



New survey from Hemnet: concern about future housing prevalent among young people – But affects all age groups

A new survey from Hemnet reveals that concern about future housing is widespread in Sweden – especially among young people and those with insecure housing situations. Two out of three individuals under 18 years old say they worry about how they will be able to live in the future, and among those who rent second- or third-hand, the concern is even greater – as many as 86 percent share this worry.

At the same time, the strained housing situation has clear consequences on people's life choices. One-third of those under 25 say they have been forced to live at home longer than they wanted, and more than one in five aged 25 to 34 have postponed starting a family due to housing issues. Effects are also seen among older age groups: nearly one in five people aged 45 to 54 have stayed in an unwanted relationship because of their housing situation.

The survey shows a strong correlation between worry and age. In the 48–57 age group, 30 percent are concerned about their future housing – less than half compared to those under 18 (67 percent). Among those over 65, only 11 percent experience difficulties in the housing market, compared to 70 percent among 25–34-year-olds.

- Housing should receive much more attention and priority from politicians. It impacts everything from growth and employment to crime and mental health. It's time to listen more to people about the challenges they face and how they actually want to live. Society would benefit greatly from that," says **Staffan Tell**, spokesperson for Hemnet.

Panel discussion in Almedalen: How do we solve the housing crisis?

Hemnet's new survey also forms the basis for a panel discussion in Almedalen on June 24 at 16:00. The discussion, organized in collaboration with *Dagens industri*, gathers leading voices from politics, business, and the housing sector to discuss potential solutions to the major challenges facing the housing market.

Participants in the discussion:

- **Andreas Carlson**, Minister for Housing and Infrastructure (Christian Democrats)
- **Jennie Nilsson**, Member of Parliament, housing policy spokesperson (Social Democrats)
- **Daniella Waldfogel**, CEO, Stockholm Chamber of Commerce
- **Susanne Spector**, Chief Economist, Danske Bank
- **Oskar Öholm**, CEO, Mäklarsamfundet
- **Staffan Tell**, Head of Public Relations, Hemnet
- **Moderator:** Maja Florin, *Dagens industri*



The discussion is part of the *Tomorrow's Society* stage – a joint initiative by *Dagens industri*, *Dagens Samhälle*, and *Dagens Nyheter* to spotlight Sweden's most pressing societal challenges.

More information about the event:

<https://almedalsveckan.info/rg/almedalsveckan/evenemang-almedalsveckan/2025/1618>

Link to the live broadcast of the event:

<https://vimeo.com/event/5131132/680c594e7b>

About Hemnet's Surveys

- The survey on concern about future housing was conducted between May 8–15, 2025, with 2,259 respondents.
- The survey on difficulties in the housing market was conducted between May 23–28, 2025, with 1,352 respondents.

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 (average for 2024)

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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').



Hemnet

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