

Hemnet's Year in Review 2021



Changing housing preferences persist



34%

feel that their
housing preferences
have been changed
by the Corona
pandemic



11%

value home offices
higher in 2021
compared to 7% in
2020



10%

value larger living
space higher in 2021
compared to 8% in
2020

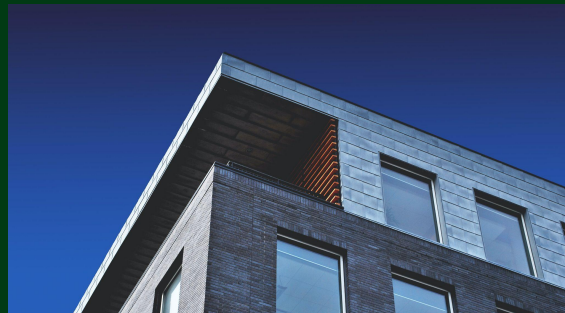
Biggest increase in clicks



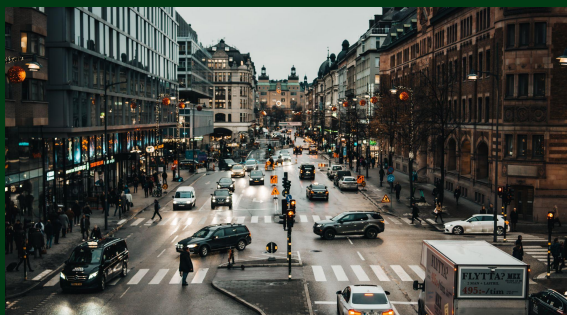
1 Chapel **+114%**



2 Free rental **+71%**



3 Condominium **+55%**



4 City **+55%**



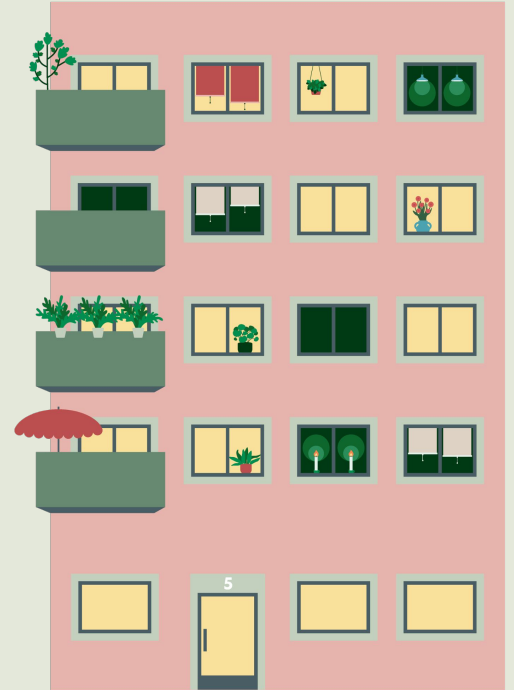
5 Camping **+53%**



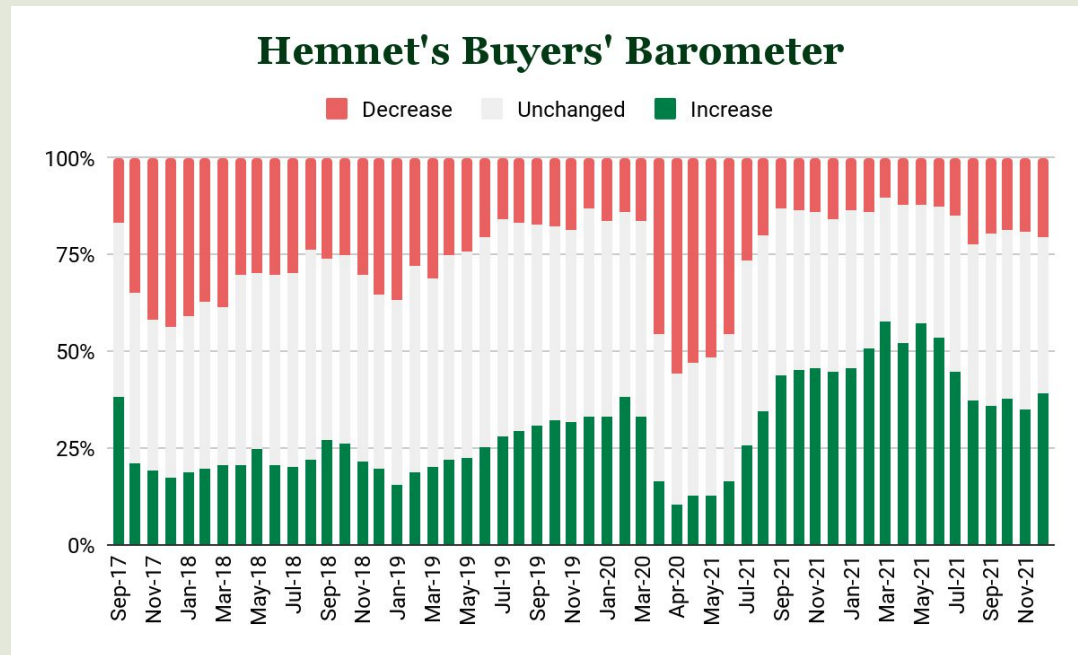
6 Free subletting **+50%**

The property market in 2021

- Record hot market in the first half of the year
- Normalised market in line with previous years in the second half of the year
- Overall high activity and demand



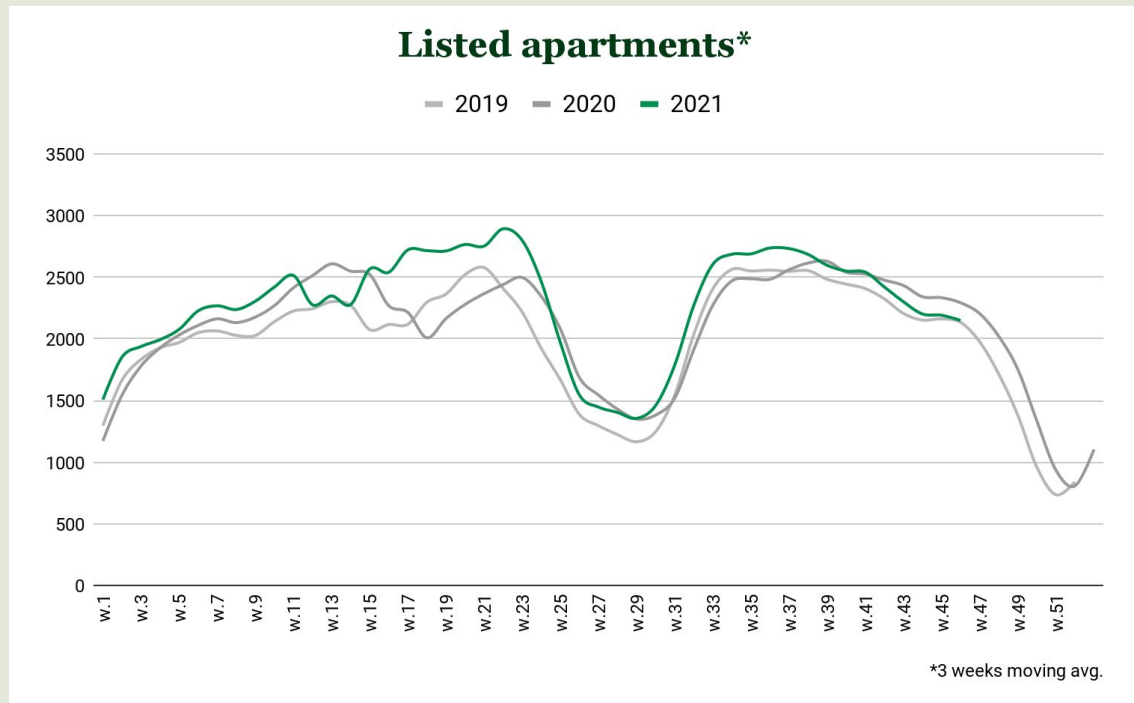
Continued strong price expectations in 2021



Question to home buyers:

“How do you think property prices will develop in your area over the next 6 months?”

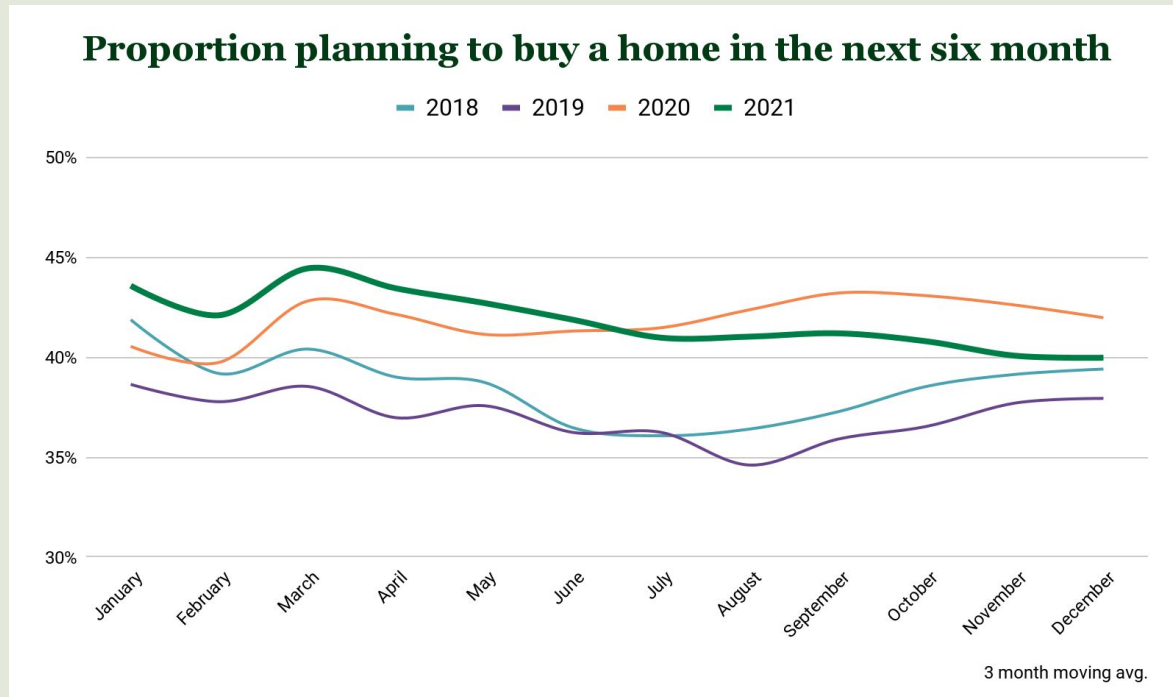
High influx of apartments during the spring, which was later normalised in autumn



Area	Listings in 2021 annual rate
Country	+4%
Stockholm	+3%
Västra Götaland	+4%
Skåne	+4%

Refers to the period from 1 January to 30 November of each year.

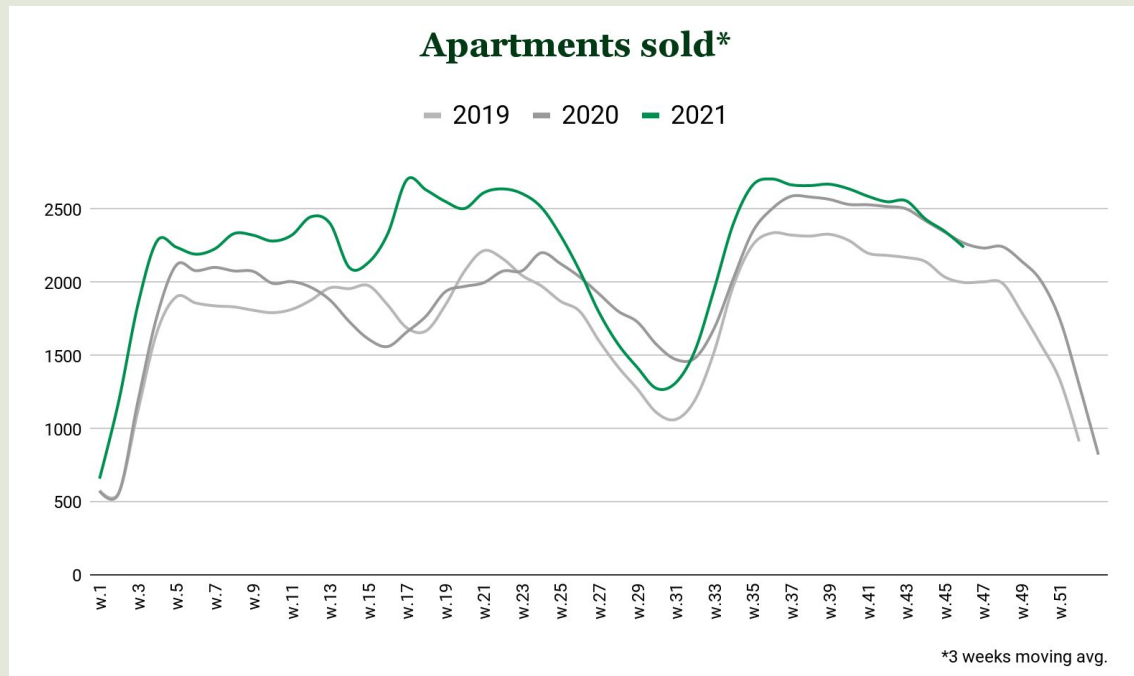
High purchase intention in the spring, slowing slightly in the autumn



Question to visitors:

"Are you planning to buy a property in the next six months?"

Record number of apartments sold in 2021

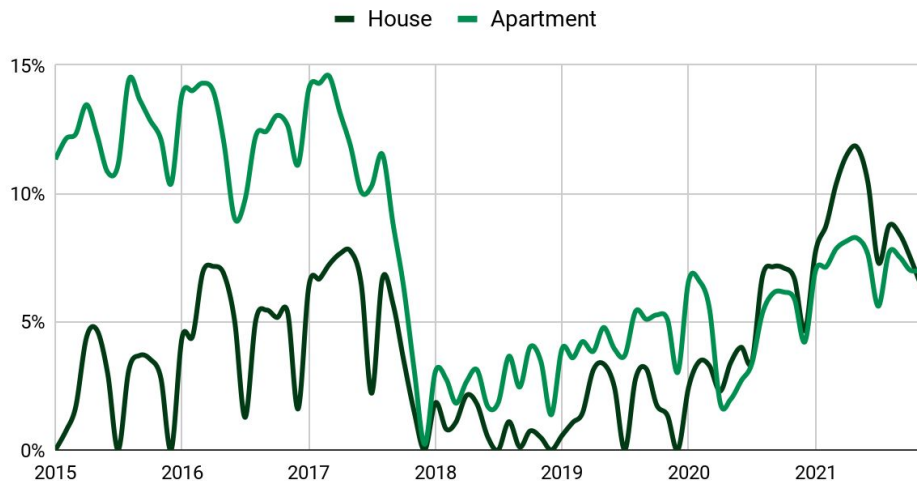


Area	Sold in 2021 annual rate
Country	+11%
Stockholm	+12%
Västra Götaland	+11%
Skåne	+19%

*Refers to the period from 1 January to 30
November of each year.*

Increased difference between asking price and closing price during the year

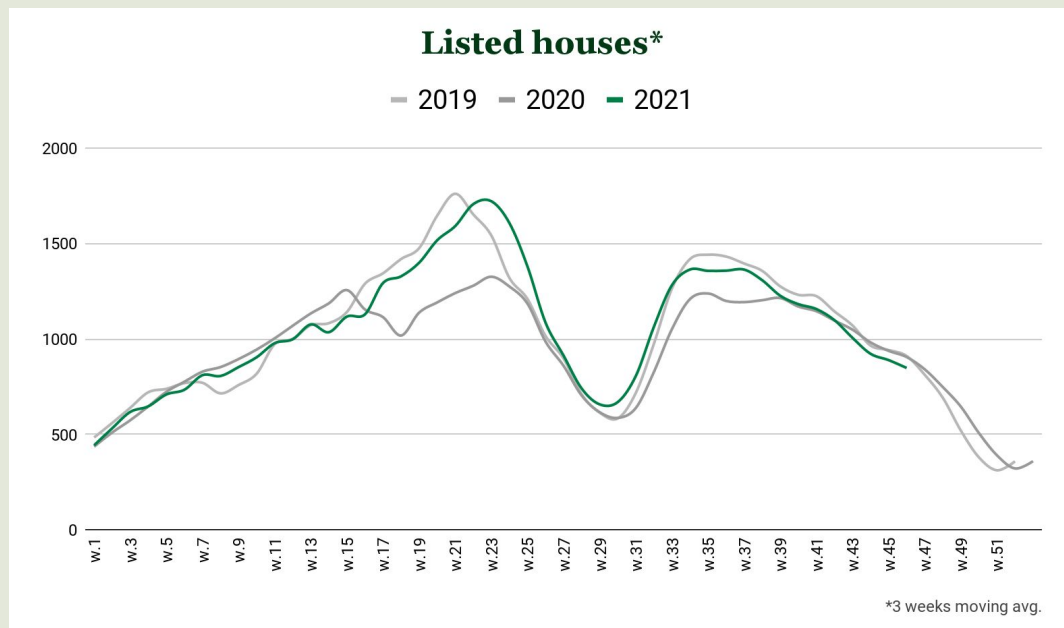
Difference between asking price and closing price



Type of property	2020	2021
Apartment	4.8%	7.4%
House	4.6%	9.1%
Holiday home	7.2%	11.1%

Refers to the period from 1 January to 30 November of each year.

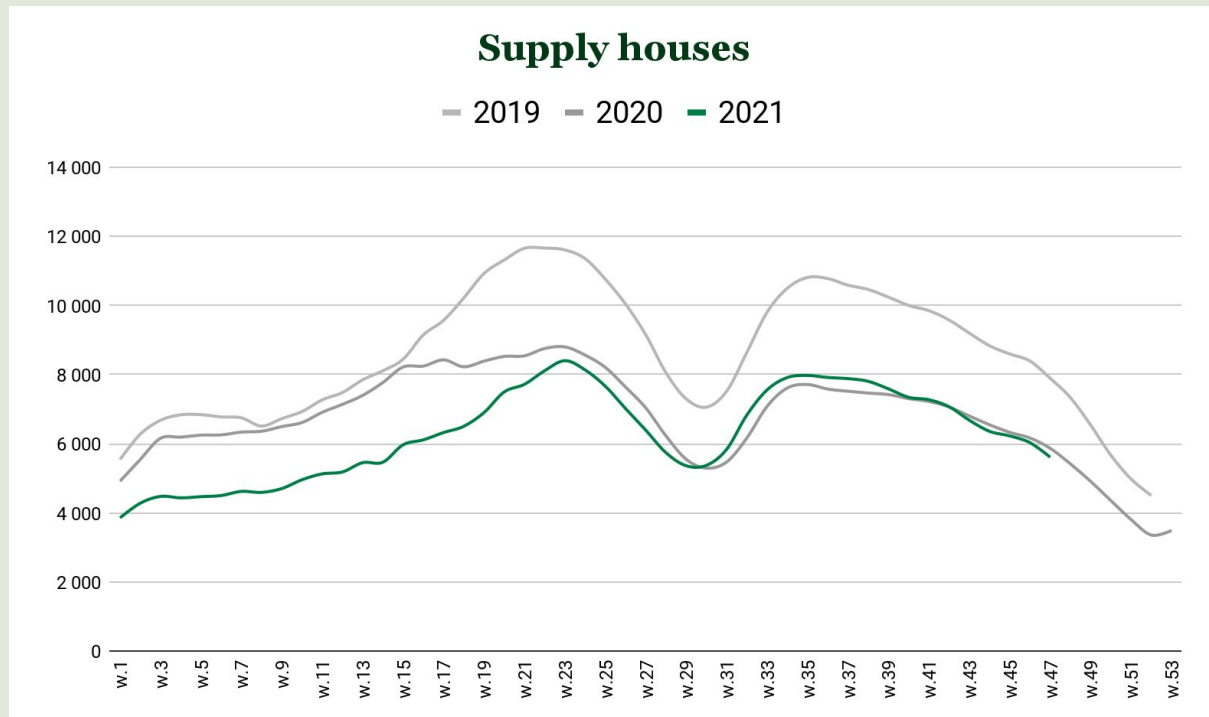
Increased number of published houses compared to 2020



Area	Listings in 2021 annual rate
Country	+7%
Stockholm	+9%
Västra Götaland	+6%
Skåne	+8%

Refers to the period from 1 January to 30 November of each year.

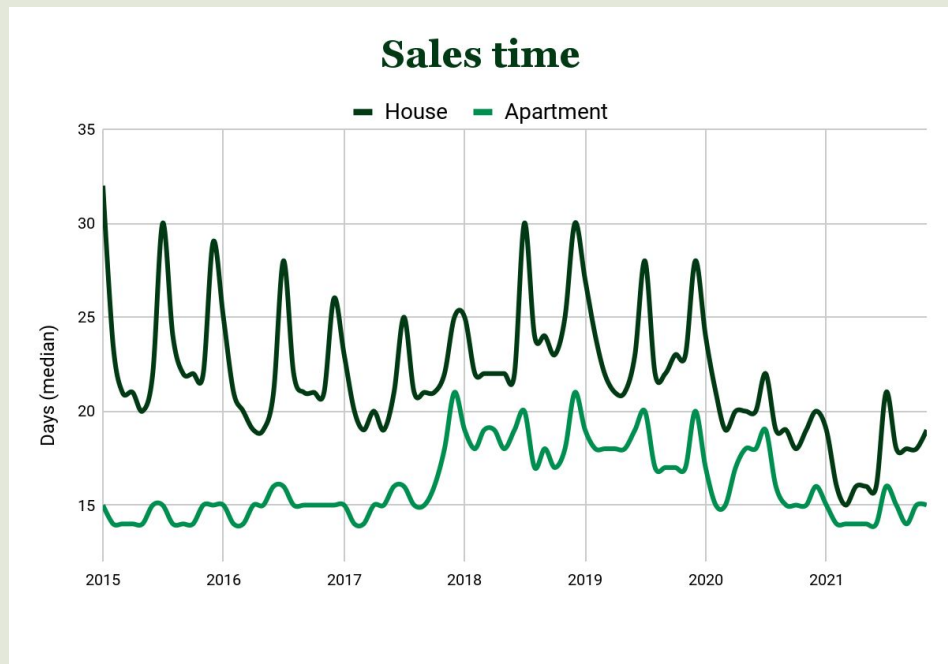
Record low supply of houses during the majority of the year - primarily driven by a higher turnover rate



Area	Supply in 2021 annual rate
Country	+2%
Stockholm	+4%
Västra Götaland	+2%
Skåne	+3%

Refers to the period from 1 January to 30 November of each year.

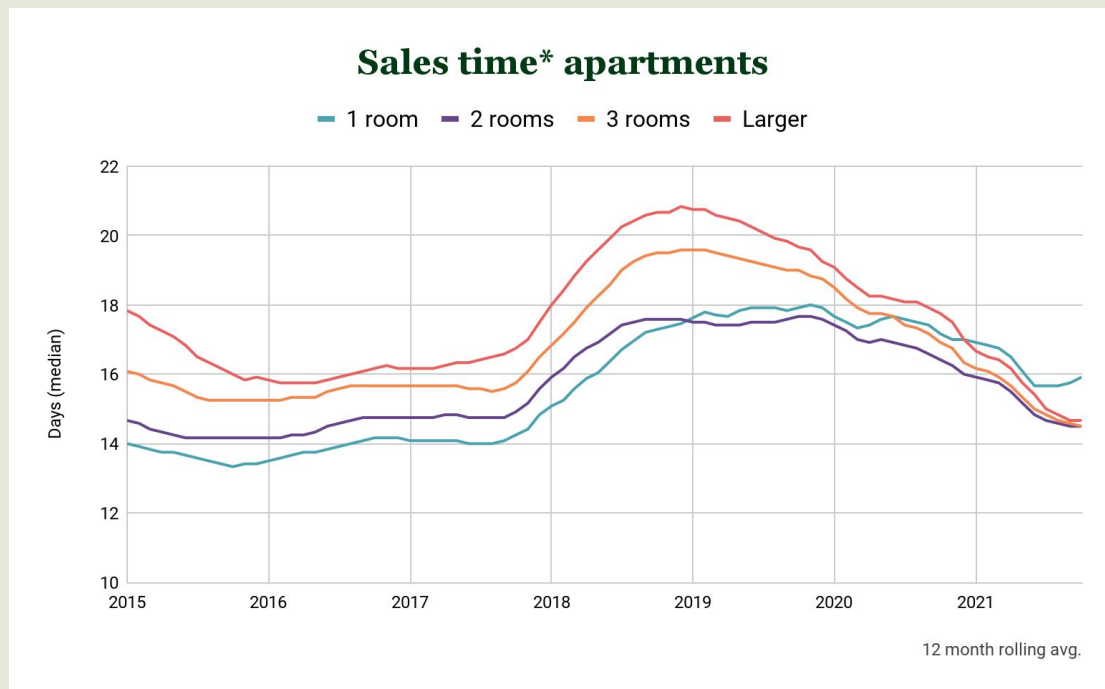
Record fast property sales during the year



Type of property	2020	2021
Apartment	16	14
House	20	17
Holiday home	21	20

Refers to the period from 1 January to 30 November of each year.

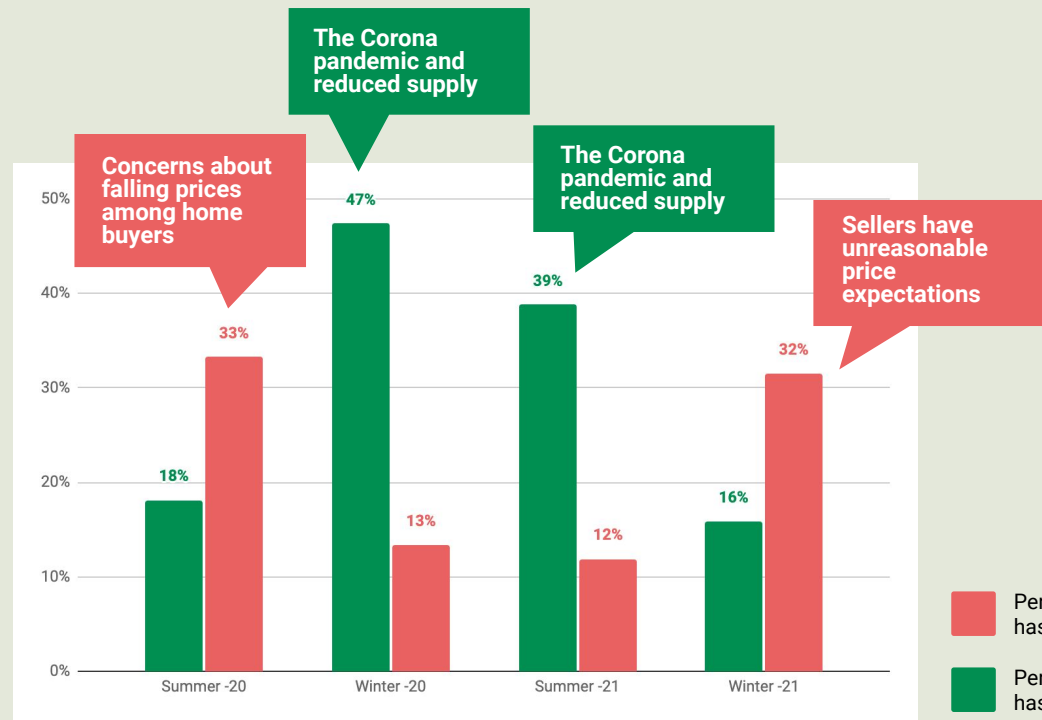
Larger apartments sell faster



Type of property	2020	2021
One-room apartments	16	15
Two-room apartments	15	14
Three-room apartments	16	14
Larger	17	14

Refers to the period from 1 January to 30 November of each year.

Real estate agents experience high price expectations among sellers



Question to real estate agents:

"Do you find it easier or harder to sell property in the area you work in compared to a year ago?"

Source: Survey on Hemnet's customer portal with about 250-300 agents and agent representatives.

2021 most clicked



Click leaderboard: Most clicked on Hemnet 2021



Click top: Most clicked on Hemnet 2021



1

221,460 clicks

Nacka

Skeppsholmen Sotheby's International Realty

The decorating year 2021



Room of the year

Bathroom

The bathroom has become an increasingly important room in recent years. As our kitchens are renovated to the highest standards, bathrooms are taking up more and more space and budget.



Paint of the year

Light blue

Greige, grey and beige are the wall colours that are our new white.

In 2021 we have seen a lot of dirty pastels like dirty pink and especially light blue.



Shape of the Year

Round shapes

Spherical cushions, undulating shapes and round tables. This year's shape is soft, playful and simply round. The spherical cushion in particular is only the beginning.



Material of the year

Sheepskin and Teddy

Soft, cosy and a tactile element that is very visible on armchairs in particular, but also on cushions and chair seats.



Furniture of the Year

Ribbed wood furniture

Wood ribs on the walls were a big hit in 2020 and this year we have seen furniture with ribs of various kinds. Everywhere.



Paint trend of the year

Painted ceilings

Over the past few years, our walls have been treated to many different colours and after painting the woodwork in something other than white, it's time for the ceilings. Tone on tone with the walls or a completely different colour for the more daring.



Plant of the year

Twigs and branches

From large bouquets to dried plants to sturdy twigs. The trends in what we put in the vase are a clear time marker and in 2021 it is the branches that are most visible. Easy to vary in season.



Bedding of the year

Bedspread

2021 is not the year of sloppy bedding with linen sheets, but this year it's the neatly made bed with bedspread.



Lamp of the year

Cluster lamps

This type of lamp requires its room and ceiling height and may not be for everyone. But in 2021, the cluster lamp is the hottest feature of the turn-of-the-century apartment, and Flos Sarfetti has some competition.



Vegetable of the year

Artichoke

If anything has become a symbol and time marker for home listings, it's the choice of vegetables that show up in the styling. The most abundant vegetable of the year is the beautiful artichoke.



Scoutings ahead of 2022





Caramel colours

The 2022 colour inspiration can be found in the caramel counter. Light blue, pink, yellow, mint green and lilac. Preferably in combination and in bold combinations and with not quite as much blackness as we've seen before. Be prepared for colour shock.

Real estate agent: Fantastic Frank
Photo: Andra Papini
Styling: Genevieve Jorn



Glass lamps a la the 70s

In 2022, we predict that the favourite lamps of interior design influencers will move onto Hemnet. The groovy vintage glass lamps from the 1970s. Both these pieces but also the more modest variants. One tip is to keep an eye out for Orrefors lighting on the auction sites.

Real estate agent: Nestor Fastighetsmäklare
Photo: Philip Mccann
Stylist: Elin Ekberg



Textile wall covering

Another trend with clear inspiration from the 70s is the large textile wall hanging. It should be large and the subject abstract. A hot tip to watch on auction sites. The bigger the better.

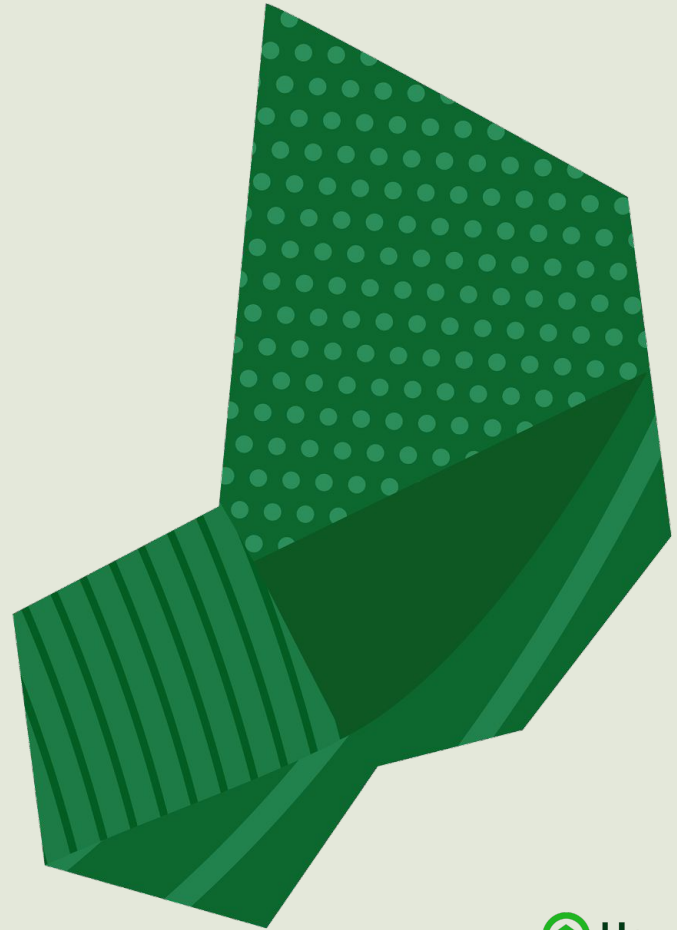


Arches and rounded shapes

The spherical cushions and rounded shapes of 2021 were a soft start to this trend. In 2022, we welcome back the arches and rounded shapes of kitchens and bathrooms.

Picture: Petra Tungården
Photo: Kitchens By Paul

What factors will affect the property market in 2022?



Factors impacting the property market

Hemnet's indicators in the second half of the year

- Homebuyers' price expectations remain relatively high
- Strong interest in the property market measured by traffic
- Historically low supply of houses and reduced supply of apartments

Global factors

- Effects of easing restrictions and changing consumption patterns
- Reintroduced amortisation requirement
- Low interest rate
- Rising inflation (?)
- Economic recovery
- Continued housing shortage
- Increased new construction
- Parliamentary uncertainty



Thank you!