

Media Release

Zurich, 8 April 2025

Houses and apartments advertised at higher prices

Homeowners raised their asking prices in March: Both single-family homes and condominiums recorded significant increases compared to the previous month. In periods of economic uncertainty and high rents, demand for home ownership grows, which is reflected in price trends. This is shown by the latest figures from the ImmoScout24 Purchase Index.

Note on our behalf: In order to provide you with our data expertise in an even more compact and informative way, the Swiss Real Estate Offer Index will become the 'ImmoScout24 Purchase Index' starting with this edition. This will focus on purchase offers, now including developments in all regions. As usual, you will also find the development of asking rents in the Homegate Rental Index.

According to the ImmoScout24 Purchase Index, compiled in cooperation with the real estate consulting firm IAZI, sellers of single-family homes attempted to achieve higher prices for their properties in March than in the previous month. Advertised prices rose by 1,3% on average nationally compared to February. An increase was also observed for condominiums, although at 1,0%, this increase was more moderate.

While asking prices for condominiums have been rising steadily in recent months, asking prices for single-family homes have recently been rather volatile, with declines in some areas. According to Martin Waeber, Managing Director Real Estate of the SMG Swiss Marketplace Group, the fact that the asking prices for these properties have now risen significantly again is likely due to two key factors: "Firstly, mortgage costs have become cheaper again as a result of the recent interest rate cut by the Swiss National Bank (SNB) and are likely to fall further in the near future. Secondly, in light of geopolitical tensions, trade conflicts, and general economic uncertainty, home ownership is perceived as a more crisis-proof and value-stable investment." Both factors are increasing interest in owning one's own home, which plays into the hands of sellers, Waeber continues.

Regional price development for single-family homes

In March, prices for single-family homes varied by region. Central Switzerland recorded the strongest increase (up 5,2%). Due to the supply shortage, this region generally experiences above-average volatility. Lower growth, but still slightly above the national trend, was seen in

Eastern Switzerland (up 2,2%), the Greater Zurich Region (up 2,2%), and Northwestern Switzerland (up 1,5%). The increase was more moderate, at 0,5%, in the Central Plateau and the Lake Geneva Region (up 0,1%). However, the housing market did ease slightly, but only in the Ticino region, where it was down 1,3%.

Regional price trends for condominiums

Although condominium prices rose nationally in March, there were distinct regional trends. In Eastern Switzerland (down 2,2%) and Northwestern Switzerland (down 0,1%), condominiums were offered at slightly lower prices than in the previous month, while there was no change in Ticino. The most substantial increases, however, were recorded in Central Switzerland (up 2,0%), followed by the Lake Geneva region (up 1,6%). In the Central Plateau (up 0,4%) and the Greater Zurich Region (up 0,4%), asking prices also rose slightly but below the national average.

Date 31. March 2025

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

	01.03.2025	31.03.2025	Change	in %
Month	7583.6	7682.7	+99.1	+1.3%
Year	7450.9	7682.7	+231.8	+3.1%

Purchase offers for condominiums throughout Switzerland (CHF/m²)

	01.03.2025	31.03.2025	Change	in %
Month	8890.7	8980.4	+89.7	+1.0%
Year	8690.5	8980.4	+289.9	+3.3%

The values may contain rounding differences.

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About the ImmoScout24 Purchase Index

The ImmoScout24 Purchase Index is a hedonic index that monitors the price development of single-family homes and condominiums advertised for sale. It is compiled in collaboration between the online real estate marketplace ImmoScout24 and the real estate consulting firm IAZI AG (Zurich). Thanks to its methodology, the index allows for monthly monitoring of the development of asking prices for residential properties. Its advantage: As a leading indicator of market developments, the ImmoScout24 Purchase Index offers new perspectives in risk management. While other indices serve as decision-making aids with a time lag of at least three months, this index provides more timely information. Combined with the company's own assumptions for the near future of the real estate sector, this results in a management tool with a high informative value.

About SMG Swiss Marketplace Group Ltd.

SMG Swiss Marketplace Group Ltd. ([swissmarketplace.group](https://www.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](https://www.alle-immobilien.ch), [immostreet.ch](https://www.immostreet.ch), [home.ch](https://www.home.ch), Publimmo, [Acheter-Louer.ch](https://www.acheter-louer.ch), CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces ([anibis.ch](https://www.anibis.ch), [tutti.ch](https://www.tutti.ch), Ricardo) and Finance and Insurance (FinanceScout24, [moneyland.ch](https://www.moneyland.ch)). The company was founded in November 2021 by TX Group AG, Ringier AG, La Mobilière and General Atlantic.