Property & Homemover Report

Q3 2025

TwentyCi
Ci | Customer Intelligence

TwentyEA
Part of the TwentyCi Group

Contents

Preface

Welcome to the TwentyCi Property & Homemover Report, which provides an in-depth analysis of the UK's residential property market for both the year to date and Q3 2025. This report is compiled using the most robust and reliable property change data available.

Whether you are an industry professional, an investor, or simply interested in the health of the property market, we invite you to explore the key highlights and fluctuations of this period with us.

About the Report

This report provides a comprehensive analysis of the trends and significant developments that have influenced the property market during this period. We offer a real-time assessment of the UK residential market, encompassing 99.6% of all sale and rental property transactions.

The report provides a comprehensive overview of the state of the nation, along with unique insights that encompass:

- ✓ Factual data (not modelled or sentiment-based)
- ✓ Full market coverage
- ✓ Property sales data
- ✓ Property rental data
- ✓ Real-time data

Executive Summary

Supply of Properties:
During 2025, over 1.4 million properties have been listed for sale. This is 3.7% higher than 2024.

Properties with a Sale Agreed:
We have now exceeded 1 million properties with a Sale Agreed in 2025. This is 5.1% greater than 2024.

Residential Transactions: Year-to-date, HMRC has reported 780,000 transactions, which is 12.8% higher than 2024 and 2.9% higher than pre-pandemic 2019.

Online and Hybrid Estate Agent Models:
Online agents' overall market share in 2025 is 5.1%, down by 0.6% from 2024. Of this, 2.2% is represented by self-employed agents, up 29% on 2024.

Velocity

- **Average Time to Achieve a Sale Agreed:** The average time to get a sale agreed on a property in 2025 is 77 days. This is the highest time to sell in the last 5 years, and 8.2% (6 days) higher than 2024.
- **Average Time to Achieve an Exchange:** The average time to exchange in 2025 is 123 days. This is a 1.7% increase on 2024.

Rental Stock Availability:
Supply is rising in every region of the UK without exception, up by 6.9% compared to 2024. Whilst over 1 million properties have been available to rent, this figure is 159,000 lower than in 2019.

Rental Affordability:
The average let agreed price in 2025 was £1,477pcm, which has fallen by just 1.0% in the last year (£15pcm).

Executive Summary

Colin Bradshaw, TwentyCi's Chief Executive Officer, adds:

"With 82,000 sales falling through in Q3 alone, we're fully behind the government's push to shake up the homebuying process. Waiting four months just to exchange contracts is far too long - no wonder buyers get cold feet, or unexpected issues crop up in surveys.

A bit more upfront info at the start could really help smooth things out. As we head into the final stretch of the year, we're cautiously optimistic. If the Autumn Budget plays ball, we're on track to hit 1.15 million completed transactions in 2025."

COLIN BRADSHAW
CEO,
TWENTYCI

The Owner-Occupied Residential Property Market

The Key Indicators

	Q3 2024	Q3 2025	Change
New Instruction	446,567	454,325	↑1.7%
Sale Agreed	322,167	332,612	↑3.2%
Exchanged	237,191	235,421	↓-0.7%
Fallen Through	81,677	82,060	0.5%
Price Changed	287,074	315,423	9.9%
Withdrawn	196,515	209,998	6.9%

- The residential property market continues to perform at a slightly elevated level compared to 2024. In the last quarter, the supply of New Instructions was up by 1.7% compared to Q3 2024
- Sales Agreed volumes were up by 3.2% in the same period
- The drop off in Exchanges in Q2, precipitated by the first quarter frenzied rush for buyers to complete ahead of the Stamp Duty changes, has now corrected itself and is on par with Q3 2024
- Price Reductions –
  - Price reductions on advertised properties remain a key feature of the property market in 2025
  - In the year-to-date, we have observed 919,000 price reduction events, which is the largest amount we have ever seen by far, and is tracking 16% higher year-on-year
  - In 2025, 38.7% of concluded listings recorded at least one price reduction, spanning all price bands. The trend was most pronounced among £1 million-plus properties, where price reduction rates rose by 3.1%
  - In general terms, price reduction rates are reducing in the North, and increasing in London and the South. Inner London has observed a 3.0 percentage point increase in price reductions, and this is by far the worst-performing region in terms of price changes
- We are anticipating 1.15m transactions in 2025, but a lot will depend on confidence pre and post the budget on 26th November

"The consensus forecast* for house prices is an increase of 2.5% compared with 2.7% at this time last year - consistent with a slightly weaker economic outturn. My view is that the market is well supported by lenders who are trying to help affordability by offering low deposit (5% is common) and higher loan-income multiple (4.5 now common) mortgages. In addition, arrears continue to reduce, and the key demographic group for home buying (i.e., younger households) remains confident (unlike the older age groups, who are dragging down consumer confidence). Upward momentum should, therefore, be regained, but with only 3 months left, an annual increase in house prices of 3% looks like the upper limit."

Source: HMT, No 458, Sept 2025.

ALEX BANNISTER
INDEPENDENT BOARD ADVISOR

Former Director of Future Ventures,
Nationwide Building Society

The Headlines Shaping the Property Market

Rates Hold Steady

Following five cuts since the summer of 2024, the Bank of England voted to hold the base rate at 4%, erring on the side of caution. Concerns remain around stubborn inflation driven by increased food and energy costs and wage pressures. The Bank suggests that, should the economic situation remain stable, further cuts will occur, but we're still a way off the government target of 2%. There is an appetite, as two of the nine-member Monetary Policy Committee voted to bring rates down to 3.75% during the September meeting. It remains to be seen if a further cut will occur in November or if we will see the year out at 4%.

Government Sets Sights on Faster Home Sales

The Ministry of Housing, Communities and Local Government announced plans to overhaul the homebuying process in October. Often accused of being antiquated and slow-moving, it's a change that's welcomed by many professionals across the sector. The proposal includes:

- Introducing material upfront information packs
- The use of digital tools, including property logbooks and ID verification
- Mandatory qualifications for estate agents and conveyancers
- A code of practice for agents
- A potential introduction of legally binding contracts to prevent parties from pulling out
- A register to inform the public about the services of conveyancers and agents

The shake-up should see transaction timescales reduce by four weeks and a clawing back of some of the £1.5 billion a year that fall-throughs cost the economy. Consultations are planned to gather opinions and discuss what should be included in the material information, which should help provide transparency for buyers from the outset and prevent last-minute collapses.

Landlord Eyes Are on the Budget

Landlords await clarity from the upcoming Autumn Budget around the tax rumours circulating. The Chancellor Rachel Reeves will deliver the budget on 26th November, and professionals in the private rented sector wait with bated breath. Experts have speculated that to balance the books, she will introduce tax hikes to Capital Gains Tax rates and National Insurance contributions, with a wealth tax even being suggested. The rental market has faced many challenges in recent years, with Section 24 restrictions and regulations around energy efficiency. A mass exodus of landlords following previous upheavals has caused substantial affordability and availability issues in the sector. If landlords' finances are squeezed any further, it could be hard hit for tenants.

Housing Targets Under Pressure in the Capital

With London facing a pressing need for new homes and the increasing pressure to meet housing targets, Sir Sadiq Khan is considering scrapping the rule requiring developers to allocate 35% of new builds as affordable housing and available to housing waiting lists. The announcement comes following a standstill in housebuilding in London and off the back of the mayor's talks with affected parties.

Developers call for the figure to be reduced to 10-15%. A housing crisis across, not just London, but the country, has spurred Khan to act, and a decision is expected in the coming weeks. Londoners have long been priced out of the market and face the highest barriers to home ownership in the UK. The supply of housing in London must rise to meet the demand, and yet the building rate is falling in the capital, despite the government's over-zealous housebuilding targets, due to the red tape and regulation stifling developers.

Ambitious New Homes Target

At the back end of last year, the government announced its plans to reach 1.5 million new homes over five years. Mandatory higher housing targets have been set for councils across the country. To reach the targets, lower grey belt land has been included in the national planning policy. A cash injection and 300 additional planning officers should help speed up decisions. These landmark planning changes should unlock homeownership for more families.

The Viability of the New Home Initiative

In a press release, Zoopla has reported that the government's 1.5 million new home target is unachievable for half of the country. The 'build baby build' initiative to increase housing supply is not financially viable across 48 per cent of England. The cost of developing a new home has increased 17 per cent, faster than sales prices, which have only risen by 1 per cent since 2022. Zoopla stresses that where it is viable to build homes, it is unaffordable for buyers, and where buyers can afford to buy, the cost to build is unfeasible. Only 13 per cent of the Midlands and 10 per cent of the North's average sales prices can support the cost of delivering new homes. The pricing simply does not support home building. This is compared to a more achievable 64 per cent in southern England. It is a conundrum that is potentially only solved through planning reform, regulatory review and targeted funding.

Average House Price – National overview

The average UK residential asking price in Q3 was £441k, reflecting the current mix of properties for sale.

According to the latest from UK HPI, growth in prices is exceptionally healthy, up by 0.3% in July 2025 compared to the prior month and 2.8% in the past year.

Sales by Region & Major Cities – Q3 2025 compared to Q3 2024

Growth in demand in 2025 is observed in all UK regions except Northern Ireland and Inner London.

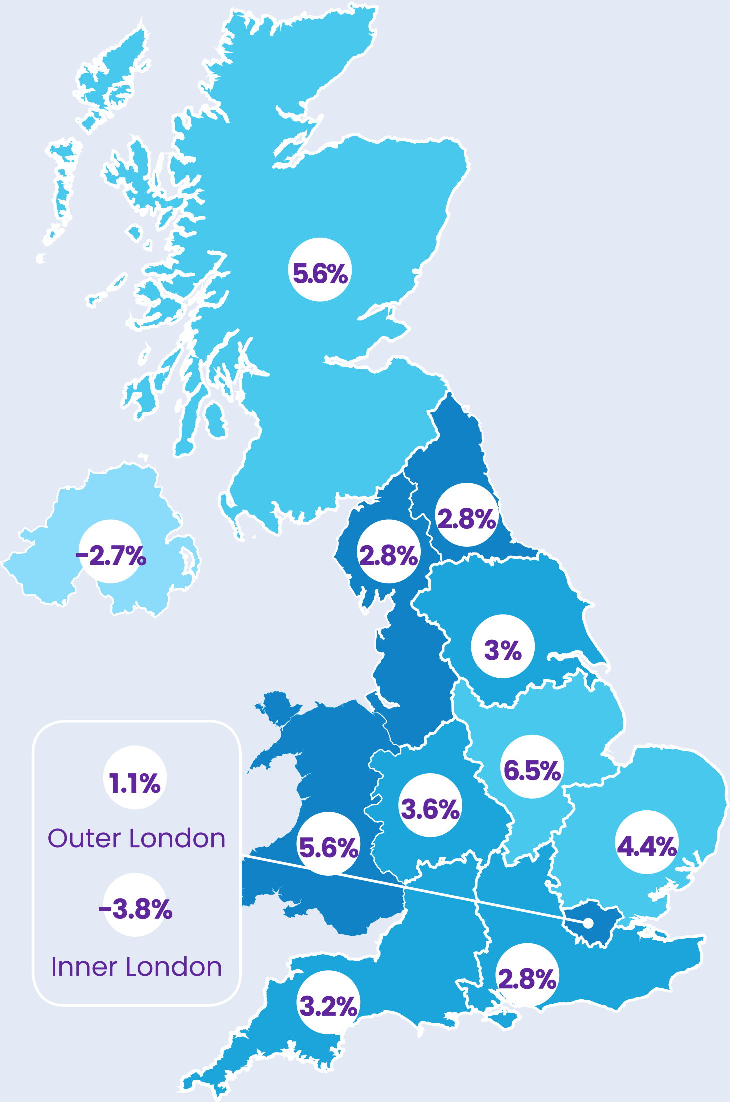
For 2025 as a whole -

- Northern Ireland demand contracted by 2.9%, whilst Inner London reduced by 1.6% year-on-year
- Year-on-year growth is strongest in Wales (8.6%), with the East Midlands and the North West also seeing growth of over 8%
- In general, demand is increasing more in the Midlands and the North than in London and the South
- Year-on-year demand growth was observed across all price bands
- The largest growth was in the £350k-£1m pricing segment (7.4%), followed by £200k-£350k (7.0%).

Sales Agreed by Major Cities Q3 2025 compared to Q3 2024

MAJOR CITIES	CHANGE
Cardiff	6.4%
Nottingham	6.2%
Plymouth	5.9%
Sheffield	5.3%
Bristol	5.2%
Glasgow	4.8%
Edinburgh	4.4%
Southampton	4.4%
Peterborough	3.5%
Leeds	3.2%
Newcastle Upon Tyne	1.4%
Norwich	1.1%
Manchester	0.3%
Birmingham	-0.6%
Inner London	-3.8%

Sales Agreed by Region Q3 2025 compared to Q3 2024



MAJOR REGIONS	CHANGE
East Midlands	6.5%
Scotland	5.6%
Wales	5.6%
East of England	4.4%
West Midlands	3.6%
South West	3.2%
Yorkshire & The Humber	3%
South East	2.8%
North West	2.8%
North East	2.8%
Outer London	1.1%
Northern Ireland	-2.7%
Inner London	-3.8%

Regionally, when comparing Q3 2025 with Q3 2024, the East Midlands saw the strongest growth in Sales Agreed, at 6.5%, followed by Scotland and Wales, at 5.6%. Meanwhile, Inner London experienced a 3.8% decline, and Northern Ireland dropped by 2.7%. For major cities, Cardiff led the way with a 6.4% increase in Sales Agreed in Q3 2025 compared to Q3 2024. Scotland fared well, with Glasgow seeing a rise of 4.8% and Edinburgh 4.4%.

"Commentary on affordability inevitably focuses on the difficulties faced by those on average incomes. But this perspective is less relevant for the future path of house prices, where it's the number of prospective home buyers that exerts pressure on prices, and that number doesn't need to be huge. The number of transactions has been relatively low at c1.1m per annum over the last few years (with over 25% by cash buyers who are unconstrained by mortgage affordability). Also, existing homeowners (who represent c60% of buyers) have large dollops of equity, which buffer them against unaffordability. There are c9m households that earn upwards of £50k per annum and with a mortgage of 4.5 times income (assuming they have the deposit), they can afford to buy property in most of the UK. Only the top decile of earners (c3million) can indeed afford London prices, but with London accounting for c90,000 of the c1.1m UK sales per year, there is enough demand to underpin current house prices."

ALEX BANNISTER
INDEPENDENT BOARD ADVISOR

Former Director of Future Ventures, Nationwide Building Society

The Lettings Residential Property Market – Q3 2025 Compared to Q3 2024

Key Indicators

	CHANGE
New Instruction	↑ 15.9%
Let Agreed	↑ 7%
Let	↑ 3.7%

Supply of New Properties To Let

For 2025 as a whole, the supply of properties to let in the UK has risen by 64,750 in the last year, but remains 159,000 lower than in 2019. Supply is 6.9% higher than the prior year, and over 1 million properties have come onto the market to let year-to-date in 2025.

However, affordable rentals remain an issue, where the supply has reduced for £0-£800pcm properties -2.5% year-on-year.

Strong supply growth has been observed at the £800-£1,500pcm price range (11.8%).

Supply is rising in every region of the UK without exception

- Inner London has the lowest supply growth at 1.4% year-on-year
- Contrasting this, Outer London observed the largest increases in supply year-on-year at 17.8%

Lettings Agreed

For 2025 as a whole, UK demand (lettings agreed) volumes are 5.6% higher than 2024 and are at their highest level in six years.

We are now observing that the supply growth is outstripping demand across all price points. Growth in demand is strongest in the £800-£1,500pcm range at 11% year-on-year.

With respect to regions -

- Growth in demand is strongest in Outer London (where year-to-date 2025 is 14.1% higher than 2024)

Average Price of Lettings – National

The average lettings agreed price in 2025 at £1,477pcm has fallen by just 1.0% in the last year (£15pcm).

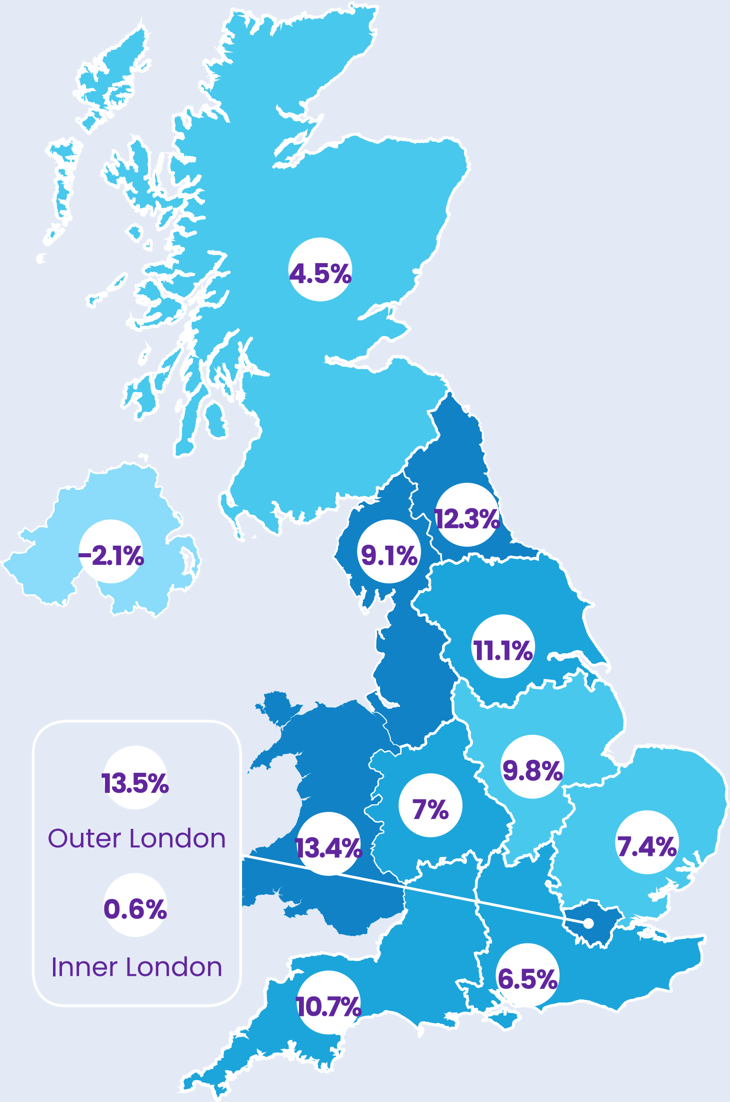
Rental Lettings Agreed by Major Cities

The table highlights the performance of the lettings sector, reflecting the general improvement in availability compared to Q3 2024.

Rental Lettings Agreed by Major Cities Q3 2025 compared to Q3 2024

MAJOR CITIES	CHANGE
Leeds	24.4%
Bristol	17.7%
Peterborough	14.8%
Newcastle Upon Tyne	13.6%
Norwich	11.5%
Manchester	10.5%
Nottingham	9.2%
Glasgow	7.6%
Cardiff	6.9%
Plymouth	6.3%
Birmingham	5.8%
Edinburgh	3.5%
Inner London	0.6%
Sheffield	0%
Southampton	-0.4%

Rental Lettings Agreed by Regions Q3 2025 compared to Q3 2024



MAJOR REGIONS	CHANGE
Outer London	13.5%
Wales	13.4%
North East	12.3%
Yorkshire and The Humber	11.1%
South West	10.7%
East Midlands	9.8%
North West	9.1%
East of England	7.4%
West Midlands	7%
South East	6.5%
Scotland	4.5%
Inner London	0.6%
Northern Ireland	-2.1%

Looking at Q3 2025 lettings agreed compared to Q3 2024, we saw solid growth across the board, with only Northern Ireland experiencing a decline of 2.1%. Outer London saw the biggest growth in lettings agreed of 13.5%, followed by Wales at 13.4%, compared to just 0.6% growth in Inner London as the capital's rentals become increasingly unaffordable. Leeds saw a staggering rise of 24.4% in lettings agreed in Q3 2025 compared to Q3 2024, while Southampton experienced a drop of 0.4%.

"The post-stamp duty slowdown appears to be over as activity (mortgage approvals) picked up over the summer. However, the hangover from the spike in demand at the start of the year has led to a softening in house prices. There is also noise about the forthcoming budget and possible increases in property taxes (e.g., a seller's tax on properties over £500,000, that National Insurance could be added to landlords' incomes and the replacement of council tax with a property wealth tax.) With interest rates held up by stubbornly high retail price inflation, the market is in a "watch and wait" phase."

ALEX BANNISTER
INDEPENDENT BOARD ADVISOR

Former Director of Future Ventures,
Nationwide Building Society

Online/Hybrid Agents – Q3 2025 compared to Q3 2024

Owner-Occupied Market Share – Exchanges

The Online/Hybrid Estate Agency market represented 5.2% of all property exchanges in Q3, an increase of 0.4% compared to Q2. The high of 8.2% in 2019 is currently unlikely to be repeated.

Self-employed agents continue to grow.

- Year-to-date in 2025, their market share has risen to 2.2%
- This is 29% higher than 2024
- eXp UK has a market share of 1.33% closely followed by William H Brown, the largest traditional estate agent, with 1.32%
- Purplebricks recorded a pre-tax loss of £37.8m following the Strike acquisition for £1 in 2023. The agency remains committed to investing in long-term success, but has some heavy competition from the self-employed segment of the market

Online/Hybrid Agents – Market Share by Price Band

Online agents have lost share mainly in the cheapest £0-£200k properties (-6.4% in the last year). They have also lost market share in the North and London, whilst Wales, however, observed an increase of 19% year-on-year, followed by the South West at 12%.

	Q3 2024	Q3 2025	Change
Less than £200k	6.2%	5.8%	-6.9%
£200k - £350k	5.9%	5.9%	0.4%
£350k - £1m	4.2%	4.3%	3.6%
£1m +	1.1%	1.3%	11.3%
Total	5.3%	5.2%	-1.2%

Online/Hybrid Agents – Market Share by Region

	Q3 2024	Q3 2025	Change
South West	4.1%	5.0%	22.6%
Wales	5.0%	5.6%	12.5%
East of England	3.1%	3.5%	10.9%
South East	3.6%	3.6%	-0.5%
North West	8.0%	7.6%	-4.8%
West Midlands	7.4%	6.9%	-5.7%
East Midlands	7.2%	6.8%	-5.8%
Yorkshire and The Humber	8.0%	7.5%	-5.8%
Inner London	3.5%	3.3%	-6.7%
Outer London	5.2%	4.7%	-10.9%
Scotland	4.5%	4.0%	-11.3%
North East	5.1%	4.2%	-17.7%
TOTAL	5.3%	5.2%	-1.2%

Rental Market Share

In 2025, online agents have a market share of 17.9% of all New Instructions To Let. This share is 6.3% higher than last year.

Online agents' share growth is far more prevalent at lower price ranges.

- In the £800pcm or less range, growth was 15% year on year
- Online agents now have a share of 25% at this price bracket
- Of this 17.9%, OpenRent accounts for 16.7% of this market share and is growing even faster at 7.7% in the last year

Project 28 Charter: Strategic Industry Response to Five-Year High in Property Transaction Times

It is sadly the case that buying and selling property in the UK is still far too slow and complicated. The process is full of delays, confusing steps, and inefficiencies. It's frustrating for everyone involved, from homemovers to property professionals. Deals fall through, moves get held up, and stress levels rise.

That's why TwentyCi is excited to be part of **Project 28: A Charter for Faster, More Certain Property Transactions.**

It's a joint effort to fix the broken system and speed things up. For the first time, 23 of the UK's top mortgage lenders, brokers, estate agents, conveyancers, and property data providers have come together to take a hard look at what's going wrong - and to create a practical plan for change.

The Charter's goal is simple: make property transactions easier to manage and quicker to complete. The big target? To take only **28 days from the sale agreed to exchange**, compared to 77 days at the moment, which is the highest time to sell in five years.

To get there, the Charter lays out **eight clear commitments** aimed at streamlining the process for everyone. Members are already making changes to how things work, helping the industry run more smoothly.

The Charter's eight key commitments:

- Early instruction of seller-side conveyancer
- Provision of relevant upfront information and condition reports
- Ensuring data collection and availability
- Ensuring trusted data
- Access to a secure, interoperable data repository
- Early commissioning of leasehold packs
- A recognisable marque to indicate best practice
- A quality fee for a quality service

This represents a bold plan to reduce process complexity, enable quicker completions and reduce stress all around.

Inheritance Tax Impact: Pensioner Property Sales Surge by 26%

Our Data Reveals Significant Shift in Retirement-Age Home-Moving Behaviour

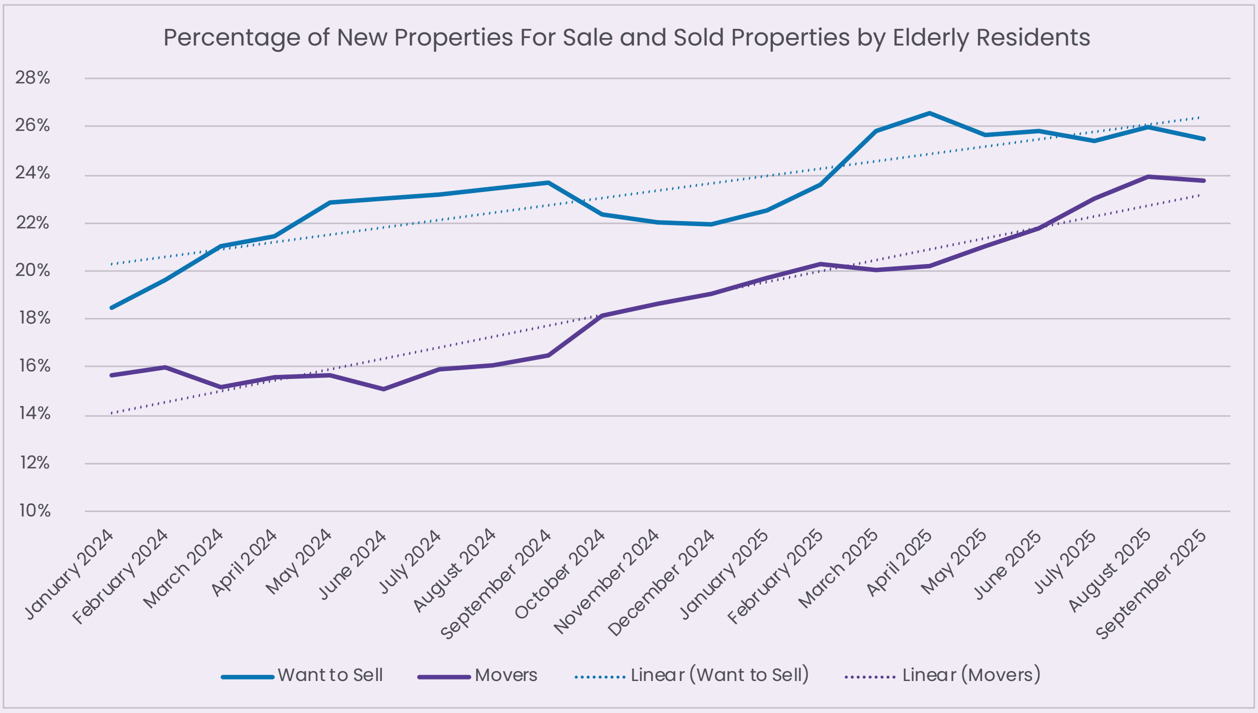
Our latest analysis has uncovered a sharp increase in property market activity amongst pensioners following last year's inheritance tax announcements, revealing a strategic shift with profound implications for estate agents, financial advisers and the broader housing market.

The Market Shift: Identifying the Pattern

Since Q4 2024, when the Chancellor's Budget was announced, our data reveals two distinct trends that expose a deeper strategic response by retirement-age homeowners:

Property Listings: The percentage of retired people who have listed their home for sale has increased by 16% (10% since Q3 2024).

Completed Moves: The percentage of retired people who have moved home since Q4 2024 has risen by 26% (45% since Q3 2024).



This divergence between listings and completed moves represents more than simple market activity; it suggests that once pensioners decide to sell, they are following through with increased determination, indicating a fundamental shift in retirement wealth planning strategies.

Understanding the Pensioner Seller Profile: Root Causes

Our analysis provides clear insights into which pensioners are most likely to enter the property market during their retirement years, revealing the underlying drivers of this behaviour.

Critical Timing Window: 32% of all people of pension age list their homes in the first 10 years of retirement, with 31% actually going on to sell since Q1 2024. This early-retirement window represents a critical period for property professionals targeting this demographic, yet many market participants overlook this high-conversion segment.

Property Characteristics: The Hidden Variables

Our data reveals that property type, size and value significantly influence the likelihood of pensioners listing and selling - these aren't merely demographic factors, but strategic indicators of market opportunity:

Property Value: Those with more valuable homes, in higher Council Tax bands (F or below), are 87% more likely to list their home and 58% more likely to sell it. This correlation between property value and selling propensity suggests that inheritance tax planning is a primary motivator.

Bedroom Count: Properties with four or more bedrooms see owners 65% more likely to list and 38% more likely to sell, indicating downsizing as a key driver.

Property Size: Pensioners with larger properties, 1,300 square feet and above, are 150% more likely to list their home and 130% more likely to sell their home than those with smaller properties. This substantial differential reveals a clear target profile for agents and service providers.

Property Type: Our data reveals striking differences by property type, exposing market segments with dramatically different conversion potentials:

- Bungalows: 470% more likely to list and 600% more likely to sell than any other property type
- Detached houses: 53% more likely to list and 23% more likely to sell

Location: People in rural locations are 55% more likely to list and 36% more likely to sell, suggesting that lifestyle relocation - not just downsizing - drives retirement moves.

Regional Hotspots: Geographic Strategic Insights

Our analysis shows that properties are more likely to be located in:

- South West (41% more likely)
- South East (30% more likely)
- East of England (22% more likely)

These geographic concentrations reveal where retirement wealth is most actively repositioning, creating focused opportunity zones for market participants.

Impact Assessment: Strategic Implications

The 26% rise in completed moves since Q4 2024 represents more than a statistical trend; it signals a fundamental recalibration in retirement-age property market behaviour with cascading effects:

For Estate Agents: This data exposes a clearly defined, high-value target segment: larger, higher-value properties in rural locations across the South of England, particularly bungalows and detached homes. Agents who fail to adjust their prospecting and service models to this segment risk missing a significant market opportunity.

For Financial Services: Property downsizing or relocation typically coincides with broader wealth planning decisions. The correlation between inheritance tax policy and immediate market response demonstrates that fiscal planning concerns are driving tangible behavioural change - not just sentiment.

For the Broader Market: This shift represents wealth redistribution through property transactions, potentially freeing up family homes for younger buyers whilst concentrating retirement-age homeowners in specific property types and locations.

Conclusion: Transforming Data into Strategic Advantage

The 26% increase in pensioner property sales since the inheritance tax announcements represents a clear market signal. Those who understand and respond to this shift - recognising it not as a temporary fluctuation but as a sustained trend driven by fundamental fiscal planning concerns - will capture significant strategic advantage in the retirement-age property market segment.

Our analysis demonstrates that what initially appears as simple demographic activity conceals a sophisticated wealth planning response to fiscal policy changes, creating focused opportunities for market participants who can decode and act upon these patterns.

This analysis is based on our comprehensive tracking of UK residential property transactions, covering 99.6% of all sale and rental property activity across England, Scotland, Wales and Northern Ireland.

When Does Discretion Become Invisibility? The Changing Economics of Private Property Sales

Between 2022 and 2024, **15.8% of all properties in England and Wales** changed hands off-market, with more than one in six sales occurring outside of traditional advertising channels. These properties never appear on portals, agent websites, shop windows, or at auction. Instead, they're transacted through private networks: word of mouth, direct approaches to investors, or estate agents matching properties with buyers already on their books.

The off-market route offers clear advantages: faster transactions, fewer viewings, and pre-qualified buyers often holding cash. Sellers can test price reception without leaving a digital footprint, with no record of original asking price or days on market. If initial private approaches fail, they can pivot to public marketing with a clean slate.

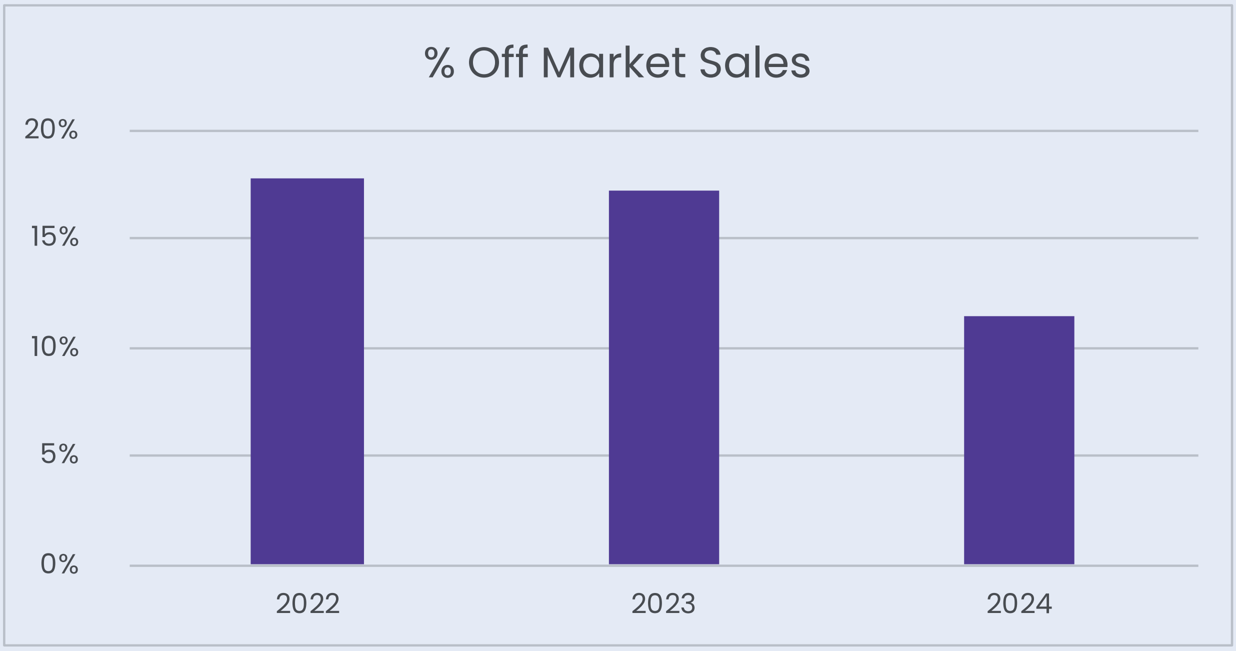
The £1 million dividing line

Off-market prevalence splits sharply at the million-pound threshold, revealing two fundamentally different property markets operating under the same roof. Properties under £1 million show just **6.7%** selling privately, whilst those above command **20.1%** off-market share, a threefold difference driven by distinct buyer behaviours and seller motivations.

High-net-worth transactions favour discretion: limited viewings, exclusive access and privacy protection. Premium buyers gain early sight of properties the broader market never sees. Below £1 million, the economics shift, sellers need maximum visibility to find their match from a larger, more price-sensitive buyer pool.

Shifts in off-market activity during 2024

Off-market sales have experienced a notable decline in recent years. They accounted for 17.8% of transactions in 2022, fell slightly to 17.2% in 2023, and then dropped sharply to 11.4% in 2024.



This year-on-year contraction signals a structural recalibration. The explanation lies in shifting market fundamentals: supply increased 10% in 2024 versus 2023, driven by successive interest rate reductions bringing more sellers forward. This heightened competition meant private networks alone proved insufficient. Sellers suddenly required the full marketing apparatus: professional photography, portal presence, and active promotion to secure transactions.

Data for 2024 suggests most properties now need comprehensive public exposure to find their buyer, and reliance on the off-market approach is now somewhat untenable.

Analysis notes: Data covers England and Wales only. Both transaction and advertising figures exclude new builds. Statistics adjusted for full address match rates in the advertised property dataset.

2026 - The Year the High Street Moves House

If you sell sofas, flooring, lamps or anything that turns a shell into a home, the next year looks rather tasty. We're working to a planning assumption of **1.15 million home sales in 2026**. Add in renters and you've got a tidal push of people whose shopping lists don't fit in a basket.

Now, some simple maths. Consider a modest average homeware spend of £ 1,500 per home move. With **1.15m** sales, that's a **£1.73bn** owners-only pot. Bring in the rental moves and target for property-anchored media, and you're nearer **£2.17bn** of addressable spend. A small performance gain goes a long way: **a +2% capture is approximately £34–43 million**, depending on the mix.1

Why this matters now

We know homemovers outspend the rest of us, and we've measured when that spending lands. Around a move, retail spend totals **£21.4bn** a year; orders peak on **day +1, 7.7%** of orders arrive in the first week, and **23.8%** land in the first month. After that, spending keeps rolling: the middle half of mover orders falls between **day +8** and **day +176**.

That timeline isn't theoretical. It's built from the purchase behaviour we track across categories: broadband before the move; **beds and sofas** in the first 48 hours; **flooring** soon after (once measurements are sorted); then **kitchens/bathrooms** and **soft furnishings** as rooms take shape; even cars often show a peak around **day +31**.

The Invisible Relay

Think of the move like a relay. Each baton pass is a shopping moment, and each moment has a place and a message that works best.

- **Before the keys:** decisions get set. If you wait for a billboard after completion, you're late. The data says some of the most valuable choices are locked in pre-move.
- **Week one:** it's beds, seating, basic lighting, tool runs - the things that make the place liveable. That day +1 spike is real.
- **Weeks 2–8:** bigger tickets and finishing touches. Flooring, kitchens and bathrooms surge once people have measured, planned and saved their courage. Soft furnishings peak in month two.

What to do with this if you're…

A retail brand

Plan your calendar around the mover wave, not generic seasonality. Launch "move-in" bundles when the **day +1 to +30** window kicks in, then switch to the second room, lighting and outdoor in months **2–3**. Treat movers as their own CRM segment; they behave differently and often spend more per order than your base.

A media owner (OOH/DOOH)

Build packages that follow the timeline. Pre-move weight near retail parks and store clusters, then add mall/supermarket inventory in the first month post-move when lists are long and tempers short. Anchor the targeting to addresses going through real-life event triggers rather than hoping high OTS frames do the heavy lifting alone.

A programmatic platform

Map the same audience to mobile and display as the DOOH plan, but keep the creative tied to the stage: "measure and book" messages for flooring during exchange/completion; "settle the lounge" messages in week one; "finish the room" messages in weeks **4–8**. Frequency should swell at the stage where the job is being "hired", then taper.

A media agency

Design the measurement up front. Use exposed vs control across matched catchments and give conversions time to happen. For categories like kitchens or flooring, you'll need **8–12 weeks** for a clean read; clients often want it faster, but the path to purchase says otherwise.

Property-level targeting channels (DOOH catchments, programmatic geo, and Direct Mail) offer full addressability for the sales market. For rentals, we can reach approximately 200,000 households, which provides more than enough scale for confident planning and meaningful campaign performance.

The upshot

With 1.15m home sales expected in 2026, the homeware pot you can realistically plan against is **£2.17bn**. You don't need dramatic leaps in performance to make that worth everyone's time; a couple of percentage points reclaimed through better timing, phasing, and creative fit puts **eight-figure** pounds on the table for the category. Then keep going: the wave doesn't stop at week four.

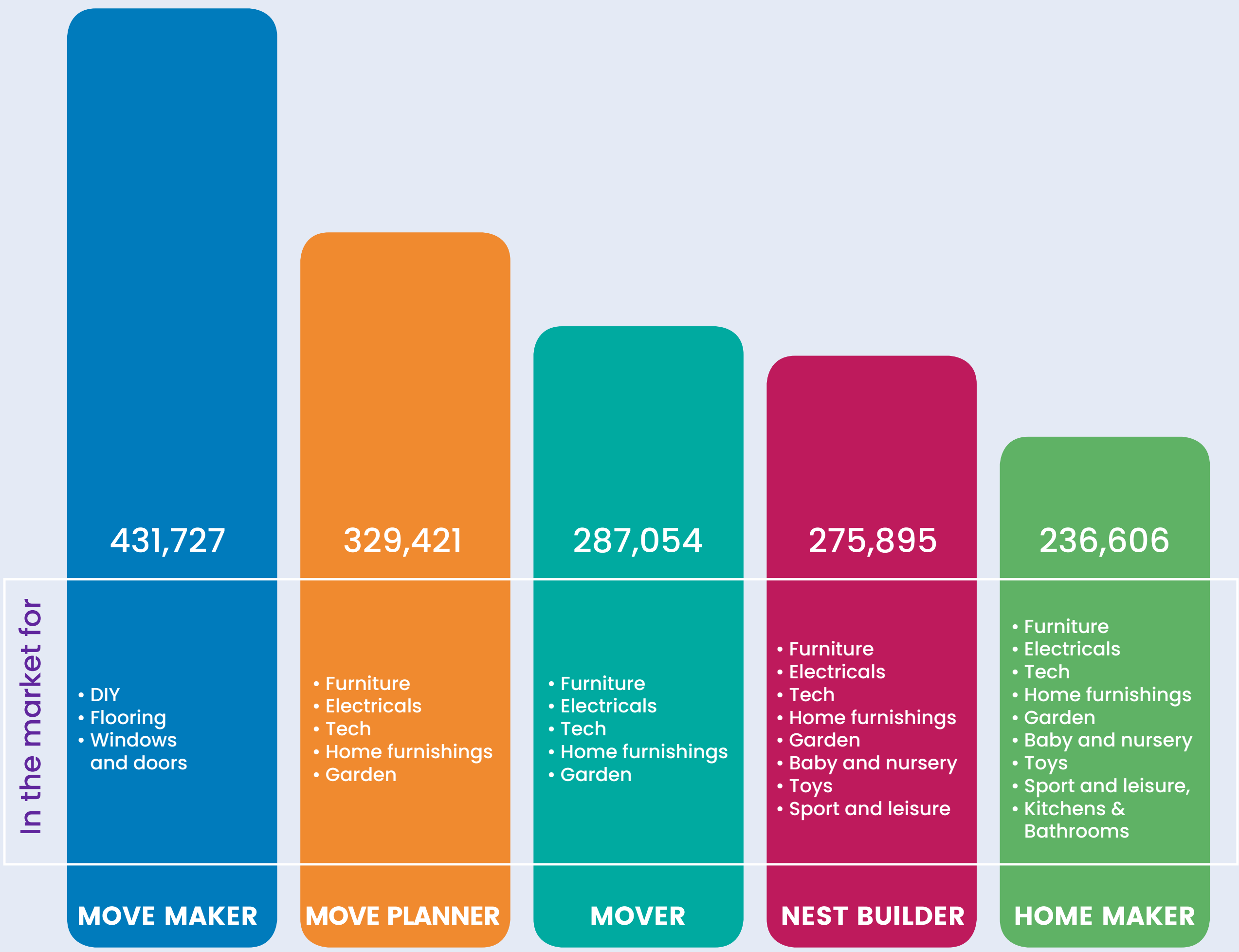
The Homemover Wave

The Homemover Wave represents our proprietary methodology, describing the notable increase in consumer expenditure and demand for services associated with a home move.

Homemovers typically require new furniture, appliances, and essential home goods for their new property. Many also engage tradespeople to undertake renovations or repairs and often switch providers for utilities, broadband, insurance, and additional services.

Given that homemovers spend considerably more than non-movers, they constitute a valuable target demographic for retailers. Gaining insight into the Homemover Wave - and pinpointing when customers are most likely to purchase specific goods during their home-moving journey - enables you to optimise customer targeting and engage them at the most opportune moments.

As of the beginning of this month, nearly 1.6 million households are progressing through the owner-occupied homemover journey, marking an increase of 100k compared to October 2024. This trend highlights continued momentum within the market. Below is an overview of the number of potential customers at each stage of the homemoving journey:



Catch Up on Our Latest Homemover and Property Insights

In addition to our Property and Homemover Report publication, we are regularly featured in leading publications including The Times, The Sunday Times and the Financial Times, as an authority on the UK residential property market. Furthermore, we post a regular range of articles and special features to our blog, which can be found **here**

TwentyCi
Ci | Customer Intelligence

TwentyCi is an information and marketing services company that provides UK residential property data, analytics and insight for marketing and other key strategic purposes. Our experience and client portfolio encompass multiple sectors and categories, including property and estate agency groups, retailers, financial services, automotive and utilities.

Holding the UK's largest and richest resource of factual homemover data, compiled from more than 29 billion qualified data points, TwentyCi works with advertisers and their agencies to create contextually targeted marketing programmes that cut through by reaching consumers at the exact moment that they need a company's product or service, through the best media channel for that individual.

twentyci.co.uk

TwentyEA
Part of the TwentyCi Group

TwentyEA was formed in 2016 as a part of the TwentyCi Group to provide database solutions to UK estate agents and other residential property market professionals.

With our real-time tracking of over 99% of residential property listings, we help estate agents increase their market share by providing expert data-based insights and cutting-edge marketing.

twentyea.co.uk

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