

UK House Price Index

+1.3%

UK house price inflation
(September 2025)

-3%

Sales agreed
% year-on-year

37

Average time to sell
(days)

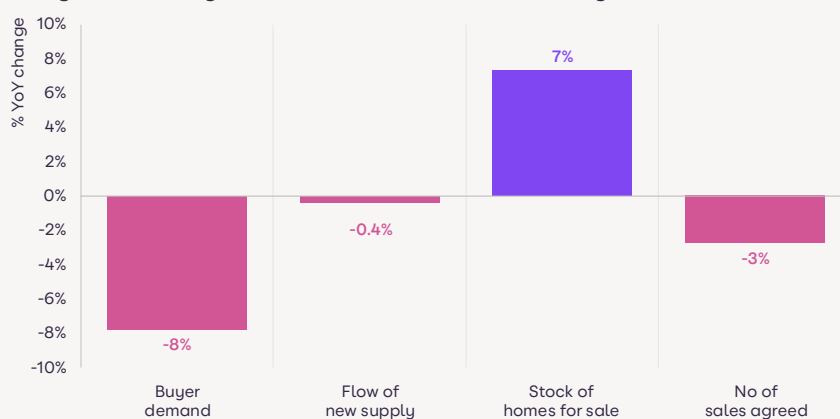
Executive summary

- Budget uncertainty is prompting buyers to 'wait and see', leading to the first annual decline in sales agreed in two years
- Buyer demand is down 8% compared to last year and sales agreed are down 3% as activity cools - more notable in higher value markets
- House price inflation is steady at +1.3%, with prices flat in southern England but rising by more than 2% elsewhere
- More homes for sale (+7%) is giving serious buyers greater choice
- Average time to sell is up to 37 days, c.10% longer than last year
- Realistic pricing is key to securing home sales
- 350,000 homes worth £100bn are progressing through the sales pipeline - the largest in four years

“Budget uncertainty is driving a ‘wait and see’ approach for new buyers while committed movers continue to try secure sales ahead of the year end. Realistic pricing remains key for sellers securing a sale.”

Richard Donnell
Executive Director

Budget uncertainty drives 'wait and see' on sales and buyer demand



Source: Zoopla Research

% change - 4 weeks to 19 Oct 2025 compared to the same period in 2024

-8%

Year-on-Year change in
home buyer demand

Buyer demand dips 8% on Budget uncertainty

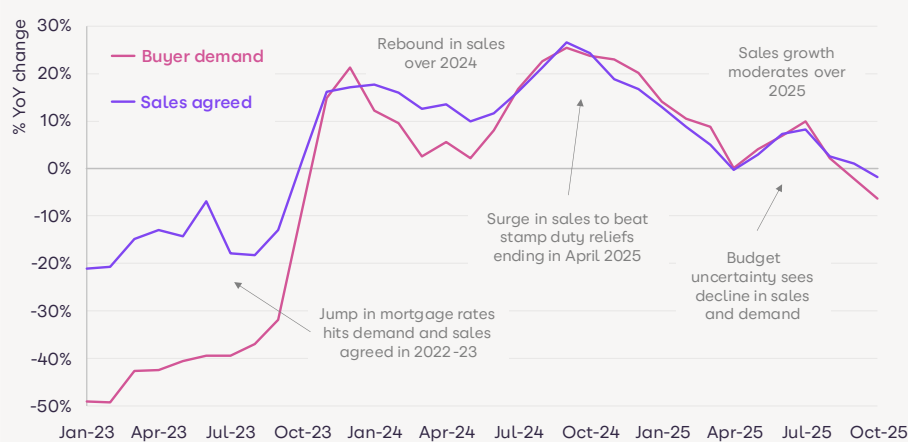
Uncertainty over potential Budget measures in November is prompting many homebuyers, especially those early in their search, to adopt a 'wait and see' approach. This has led to the first annual fall in new sales agreed in two years (October 2023).

Compared with a year ago¹, buyer demand is down 8% and sales agreed are down 3%, as the usual pre-Christmas slowdown begins 6 to 8 weeks earlier than normal. The dip also reflects comparison with a strong final quarter in 2024, when many buyers rushed to complete purchases before the end of stamp duty reliefs in April 2025.

There are 7% more homes for sale than a year ago¹ and committed buyers continue to push ahead with purchases ahead of the year end. Over the last four weeks, sales agreed have been higher than last year in Scotland (+3%), Yorkshire & the Humber (+4%), the South West (+1%), and the West Midlands (+1%).

However, southern England and Wales are seeing a sharper slowdown, with sales agreed down 9% in Wales, 8% in the South East, 6% in the East of England, and 5% in London.

Sales agreed and buyer demand fall for the first time in 2 years



Source: Zoopla Research

Year on year change in demand and sales agreed Oct-25 data to 19 October

Property tax speculation hits higher value homes

There remains a strong link between market activity and price levels, with the sharpest slowdown in sales, listings, and buyer demand for homes priced above £500,000. This explains why the decline in sales is concentrated across southern England, where higher-value homes make up a larger share of the market.

Speculation about potential tax reforms, including higher council tax, replacing stamp duty with an annual property tax, and introducing capital gains tax on purchases over £1.5 million, is prompting early-stage buyers to pause their search until after the Budget.

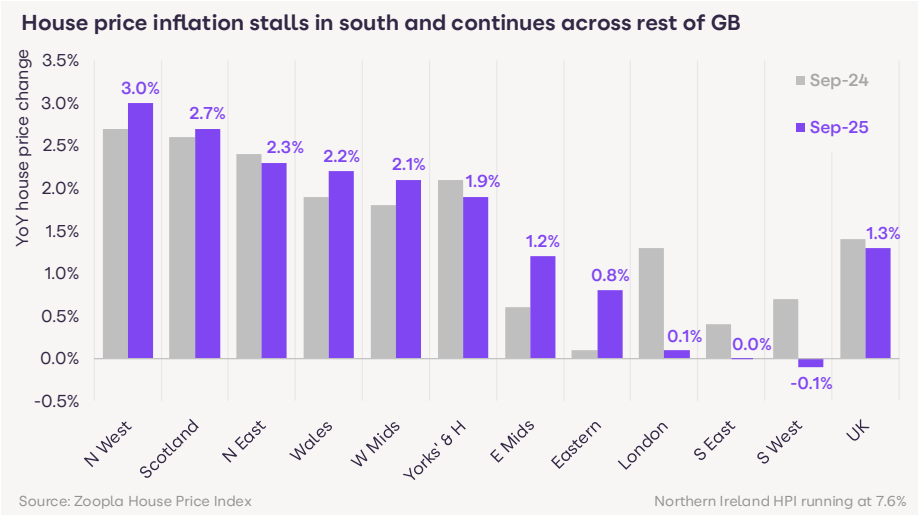
¹ Four weeks to 19 October 2025 vs same period in 2024

37

Days to sell a property -
from first listing to sale
agreed subject to
contract

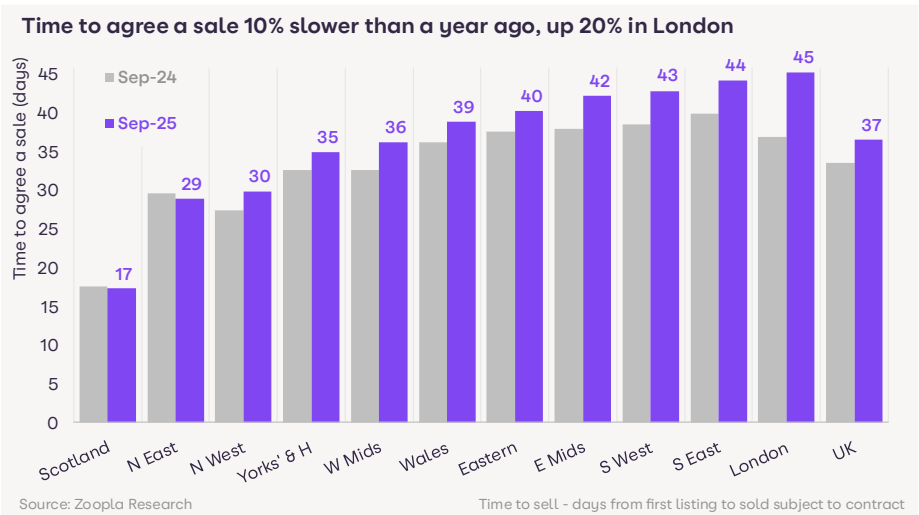
UK house price inflation +1.3%

House price inflation has slowed over 2025 and currently stands at 1.3%, broadly in line with the level a year ago. The divide in price inflation between southern England and the rest of the UK is growing. Price inflation is running at over 2% across Scotland, Wales and northern regions of England, broadly in line with last year. House price inflation has come to a standstill across southern regions of England as affordability pressures and weaker demand limit price increases.



Time to sell 10% slower than a year ago

A rise in homes for sale and softer demand have pushed up the average time to sell to 37 days², around 10% longer than a year ago. Sales take longer across southern England, reaching 45 days in London - about 20% slower than last year. The fastest sales continue to be in northern England and Scotland, where demand remains stronger. This measure reflects the period from first listing to a sale being agreed. Homes requiring price reductions typically take longer to sell, underlining the importance of realistic pricing.



² Time to sell is from a property first listed for sale to the sale being agreed (sold subject to contract). It can take another 5-6 months for the sale to complete where the new owner can get the keys and move in.

The sales market in Scotland operates differently - homes are marketed with a survey - and the time to sell is faster than England and Wales.

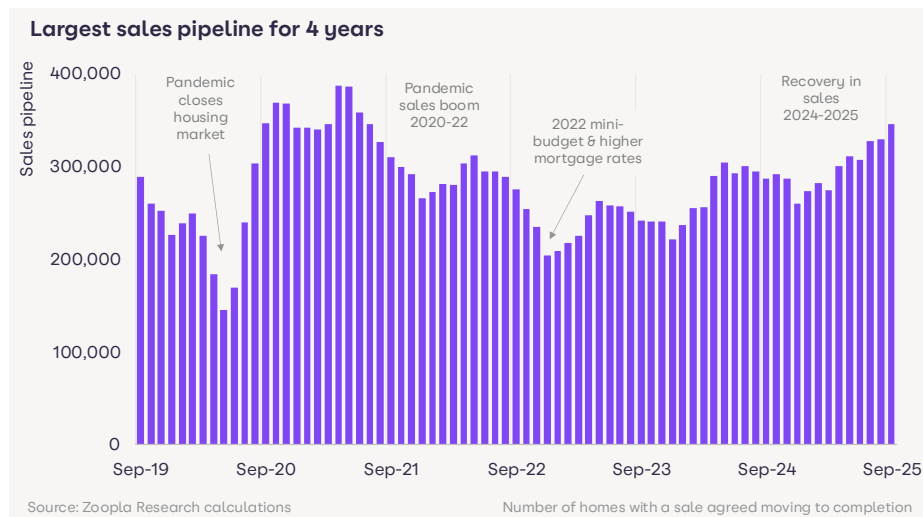
£100bn

Value of homes in the sales pipeline working through to completion

Largest sales pipeline for 4 years, worth £100bn

While market activity is currently slowing, it is important to note that the sustained increase in sales activity over the last two years has created the largest pipeline of agreed sales working their way through to completion. It takes, on average, 5 to 6 months to complete a property purchase and move in after agreeing to buy a home.

We estimate that there are almost 350,000 homes, worth over £100bn, currently working their way through the sales process. This is the largest sales pipeline in over four years, since May 2021, when the pandemic boom was in full swing. Stability in mortgage rates has brought more sellers into the market, many of whom are also buyers, alongside strong demand from first-time buyers.



Outlook

The housing market has made a strong recovery over the past two years, with sales volumes now close to the 10-year average of 1.2 million transactions a year.

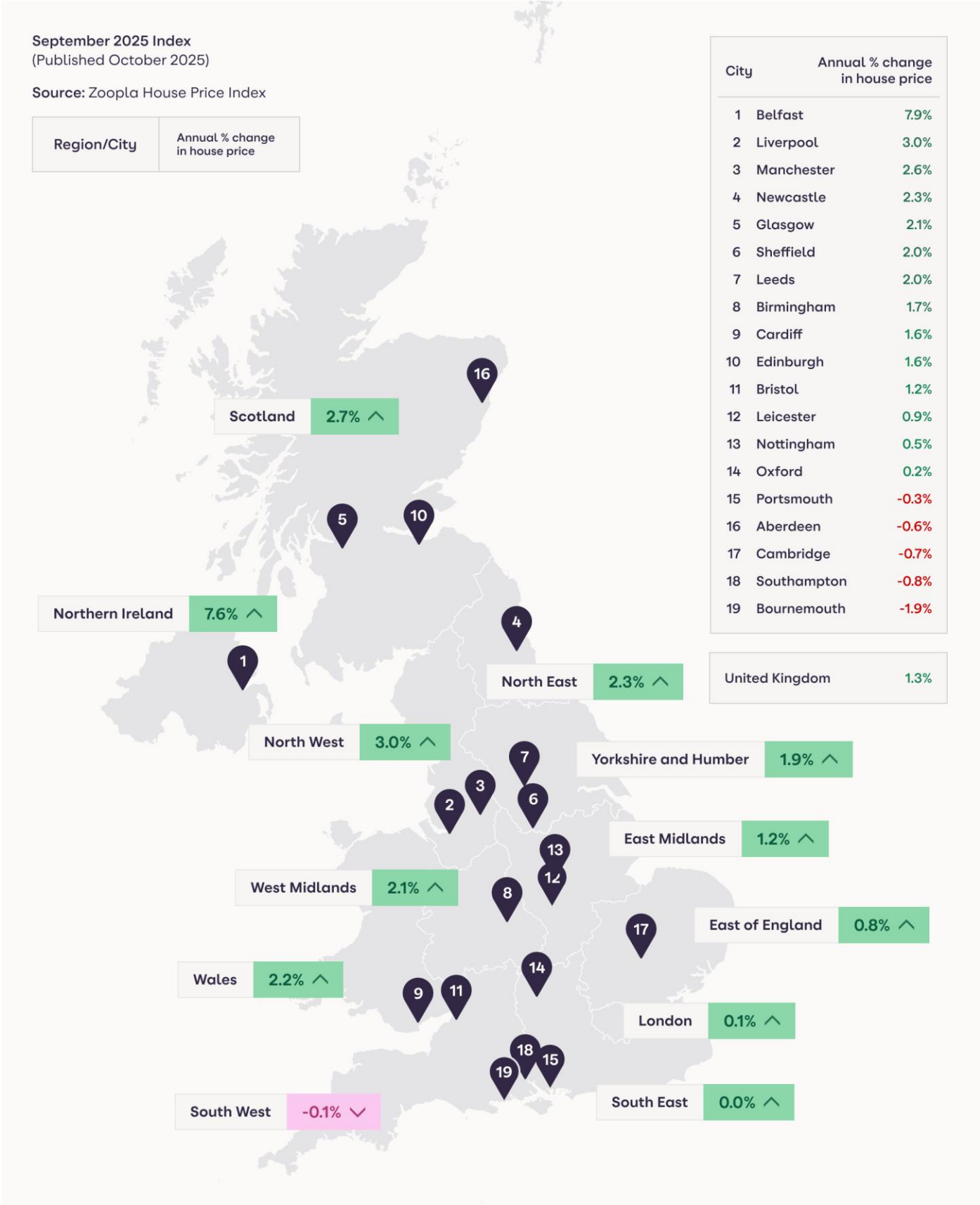
However, the wider economic backdrop is not strong enough to drive further growth in sales volumes in the near term. We expect the number of sales agreed to stabilise at current levels, with continued demand for well-priced homes.

House price inflation is forecast to end the year at 1-1.5%, with prices under pressure across southern England, where affordability is most stretched and stamp duty costs are highest.

The removal of stamp duty at the Budget, the subject of ongoing media speculation, would provide a major boost to activity and support economic growth. However, homebuyers are cautious about what new taxes might replace it.

House Price Index - Country, region and city summary

Note: The Zoopla house price index is a repeat sales-based price index, using sold prices, mortgage valuations and data for agreed sales. The index uses more input data than any other and is designed to accurately track the change in pricing for UK housing.



Zoopla House Price Index, city summary, September 2025 index

Sparklines show last 12 months trend in annual and monthly growth rates - red bars are a negative value - each series has its own axis settings providing a more granular view on price development.

	Average price	%YoY Sep-25	%YoY Sep-24	Monthly trend	Annual trend
United Kingdom	£270,000	1.3%	1.4%		
20 City Composite	£310,000	1.0%	1.7%		
Belfast	£195,400	7.9%	6.4%		
Liverpool	£166,600	3.0%	3.5%		
Manchester	£234,500	2.6%	3.0%		
Newcastle	£160,800	2.3%	2.5%		
Glasgow	£158,700	2.1%	3.6%		
Leeds	£216,000	2.0%	2.3%		
Sheffield	£176,800	2.0%	2.2%		
Birmingham	£214,900	1.7%	1.9%		
Cardiff	£260,700	1.6%	2.1%		
Edinburgh	£278,800	1.6%	1.9%		
Bristol	£342,900	1.2%	1.5%		
Leicester	£228,500	0.9%	0.8%		
Nottingham	£206,500	0.5%	1.7%		
Oxford	£448,100	0.2%	2.0%		
London	£529,800	0.1%	1.3%		
Portsmouth	£276,500	-0.3%	-0.1%		
Aberdeen	£138,500	-0.6%	0.1%		
Cambridge	£468,800	-0.7%	1.6%		
Southampton	£258,200	-0.8%	1.7%		
Bournemouth	£318,000	-1.9%	1.0%		

Source: Zoopla House Price Index. Sparklines show last 12 months trend in annual and monthly growth rates – red bars are a negative value – each series has its own axis settings providing a more granular view on price development.

House price index
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