



## Moves put on hold – economic uncertainty makes home seekers hesitate

**This spring, economic uncertainty has increased significantly. The threat of a trade war and the resulting global unease have impacted both the world's stock markets and the Swedish housing market. A new survey from Hemnet shows that 28 percent of prospective home buyers have chosen to postpone a planned move – despite having a need – due to the current economic climate.**

### **From Strong Start to More Cautious Market**

The housing market in 2025 began with high activity. Prices continued to recover and the number of sales remained high. However, at the end of March, the tone changed quickly as concerns over tariffs and global economic developments became more pronounced. Stock markets fell – and signs of increased caution also began to appear in the housing market.

At the same time, there is considerable uncertainty surrounding several other factors that impact the housing market: interest rate developments, the economic outlook, and credit restrictions. The government has previously indicated that amortization requirements may be eased, and an inquiry has proposed a gradual phase-out – but no decisions have yet been made.

### **Activity Slowing Down**

Despite the economic turbulence, housing prices have so far remained resilient and even rose again in May. However, market activity has clearly decreased. The number of sold condominiums has been below last year's levels for two consecutive months, and the single-family home market, which had long remained above corresponding 2024 levels, now also shows a clear decline since the beginning of the year. This growing sluggishness is also reflected in significantly longer sales times on the housing market.

**Erik Holmberg**, Market Analyst at Hemnet, comments:

*"Uncertainty negatively affects all markets – not least the housing market. We are currently in a strained economic situation, where it is still unclear how the threat of tariffs and a potential trade war might impact Sweden's economy. Additionally, there are still no decisions regarding the future of credit restrictions, which makes it harder for households to plan ahead. Hopefully, we will soon have more clarity and a more predictable market so that more people can – and dare to – act on their housing needs."*



Year-on-Year Change in Number of Sold Homes	Single-family homes	Condominiums
January	+20%	+9%
February	+12%	+2%
March	+15%	+2%
April	+7%	-6%
May	+4%	-8%

*Price statistics are based on final sale prices submitted to Hemnet. New construction and co-op properties are excluded from the statistics.*

### About the Survey

The survey was conducted on Hemnet.se on June 4–5, 2025, and was answered by just over 1,000 respondents.

#### Question 1

Due to the changed economic situation in society, have you chosen to postpone a planned move, even though you actually need to move?

- Yes: 28%
- No: 42%
- I had no plans to move: 30%

#### Question 2

What consequences has postponing a move – that you actually needed to make – had for you? (multiple answers possible)

- I now live in more cramped conditions than I would like: 36%
- I am now staying in an unwanted relationship: 9%
- I have had to turn down job or educational opportunities: 4%
- I cannot move in with someone I would like to move in with: 10%
- I now live at a higher cost and/or with higher loans than I would like: 25%
- Other: 17%

### Hemnet in numbers

- 1.9 million visitors per week
- 40 million visits per month for 2024
- 1.1 billion ad clicks in 2024
- SEK 554 billion in total asking prices for property listings in 2024 (equivalent to approximately 9% of Sweden's GDP)
- 183,374 published property listings in 2024
- 30 days average selling time
- 16 times more views per property ad compared to the second largest player on the market



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**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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