

Media Release

Zurich, 6 February 2025

Falling asking prices for residential property in January

The start of the year brings good news for home-seekers: Both single-family homes and condominiums were advertised at lower prices than the previous month. However, anyone looking for a new rental flat once again had to reckon with more expensive market offers in January.

The analysis of real estate advertisements brings good news for all those who are currently looking to purchase residential property. This is because sellers of condominiums reduced their price expectations by 0,6% in January. The monthly evaluation of single-family homes on offer shows an even greater price reduction of 2,1%. This is shown by the Swiss Real Estate Offer Index, which is compiled by ImmoScout24 in collaboration with the property consultancy IAZI.

The average asking price per square metre for condominiums is currently CHF 8,834. Single-family homes are being offered at CHF 7,591 per square metre of living space. A typical 140 square metre property, therefore, comes onto the market for CHF 1,236,800 (condominium) or CHF 1,062,800 (single-family home). Despite these recent reductions, the longer-term price trend is still slightly upward. Over the past twelve months, asking prices for condominiums have risen by 1,0%, while the increase for single-family homes is 1,4 %.

Further increase in asking rents

Rental flats were advertised at 0,9% higher prices on a national average in January than in December. Significantly more expensive offers were observed in the greater Zurich region in particular (+2,5%), while market rents also rose in the Lake Geneva region (+0,7%), Central Switzerland (+0,7%), Eastern Switzerland (+0,4%) and the Central Plateau (+0,3%). In contrast, however, there are also regions with falling rents, such as Northwestern Switzerland (-0,4%) and Ticino (-1,4%).

“Overall, the Swiss property market continues to be characterised by low and possibly falling interest rates. For potential buyers and those with mortgages that are due to expire soon, this means lower financing costs. Meanwhile, tenants with current contracts can hope for a rent reduction due to a possible adjustment of the reference interest rate on 1 March 2025, depending on their initial situation. However, anyone looking to move into a new rental property and thus a new tenancy must expect price increases in the coming months due to the tight supply situation,” explains Martin Waeber, Managing Director Real Estate at SMG Swiss Marketplace Group.

Date 31 January 2025

Purchase offers for single-family houses throughout Switzerland (CHF/m²)

	01.01.2025	31.01.2025	Change	in %
Month	7752.8	7591.3	-161.5	-2.1%
	31.01.2024	31.01.2025	Change	in %
Year	7487.6	7591.3	+103.6	+1.4%

Purchase offers for condominiums throughout Switzerland (CHF/m²)

	01.01.2025	31.01.2025	Change	in %
Month	8883.6	8834.2	-49.3	-0.6%
	31.01.2024	31.01.2025	Change	in %
Year	8749.8	8834.2	+84.4	+1.0%

Rental offers throughout Switzerland (CHF/m² per year)

	01.01.2025	31.01.2025	Change	in %
Month	280.1	282.7	+2.6	+0.9%
	31.01.2024	31.01.2025	Change	in %
Year	281.9	282.7	+0.8	+0.3%

The values may contain rounding differences.

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About the Swiss Real Estate Offer Index

The Swiss Real Estate Offer Index is the world's first hedonic index that is calculated and updated in real time. It is compiled in cooperation between the online real estate marketplace ImmoScout24 and the real estate consultancy IAZI AG (Zurich) and includes the development of offer prices for residential property as well as offer rents. Thanks to its continuous updating and its methodology, the index allows the timely monitoring of developments on Switzerland's largest real estate platform.

Its advantage: As a leading indicator for market developments, the Swiss Real Estate Offer Index offers new perspectives in risk management. While other indices serve as a decision-making aid with a time lag of at least three months, this index offers absolutely up-to-date information. Combined with one's own assumptions for the near future in the real estate sector, this results in a management tool with timely informative value. Thanks to its immediacy, frequency and direct reference to the latest listings, the index also contributes to increased transparency on the Swiss real estate market.

About SMG Swiss Marketplace Group Ltd.

SMG Swiss Marketplace Group Ltd. (swissmarketplace.group) is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with forward-looking products. SMG Swiss Marketplace Group AG gives its customers the best tools for their life decisions. The portfolio includes Real Estate (ImmoScout24, Homegate, Flatfox, alle-immobilien.ch, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces (anibis.ch, tutti.ch, Ricardo) and Finance and Insurance (FinanceScout24, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, La Mobilière and General Atlantic.