



The Vacation Home Market: Increased Activity in 2025

During the pandemic years, the vacation home market was the strongest performing sector of the housing market. Since then, demand has cooled; however, during the past year, 2025, clear signs of recovery have emerged.

A total of 5,550 vacation homes were sold during the year. This represents an 11% increase compared to the previous year and the highest number of sales in a single year since 2021. Simultaneously, turnover in monetary terms increased by 14% to a total value of SEK 10.8 billion—also the highest level since 2021.

While prices rose in 2025, the increase was significantly more modest than the growth in sales activity. The average price for a vacation home in 2025 was SEK 1.96 million, an increase of 2.5%. This leaves average prices approximately 2% below the previous peak recorded in 2022.

In three counties—Blekinge, Kronoberg, and Västra Götaland—new record price levels were noted during the year.

Erik Holmberg, Market Analyst at Hemnet, comments:

"As economic conditions have improved, demand for vacation homes has once again increased. Prices are rising slightly, but above all, activity—in terms of the number of sales—has shown a clear increase. For those interested in buying a vacation home ahead of the summer, it may be wise to start looking now, as the supply is at a record high for the season."

The Vacation Home Market in Sweden, 2025

Price / Turnover	2025	Change vs 2024
Average Price	SEK 1.96 million	+2.5%
Number of Homes Sold	5,550	+11%
Turnover (SEK)	SEK 10.8 billion	+14%

Average Prices for Vacation Homes by County, 2025

County	Average Price 2025 (MSEK)
Blekinge	2.12
Dalarna	1.76
Gotland	2.35
Gävleborg	1.20
Halland	2.53
Jämtland	2.78
Jönköping	1.33
Kalmar	1.84



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Kronoberg	1.38
Norrbotten	1.06
Skåne	2.01
Stockholm	3.10
Södermanland	1.94
Uppsala	1.50
Värmland	1.40
Västerbotten	1.65
Västernorrland	1.18
Västmanland	1.31
Västra Götaland	2.31
Örebro	1.13
Östergötland	1.70

Note: Co-ownership housing, allotment huts, and winter-proofed vacation homes are excluded from the compilation.

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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 25 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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