%. Following a strong September 2024, the market appears to have softened this year. Nonetheless, the market remains resilient, though cautious.
- > Nationwide reports continued stability in the housing market, with annual house price growth recorded at 0.2%. They say the market has shown notable resilience, given the rise in mortgage rates and house prices reaching an all-time high. Buyer demand is expected to remain supported as borrowing costs moderate slightly. However, it's important to note that disposable income levels are at their lowest in two decades.
- > The GfK Consumer Confidence Overall Index rose by two points in October to -17. Four measures were up and one was down in comparison to last month's announcement. The Major Purchase Index is up four points at -12, a nine-point improvement over this time last year. The Savings Index has jumped seven points to +29 in October; this is two points better than this time last year. Both of these indicate more confidence in the economy.

## Summary of published price indices

Source website	Period covered	Monthly change (%)	Annual change (%)	Average house price	Official releases
gov.uk UK house price index	August'25	▲ 0.8	▲ 3.0	£273,000	22.10.2025
LSL Property Services	September'25	> 0.0	▼ 3.0	£355,100	10.10.2025
Halifax	October'25	▲ 0.6	▲ 1.9	£299,862	07.11.2025
home.co.uk	October'25	▲ 0.1	▲ 0.6	£361,900	15.10.2025
Hometrack	October'25	N/A	▲ 1.3	£270,000	27.10.2025
Nationwide	October'25	▲ 0.3	▲ 2.4	£272,226	10.2025
Rightmove	October'25	▲ 0.3	▼ 0.1	£371,422	20.10.2025

# Private rent and house price annual inflation

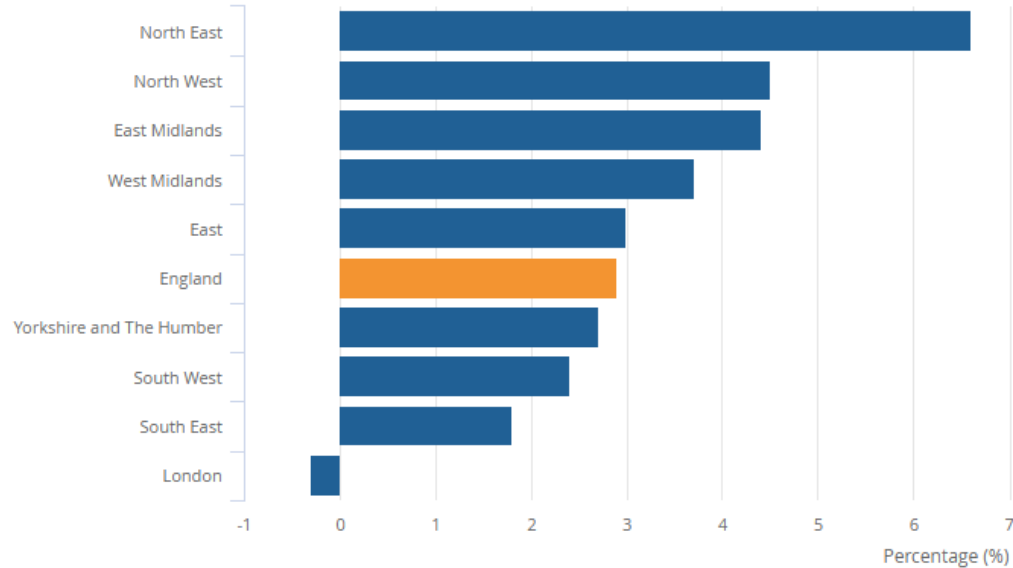


Source: [gov.co.uk price index](https://gov.co.uk/price-index)

House price inflation has slowed over 2025 and currently stands at 1.3%, broadly in line with the level a year ago. The divide in price inflation between southern England and the rest of the UK is growing. Price inflation is running at over 2% across Scotland, Wales and northern regions of England, broadly in line with last year. House price inflation has come to a standstill across southern regions of England as affordability pressures and weaker demand limit price increases

Source: [Hometrack price index](https://hometrack.co.uk/price-index)

## Private rent annual inflation – 12-month % change



“ Average UK monthly private rents increased by 5.5%, in the 12 months to September 2025 (provisional estimate). This was down from 5.7% in the 12 months to August 2025 and represents the ninth consecutive month of slowing annual inflation. ”

Source: [gov.co.uk price index](https://gov.co.uk/price-index)

## UK house-price rates of change: types of buyer

Type of buyer	Average price August 2025	Monthly change	Annual change
First time buyer	£230,762	0.8%	3.0%
Former owner occupier	£336,331	0.8%	3.0%

Source: [gov.uk price index](#)

“ Stability in mortgage rates has brought more sellers into the market, many of whom are also buyers, alongside strong demand from first-time buyers. ”

Source: [Hometrack price index](#)

## UK house-price rates of change: types of dwelling

Property status	Average price June 2025	Monthly change	Annual change
New build	£380,120	4.2%	19.6%
Existing resold property	£263,847	1.3%	2.8%

Source: [gov.uk price index](#)

“ Having more useable space is generally thought to be consistent with better quality accommodation and people are prepared to pay for it. A 10% increase in floor space, all things equal, adds 5% to the price of a typical house. But our analysis suggests that it is additional bedrooms that are key to adding value. For example, adding space to create an additional double bedroom can add 13% to the value of an existing two-bedroom house ”

Source: [Nationwide price index](#)



## Number of housing transactions per month

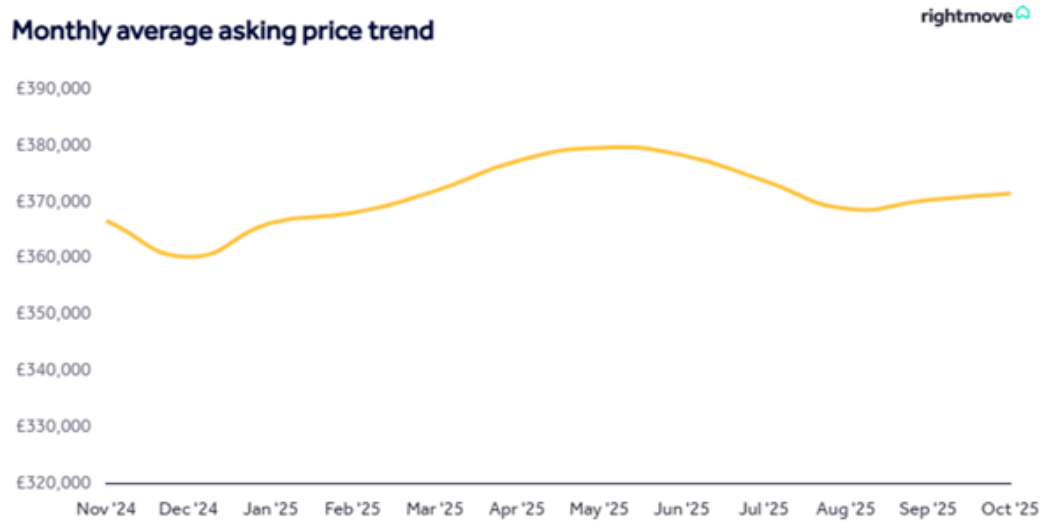
Country	June 2025	June 2024
England	35,437	57,853
Northern Ireland	1,498	1,838
Scotland	9,420	8,607
Wales	2,130	3,174

Source: [gov.uk price index](#)

“ Across the full month of September 2025, new buyer demand, and the number of new sellers coming to market are both down by 5% compared to a year ago, while the number of sales being agreed is down by 2%. However, looking at 2025 to date, new buyer demand is up by 2% across the year so far versus the same period in 2024, while the number of sales being agreed and the number of new sellers coming to market are both 5% higher than in the first nine months of last year ”

Source: [Rightmove price index](#)

# Monthly asking-price trend

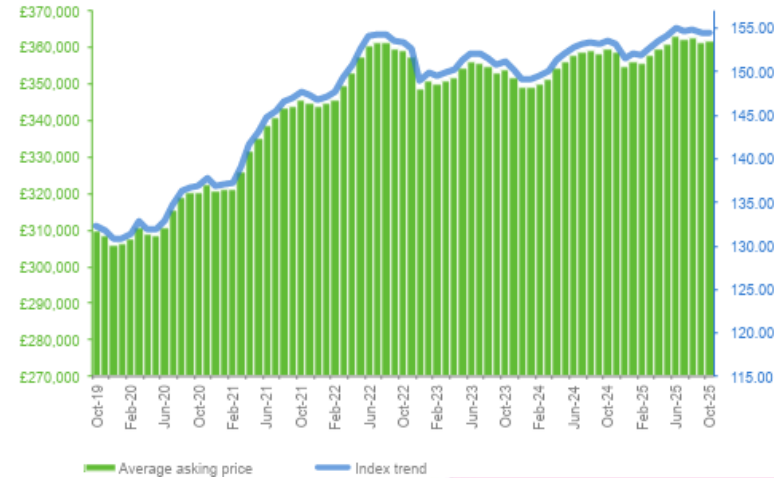


“ The higher stamp duty rates that came into effect in England at the start of April continue to impact the more expensive southern regions, where home-movers are more likely to face increased costs. These regions have also seen a greater increase in the number of available homes for sale compared to last year, meaning that sellers need to be even more competitive with the prices they are asking. ”

Source: [Rightmove price index](#)

# Home asking-price trend for England & Wales

Home Asking Price Trend for England & Wales

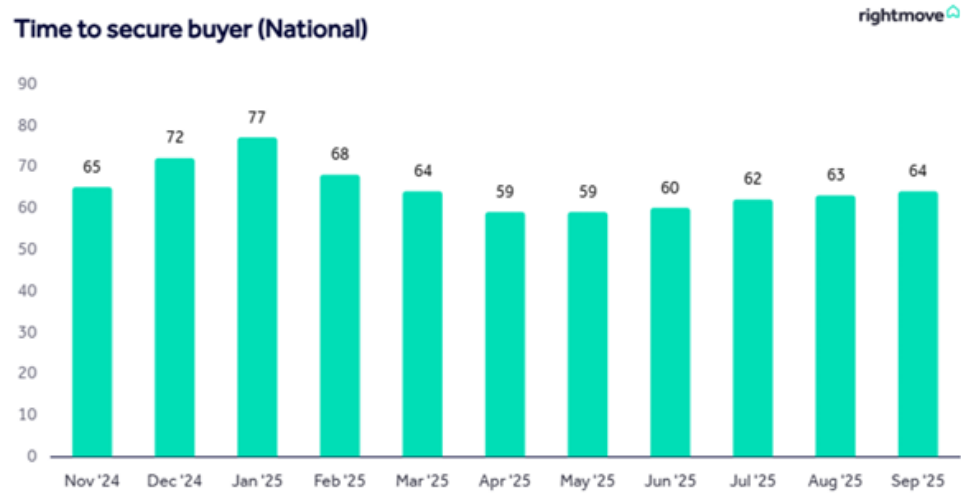


Source: [Home.co.uk price index](https://www.home.co.uk/price-index)

“ We’re experiencing a decade-high level of property choice for buyers, which means that sellers who are serious about selling have had to acknowledge their limited pricing power and moderate their price expectations. ”

Source: [Rightmove price index](https://www.rightmove.co.uk/price-index)

# Average-time-on-market indicator – National

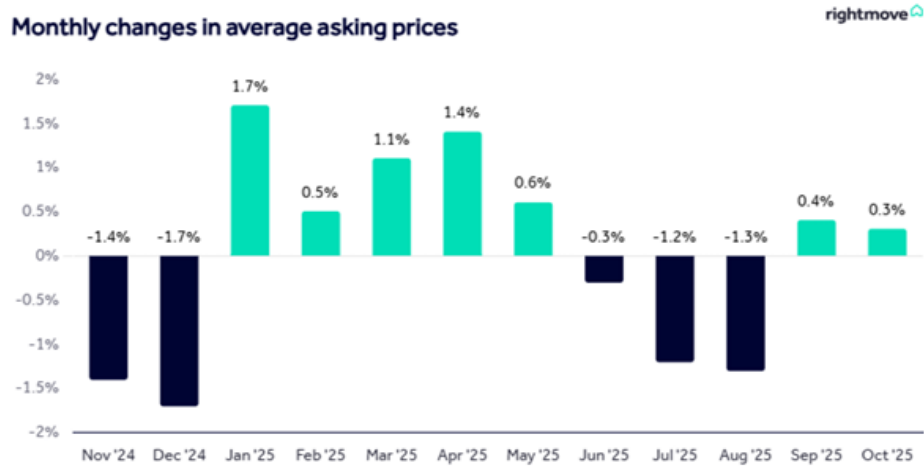


Source: [Rightmove price index](#)

“ Sales market momentum remains elevated compared to previous years. To date, this greater throughput has not been sufficient to significantly reduce the unsold stock total. Typical Time on Market for unsold properties is currently three days higher than in October last year and continues to trend higher ”

Source: [Home.co.uk price index](#)

# Asking-price fluctuation percentage



All four southern England regions are now seeing lower average asking prices than at this time last year, with London's prices down by 1.4%. By comparison, all other regions have seen an increase of at least 1.0% compared to this time last year, illustrating the widening regional divide between the subdued south and the more robust north.

Source: [Rightmove price index](#)

## UK sales volumes by funding status

Funding status	Average price August 2025	Monthly change	Annual change
Cash	£259,805	0.9%	2.4%
Mortgage	£282,828	0.8%	3.3%

Source: [gov.uk price index](#)

“Mortgage rates have plateaued over the last month, with some average rates rising and others falling, as lenders hit the pause button leading up to the Budget. The cost of financing mortgages has come down again, so we're likely to start seeing some very gradual drops in average rates soon. However, until the Budget at the end of November, we're likely to see a very quiet market with few shifts in rates, as lenders wait to see how they may be affected by any policy announcements”

Source: [Rightmove price index](#)

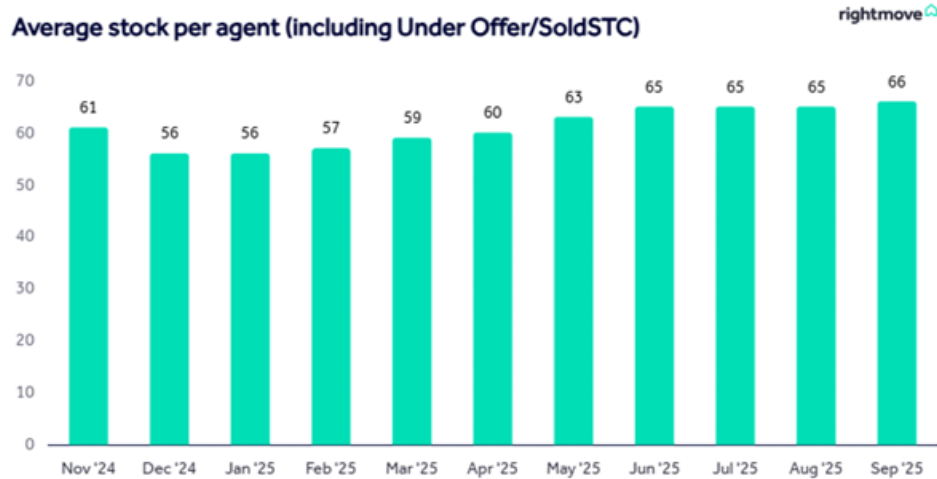
# UK house-price-to-earnings ratio



Looking forward, housing affordability is likely to improve modestly if income growth continues to outpace house price growth as we expect. Borrowing costs are also likely to moderate a little further if Bank Rate is lowered again in the coming quarters. “This should support buyer demand, especially since household balance sheets are strong – indeed, in aggregate the ratio of household debt to disposable income is at its lowest for two decades.”

Source: [Nationwide price index](#)

## Average properties for sale per estate agent



Source: [Rightmove price index](#)

There are 7% more homes for sale than a year ago<sup>1</sup> and committed buyers continue to push ahead with purchases ahead of the year end. Over the last four weeks, sales agreed have been higher than last year in Scotland (+3%), Yorkshire & the Humber (+4%), the South West (+1%), and the West Midlands (+1%). However, southern England and Wales are seeing a sharper slowdown, with sales agreed down 9% in Wales, 8% in the South East, 6% in the East of England, and 5% in London.

Source: [Hometrack price index](#)



# UK consumer confidence

UK Measures	↕↔↘	October 2025	September 2025	August 2025	October 2024
Overall Index Score	↑ 2	-17	-19	-17	-21
Personal Financial Situation over last 12 months	↑ 2	-5	-7	-4	-10
Personal Financial Situation over next 12 months	↓ 1	3	4	5	-2
General Economic Situation over last 12 months	↑ 3	-42	-45	-42	-42
General Economic Situation over next 12 months	↑ 2	-30	-32	-30	-28
Major Purchase Index	↑ 4	-12	-16	-13	-21
Savings Index <small>(commented on but not used in Overall Index Score)</small>	↑ 7	29	22	30	27

“ After several years of high inflation, savvy consumers have adapted their purchasing strategies to make the most of their money when discounts are most attractive. Where possible, many now delay major purchases until one of these sales events ”

Source: [GfK consumer confidence index](#)

## Did you find this useful?

You can receive this report directly into your inbox each month by signing up at [mms-marketing.co.uk/contact](https://mms-marketing.co.uk/contact).

## Got feedback?

If there's anything you think we can be doing better with this report we'd love to hear from you. You can email us at [hello@mms-marketing.co.uk](mailto:hello@mms-marketing.co.uk) with any feedback.