



These are the areas with the highest search demand on Hemnet

In total, over 247 million property searches were conducted on Hemnet during 2025. Statistics compiled by Hemnet show that searches were primarily focused on the central parts of major cities—but also on several of the country's ski resorts.

Overall, areas in major cities are the most searched, with **Stockholm – City Center (Inner City)** taking the top spot. During the year, Hemnet visitors searched for this specific area nearly 6 million times. This also reflects the correlation between interest and price levels—Stockholm's inner city has the highest price per square meter in the country.

In addition to central urban areas, several mountain and ski resorts appear high on the list. For example, **Sälenfjällen** was the most searched area in Dalarna. **Hemavan, Branäs, Järvsö, and Funäsfjällen** also ranked at the top of their respective counties.

Erik Holmberg, Market Analyst at Hemnet, comments:

"The number of property listing clicks is a strong indicator of demand. Generally, the more searches an area receives, the higher the number of clicks. The fact that nearly a quarter of a billion searches were made during a rather challenging year says something about the robust underlying interest in the housing market. Unsurprisingly, the central parts of major cities are at the top—but ski resorts also stand out, primarily reflecting house hunters' dreams of owning a vacation home."

Most Searched Area per County in 2025		
County	Most Searched Area	Number of Searches
Blekinge	Hällevik	32,567
Dalarna	Sälenfjällen	310,351
Gotland	Gotland Västra	122,686
Gävleborg	Järvsö	151,484
Halland	Kullavik	167,149
Jämtland	Funäsfjällen	295,934
Jönköping	Gränna	82,102
Kalmar	Färjestaden	75,229
Kronoberg	Hovshaga-Sandsbro	25,150
Norrbotten	Råneå	43,136
Skåne	Västra Malmö	1,017,801
Stockholm	Stockholm - inom tullarna	5,856,799
Södermanland	Mariefred	248,288
Uppsala	Bålsta	255,911
Värmland	Branäs	75,848
Västerbotten	Hemavan/Bierke	125,162
Västernorrland	Alnö	85,442



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Västmanland	Kvicksund	73,812
Västra Götaland	Göteborg - Innerstaden	1,540,192
Örebro	Adolfsberg-Mosjö	63,260
Östergötland	Vikbolandet	77,350

Note: In the preparation of these county lists, cities were excluded in cases where they were the most searched area overall.

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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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