

February
2025

HomeLet rental index report

The HomeLet Rental Index represents the largest, most insightful, and up-to-date view on the UK's private rented sector. With data qualified through high-quality tenant referencing, conducted on behalf of over 4,500 UK letting agents, the trends reported within the Index are based on brand new tenancies and agreed rents, giving the most relevant insight into changes in the Private Rented Sector.

In conjunction with Dataloft, a PriceHubble company

HomeLetTM
THE RENTAL INDEX

Overview

Go to
page 3

Average
rents and
change
in rents

Go to
page 8

London
focus

Go to
page 12

Affordability

Go to
page 15

Regional
focus



Average rents and change in rents



In conjunction with Dataloft,
a PriceHubble company



**Average
rent**
(UK)

£1,275

Following four months of falls, average rents across the UK rose slightly in February.



**Change
monthly**

+0.3%

This mirrors a similar trend to 2024 where a small rise in February 2024 followed 3 months of falls.



**Average
rent**
(UK excl. London)

£1,100

Outside of London, average rents rose by 0.4% in the month to £1,100 which is 3.5% higher than in February 2024.

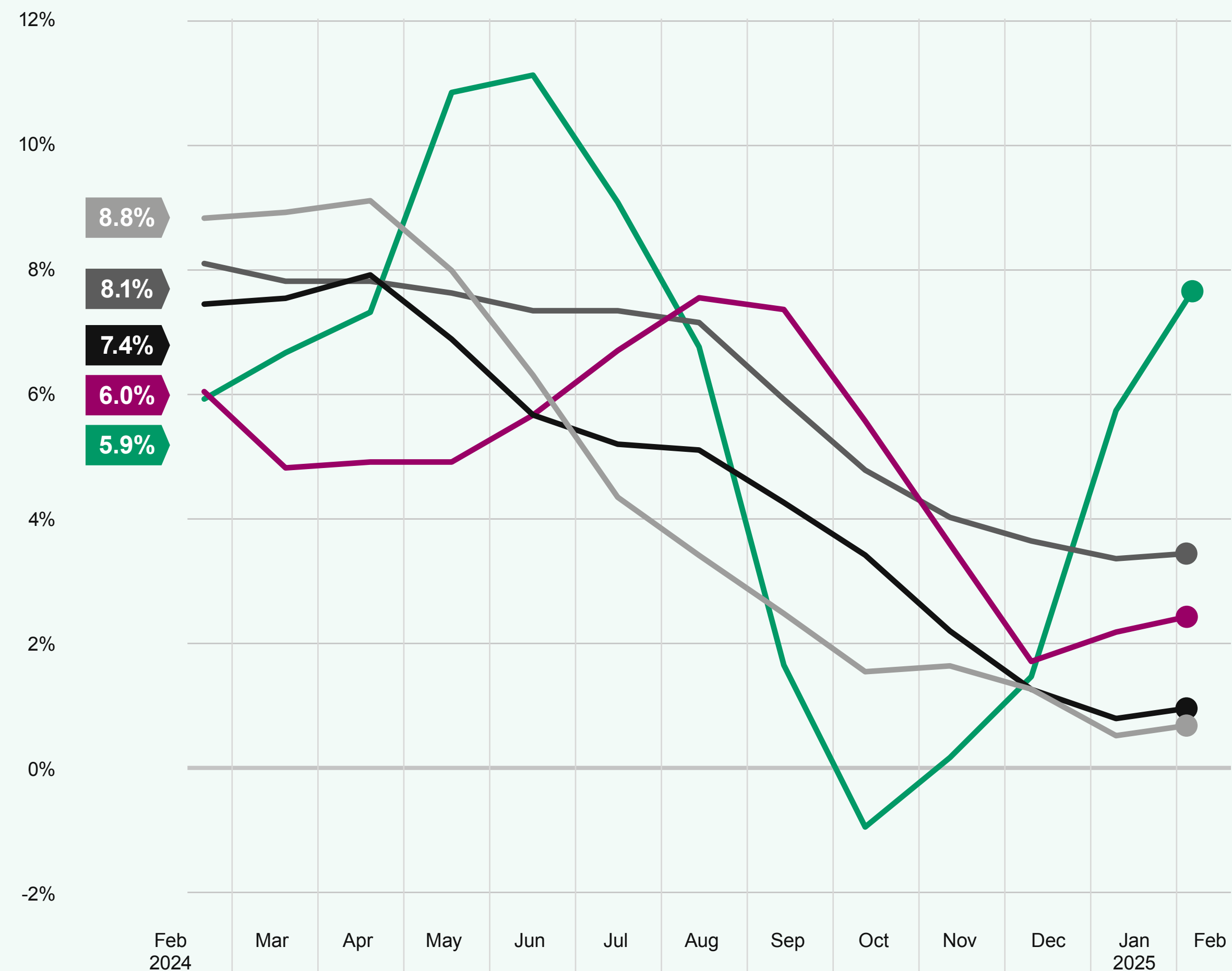


**Change
annual**

+1.0%

At a regional level, rental growth in the last year has been strongest in Northern Ireland and the West Midlands while rents have fallen, on an annual basis, in London and the South West.

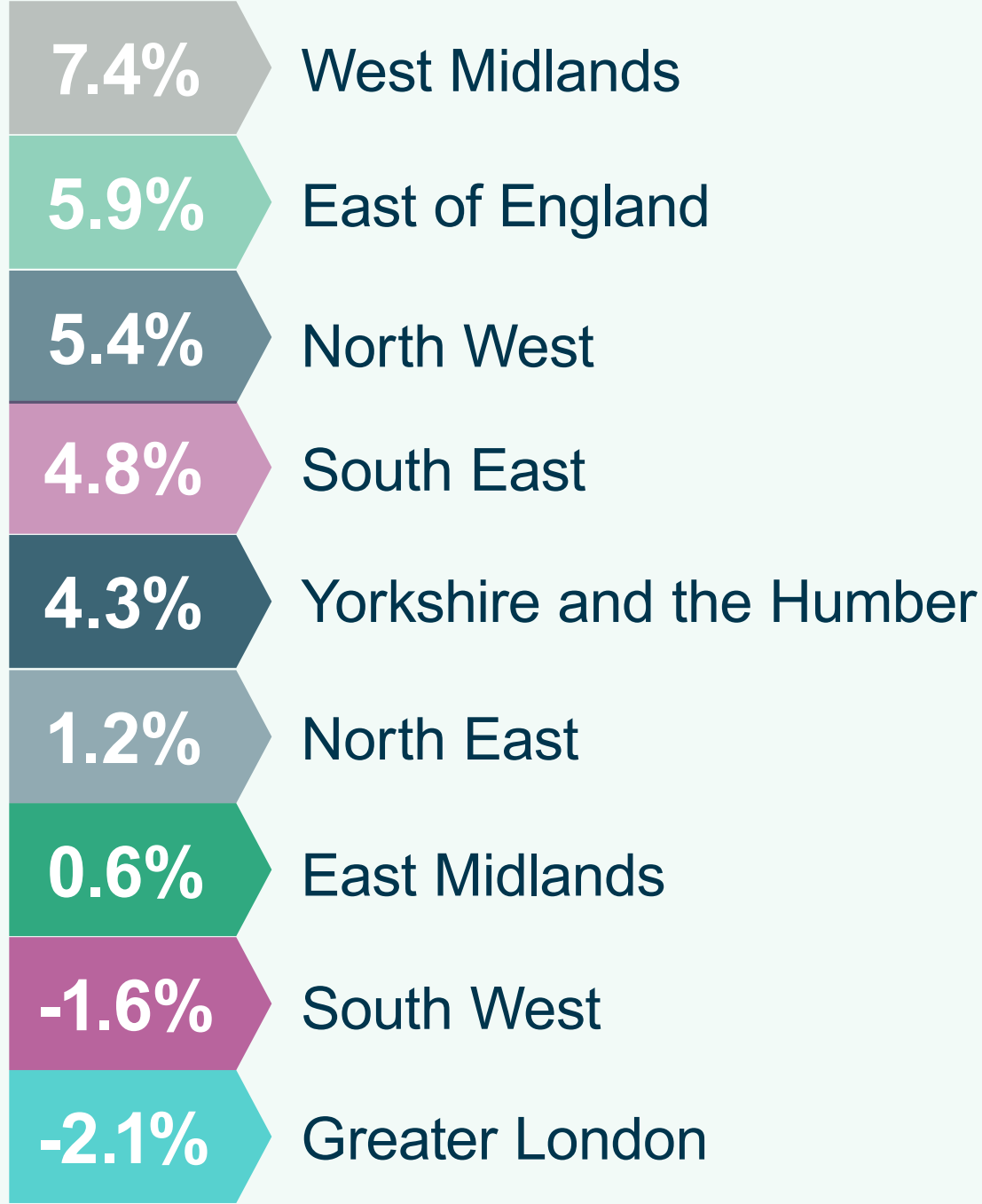
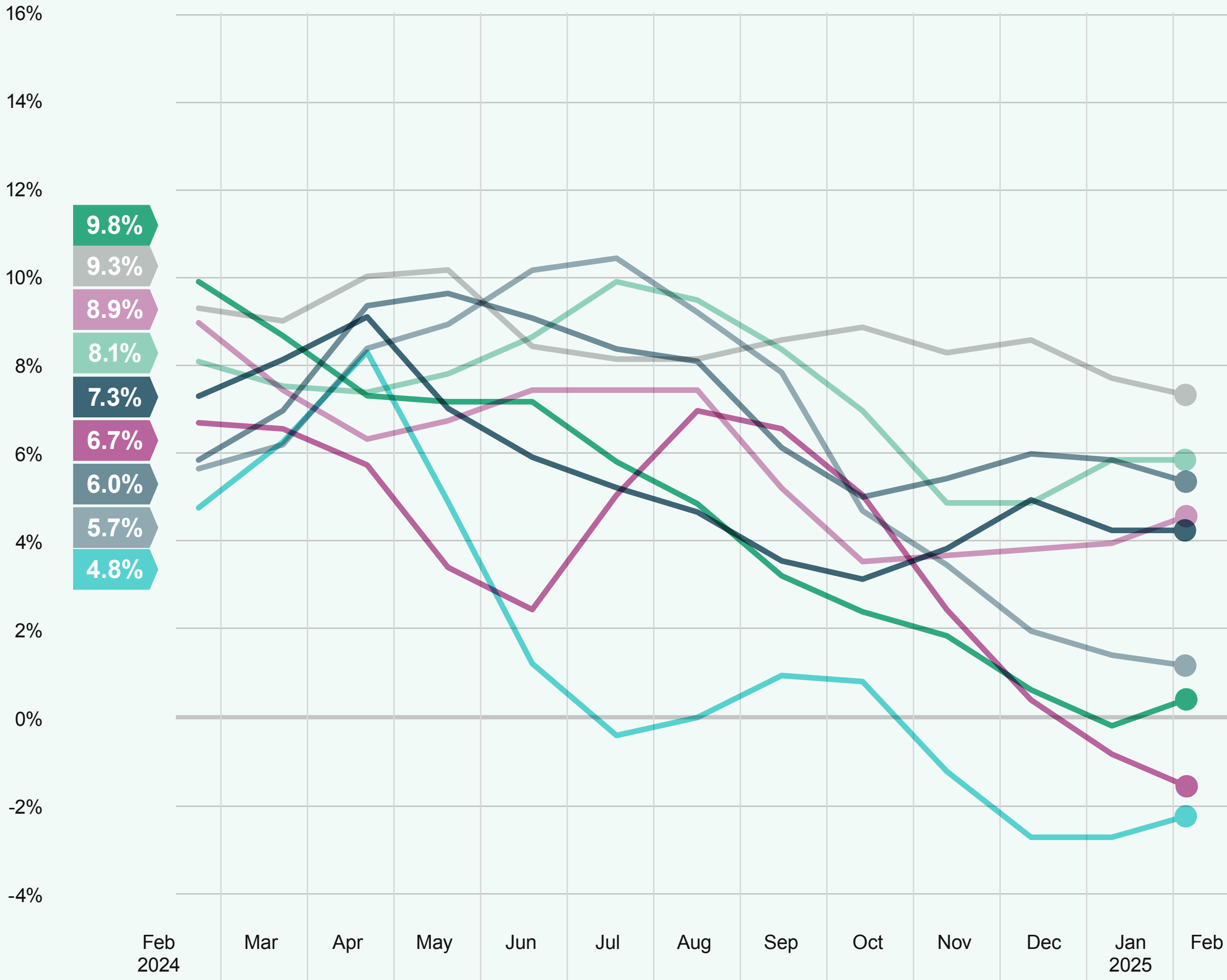
Annual change February 2024 to February 2025



Showing annual change in rents,
February 2025 vs February 2024.
Average rents are based on
agreed rents for tenancies
started in each month.

England
by region

Annual change February 2024 to February 2025



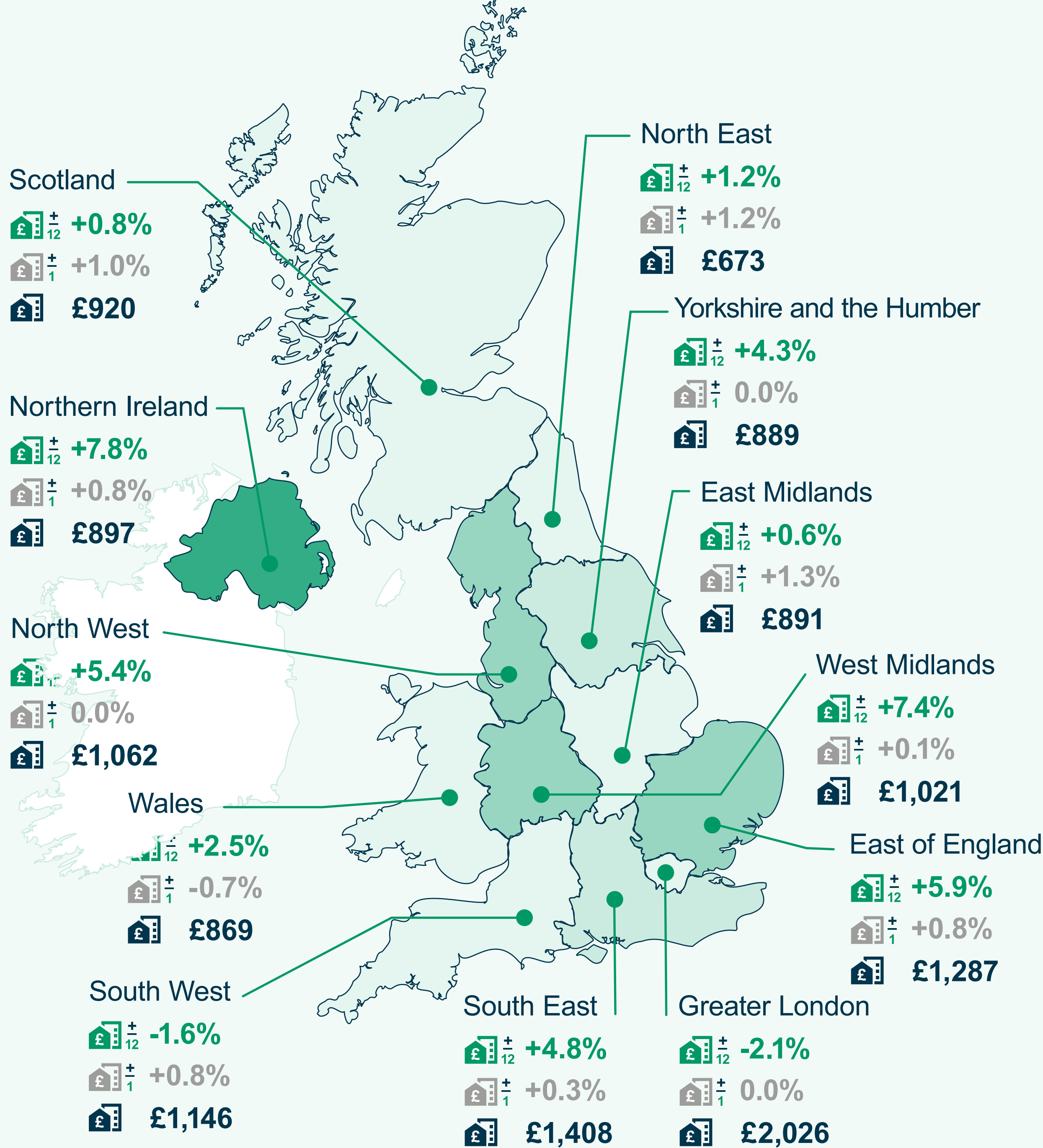
Showing annual change in rents, February 2025 vs February 2024. Average rents are based on agreed rents for tenancies started in each month.

Regional
snapshot



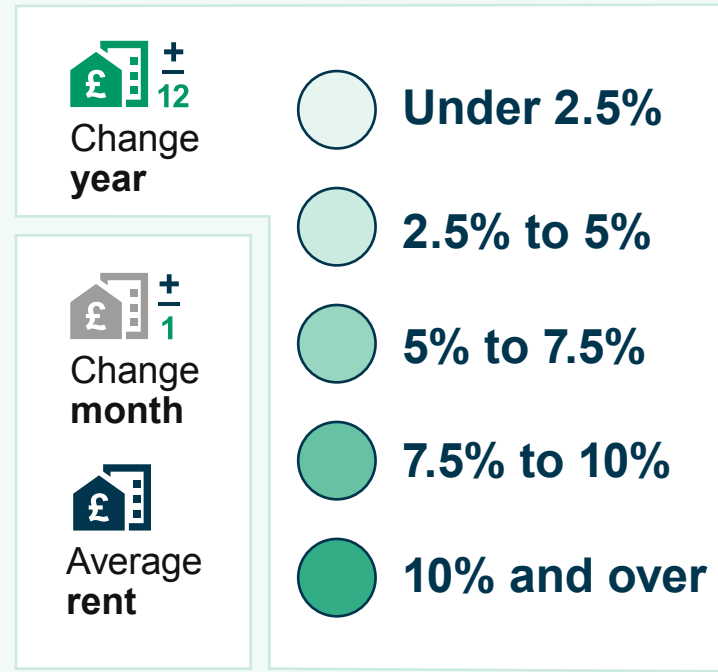
In conjunction with Dataloft,
a PriceHubble company

« Back

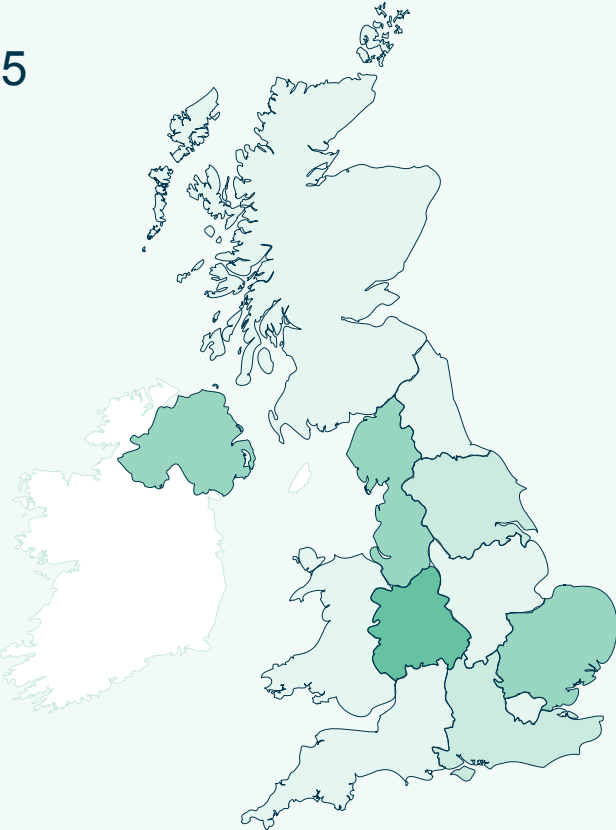


Annual change

February 2024 to
February 2025



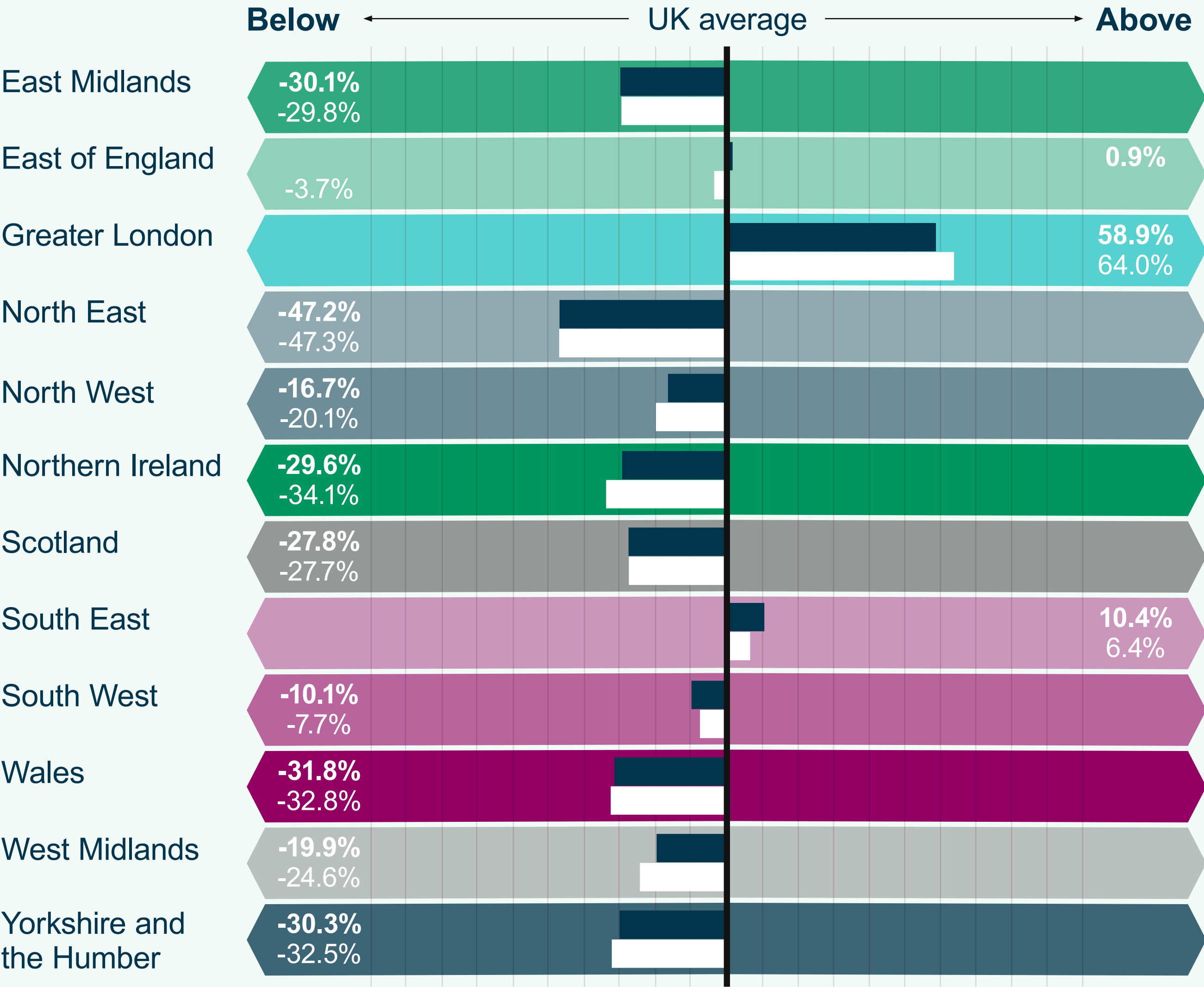
January
2024 to 2025



Next Regional discount / premium

»

Comparison with UK average February 2024 to February 2025



February 2025
February 2024

Showing how regional rents compared to the UK average in February 2025 and a year earlier, i.e., average rents in the East Midlands in February 2025 were 30.1% below the national average. However, in February 2024 they were 29.8% below the national average.

Regional
discount /
premium
to UK
average



London focus



Average
rent

£2,026

A £1 rise in average rents in London in February has put the breaks on the previous 3 months of falls.



Change
annual

-2.1%

Average rents are now -2.1% lower than a year ago, a slightly improvement on the -2.7% annual change reported in January.



Strongest
performer

+15.8%

Bromley

There is much variation across London: 10 London regions are currently seeing rents lower than a year ago while 11 regions have experienced rental growth.





Annual change February 2024 to February 2025



Annual
change

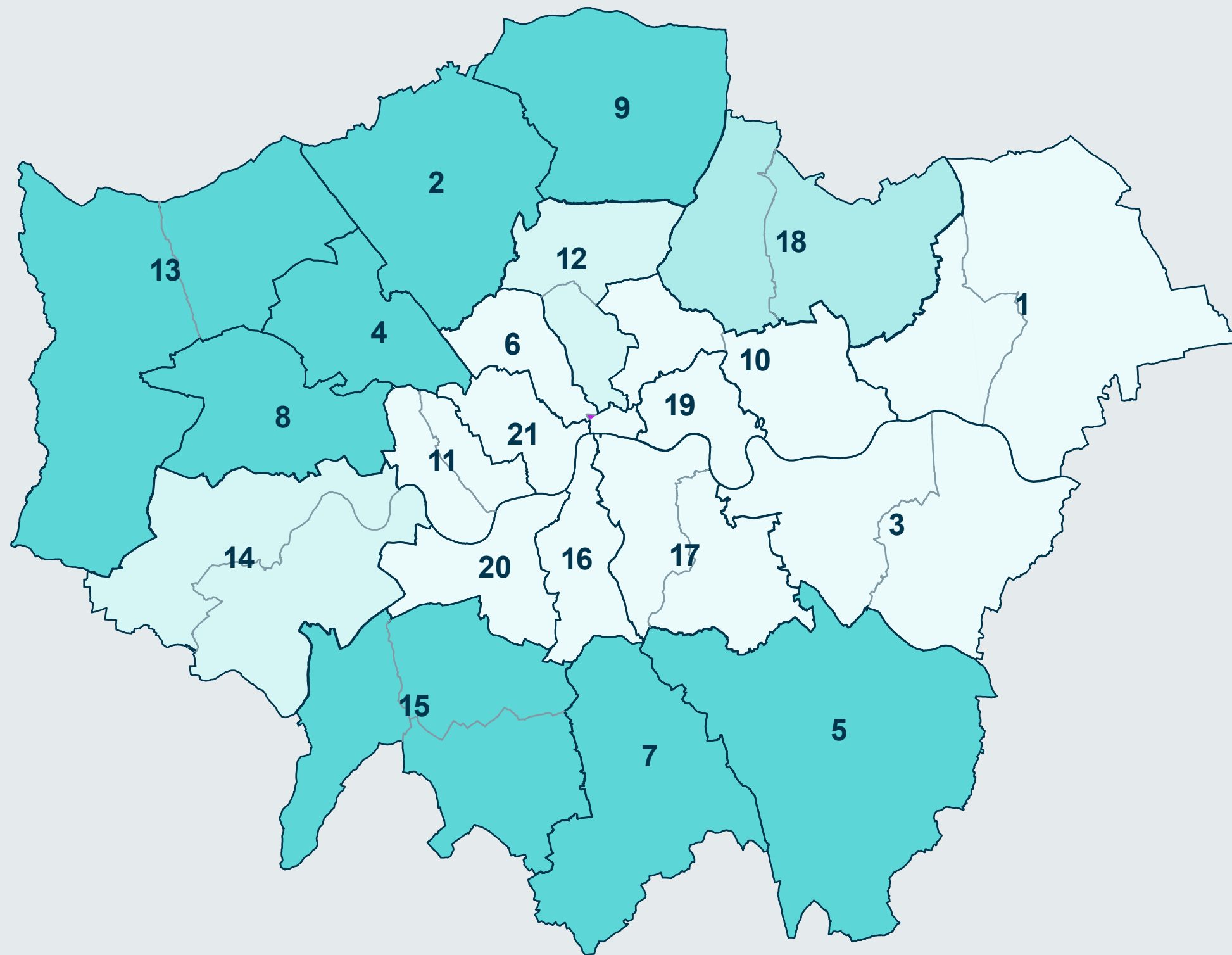


Average
rent

By borough



In conjunction with Dataloft,
a PriceHubble company



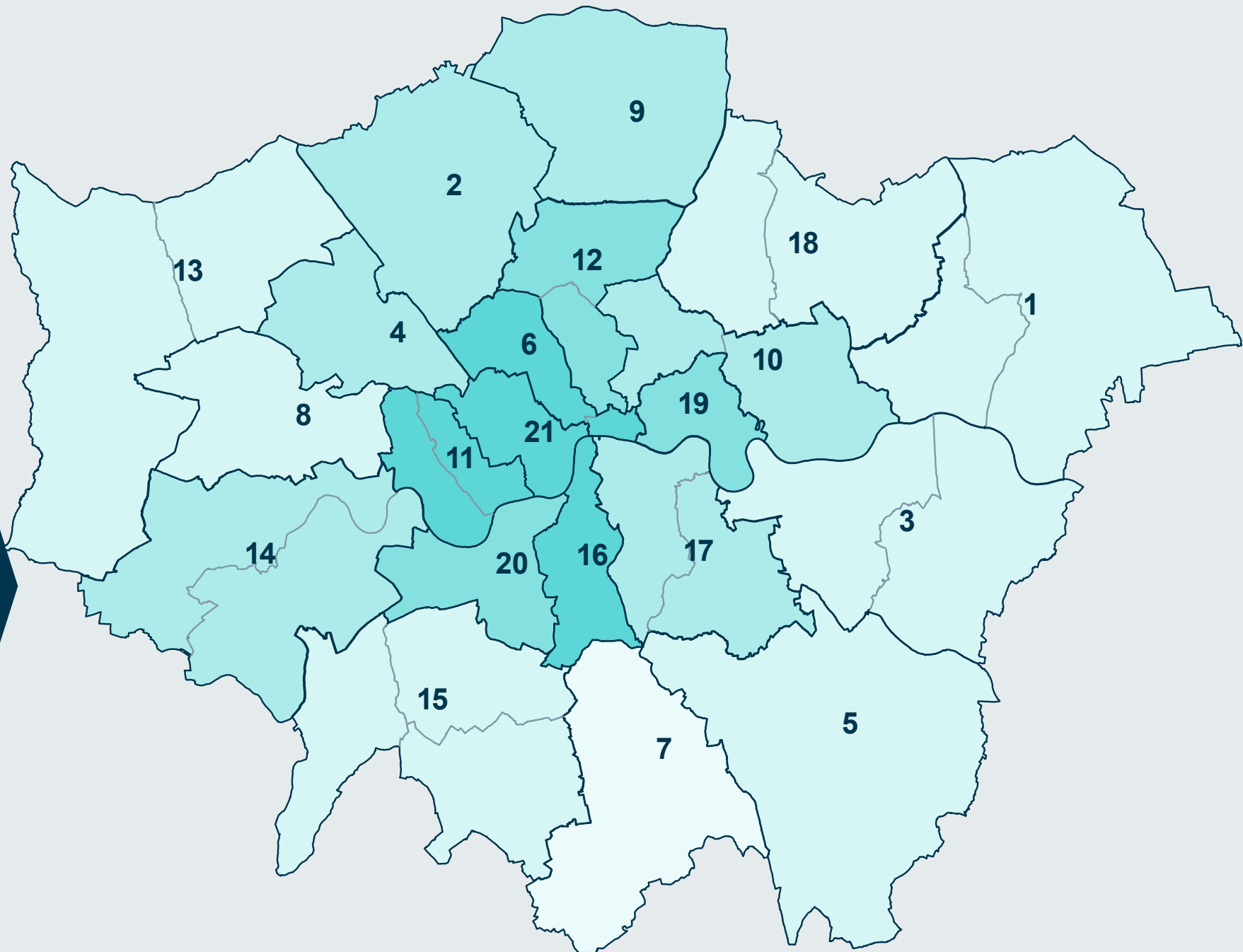
- Less than 0%
- 0% to 2%
- 2% to 4%
- 4% to 6%
- 6% and over

Aggregations of London
Boroughs are based on
the NUTS2 statistical
classification model.

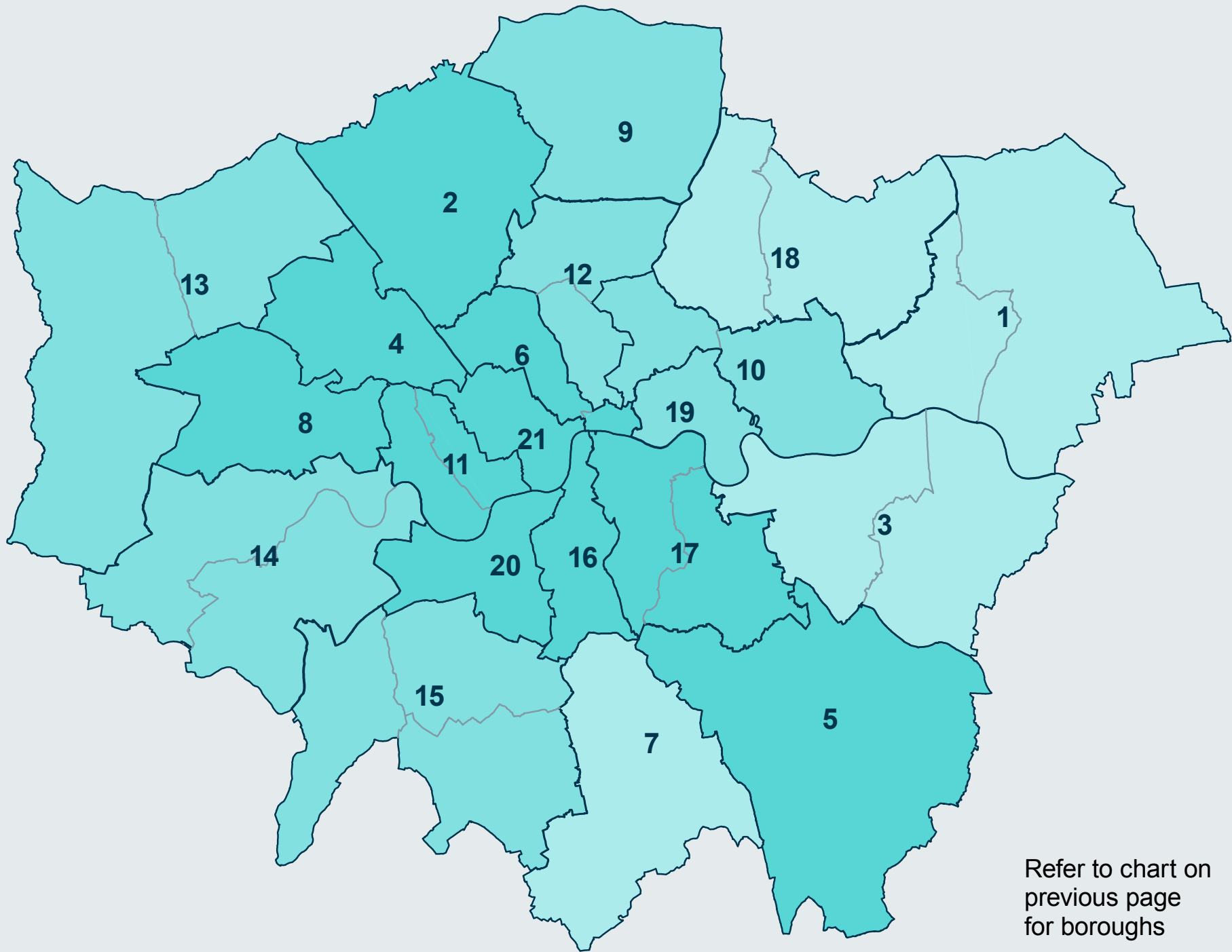
1	Barking, Dagenham and Havering	-8.5%	£1,602
2	Barnet	+7.2%	£2,144
3	Bexley and Greenwich	-2.8%	£1,718
4	Brent	+6.2%	£2,116
5	Bromley	+15.8%	£2,092
6	Camden, City of London	-6.6%	£2,094
7	Croydon	+14.3%	£1,647
8	Ealing	+8.7%	£2,130
9	Enfield	+7.0%	£1,957
10	Hackney and Newham	-5.9%	£1,827
11	Hammersmith, Fulham, Kensington and Chelsea	-4.0%	£2,539
12	Haringey and Islington	+0.5%	£1,990
13	Harrow and Hillingdon	+8.1%	£1,848
14	Hounslow and Richmond	+0.2%	£1,893
15	Merton, Kingston upon Thames and Sutton	+8.7%	£1,870
16	Lambeth	-7.3%	£2,407
17	Lewisham and Southwark	-2.8%	£2,025
18	Redbridge and Waltham Forest	+3.8%	£1,720
19	Tower Hamlets	-9.3%	£1,884
20	Wandsworth	-6.7%	£2,129
21	Westminster	-7.8%	£3,218



Average rent February 2020



Average rent February 2025



Refer to chart on
previous page
for boroughs

Five-year snapshot



In conjunction with Dataloft,
a PriceHubble company

- Less than £1,250
- £1,250 to £1,500
- £1,500 to £1,750
- £1,750 to £2,000
- Over £2,000

5

YR

Greatest
change over
five years

+54.0%

Croydon

Strongest and weakest performers

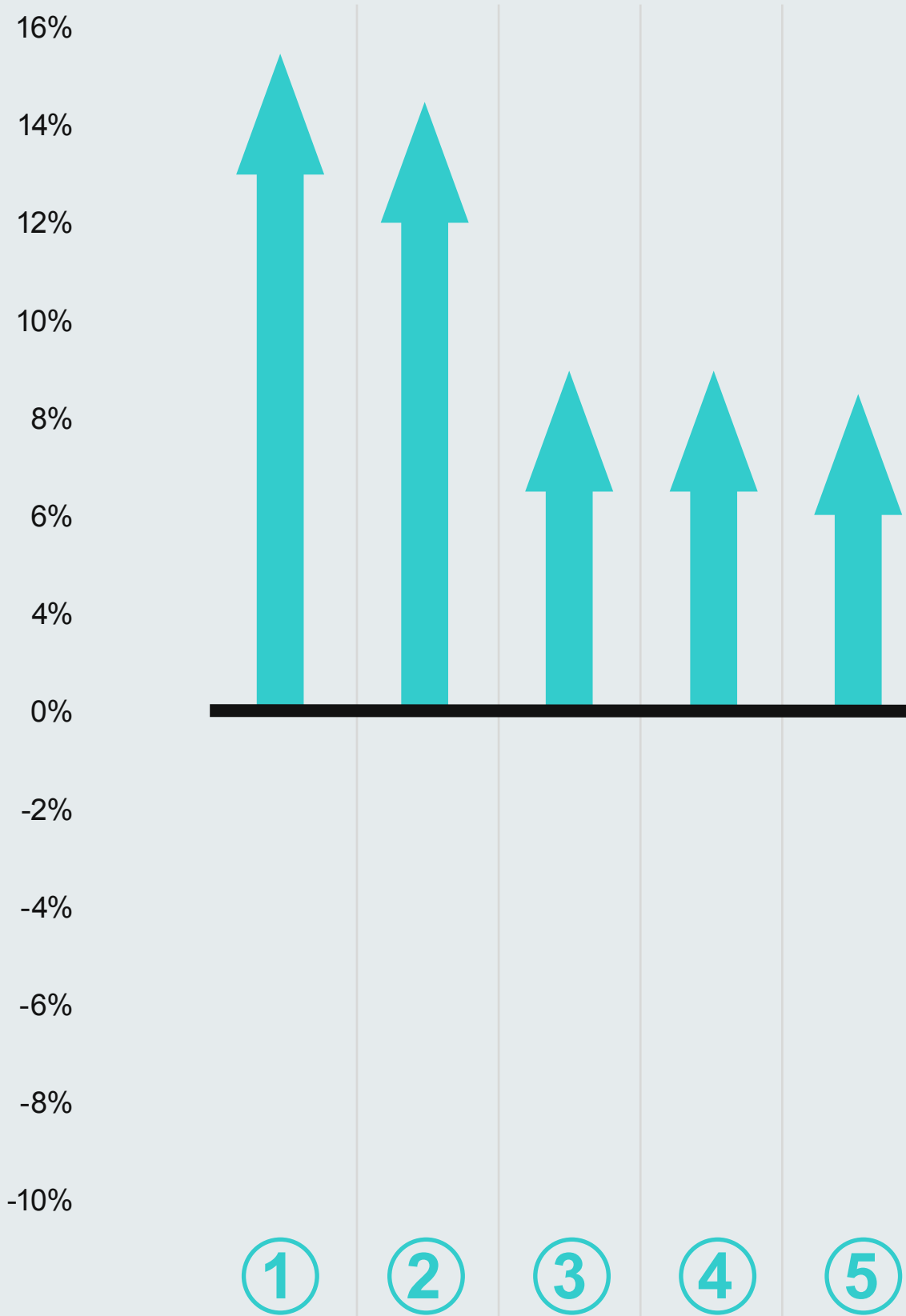


In conjunction with Dataloft,
a PriceHubble company

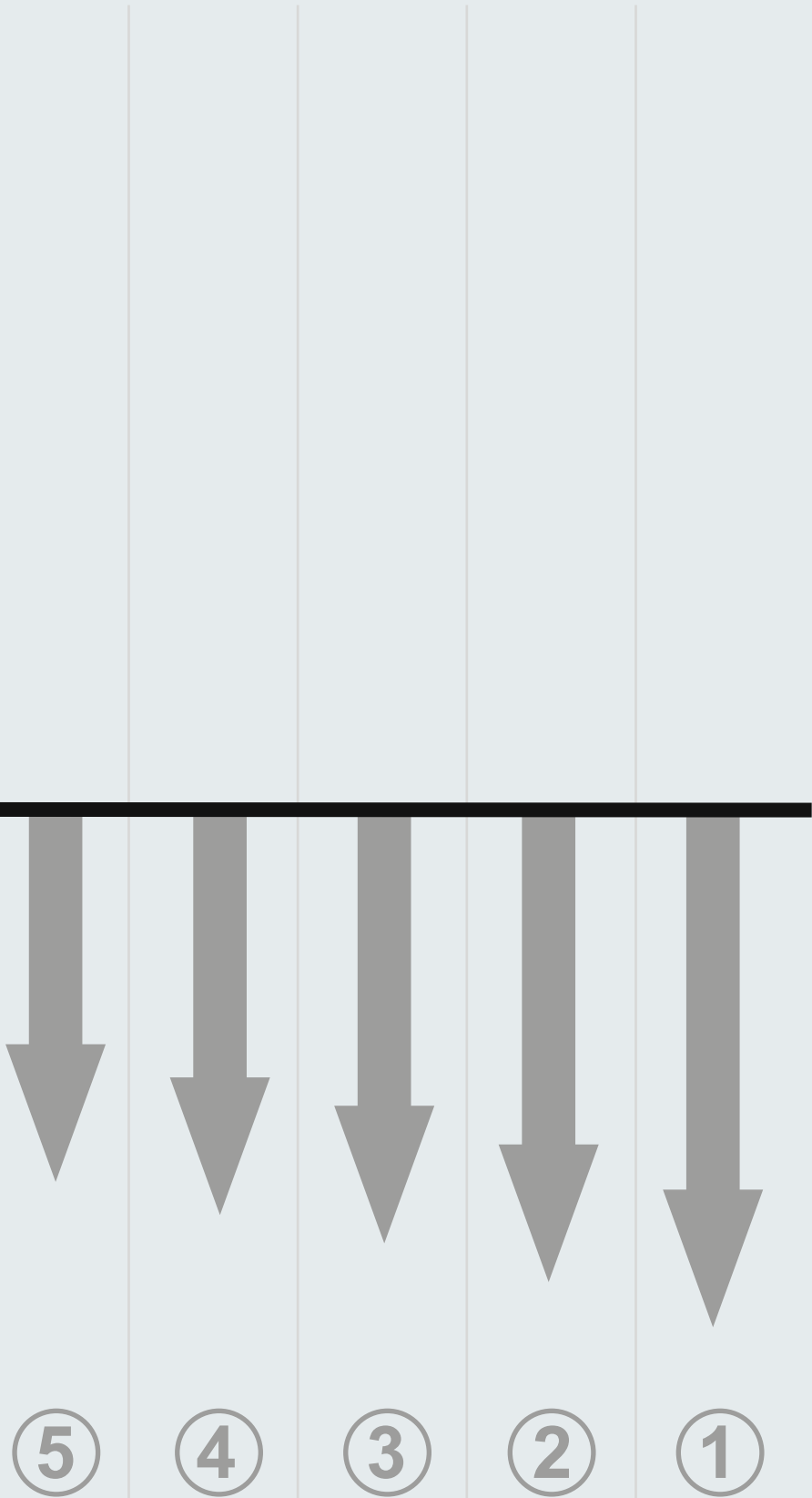
« Back



Strongest February 2025



Weakest February 2025



Based on annual change to February 2025

1	+15.8%	Bromley
2	+14.3%	Croydon
3	+8.7%	Ealing
4	+8.7%	Merton, Kingston upon Thames and Sutton
5	+8.1%	Harrow and Hillingdon
5	-6.7%	Wandsworth
4	-7.3%	Lambeth
3	-7.8%	Westminster
2	-8.5%	Barking, Dagenham and Havering
1	-9.3%	Tower Hamlets

Next Affordability »

Affordability



% income
spent on rent

32.5%

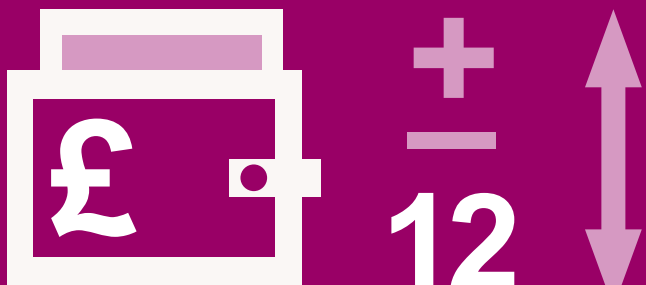
UK rental households spent, on average, 32.5% of their household income on their rent in February, unchanged on January.



Change
annual*

+0.8%

With rental growth slowing over the past year, the affordability picture has improved.



Greatest
change

-3.5%

North East

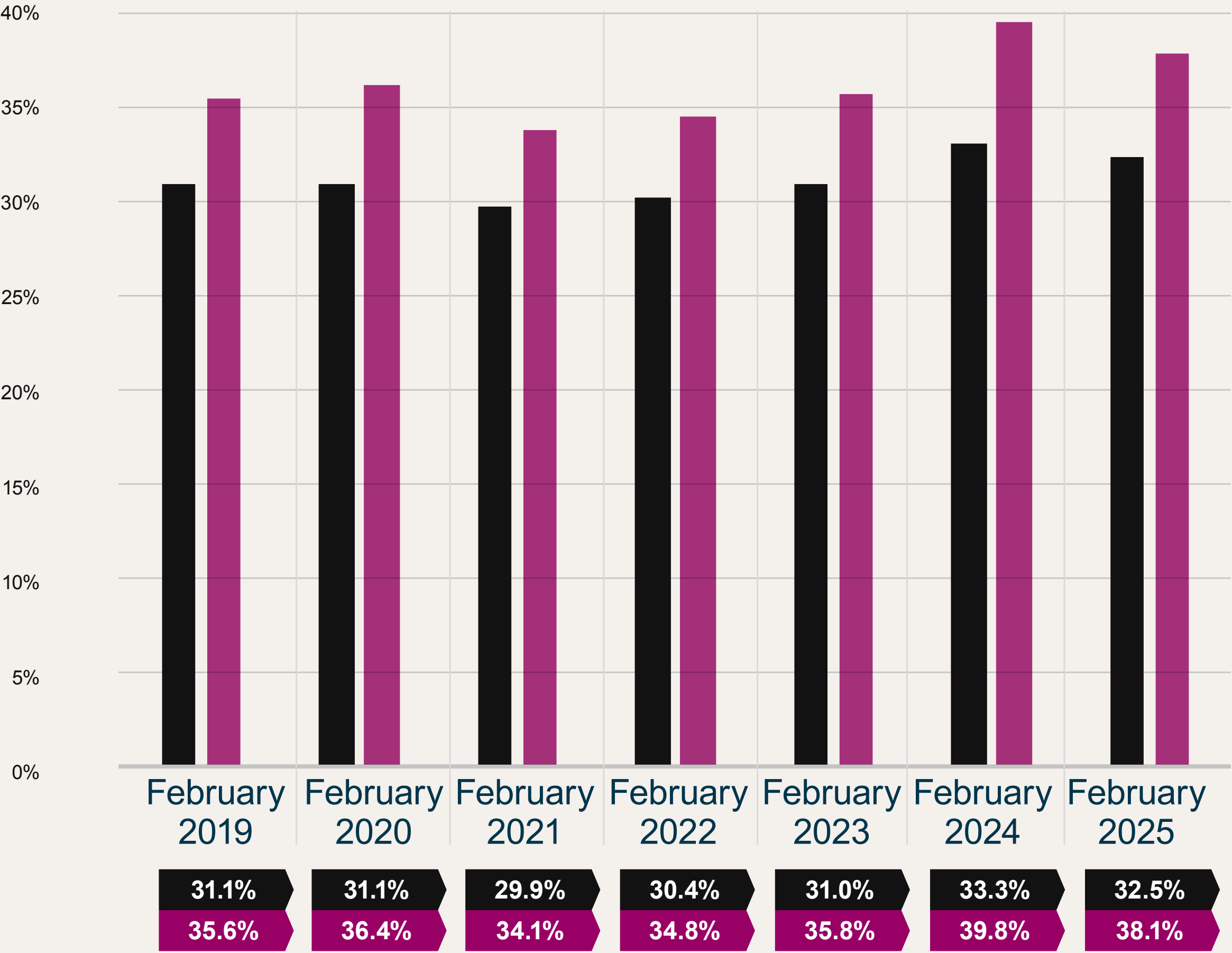
Affordability has improved most strongly for renters in Wales, London and the South East

* calculated by subtracting the February 2025 figure from February 2024. A negative figure reflects worsening affordability.





Affordability over time February 2020 to February 2025



Showing the average proportion of gross income that households are spending on their rent for tenancies started in each month. The ratio is calculated from actual incomes and rents at a tenancy level rather than comparing average earnings in an area with average market rents.

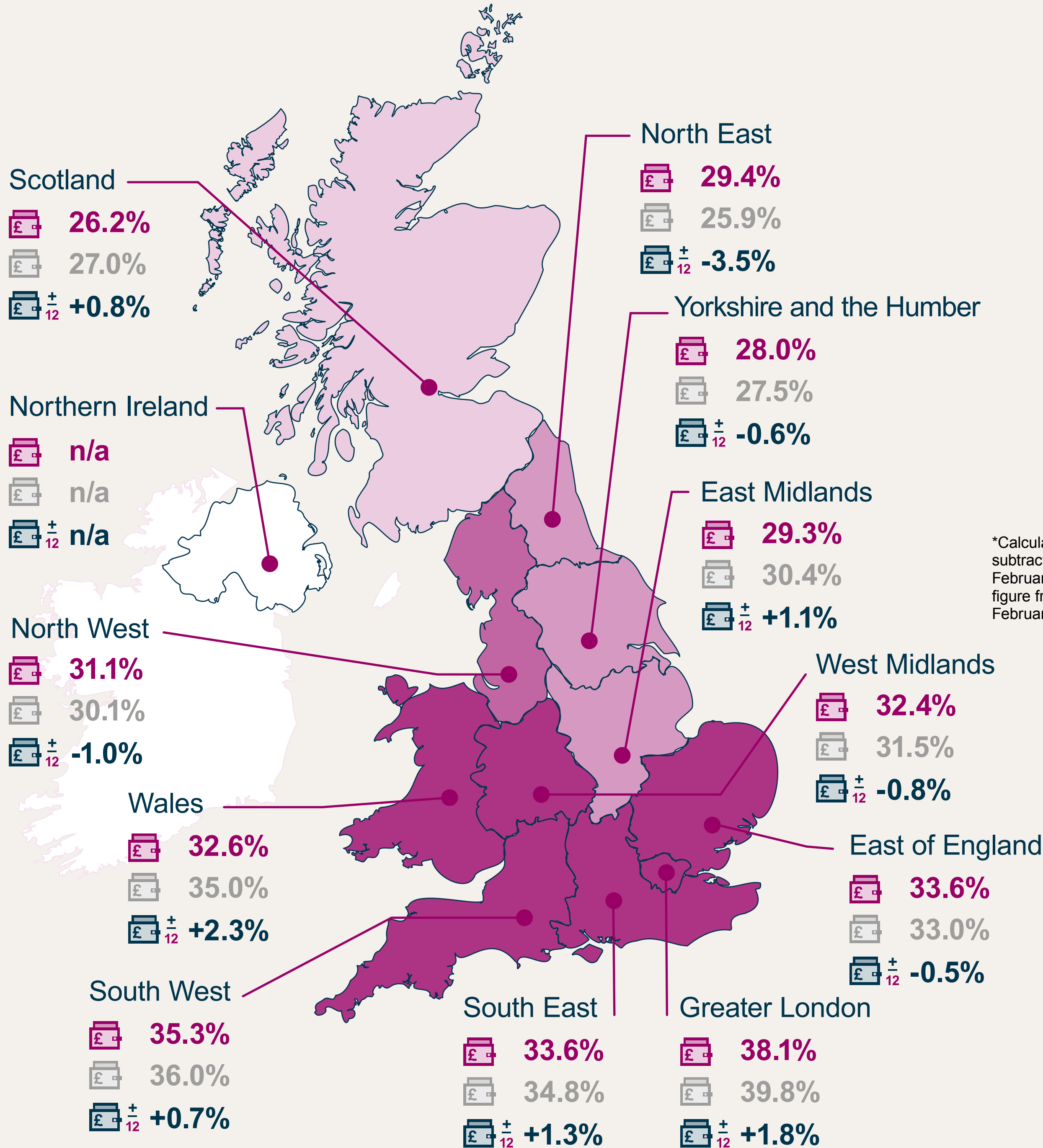


Regional
snapshot



In conjunction with Dataloft,
a PriceHubble company

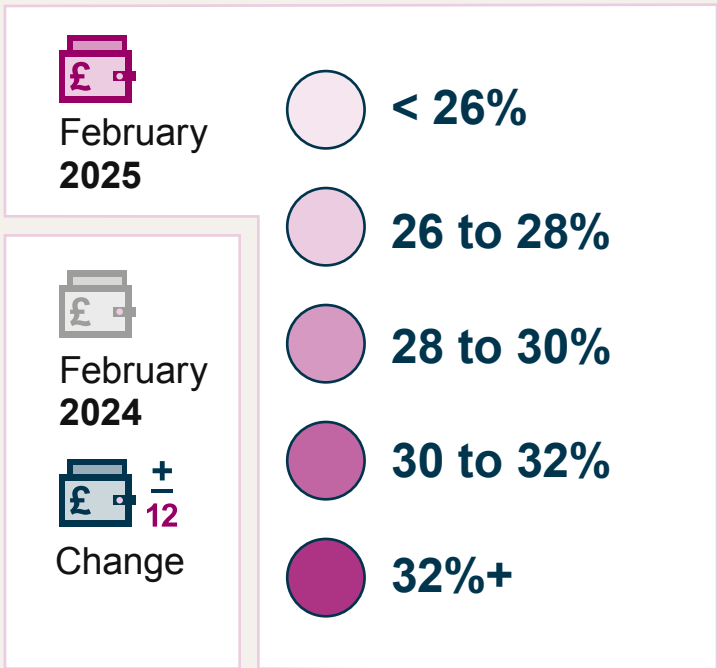
« Back



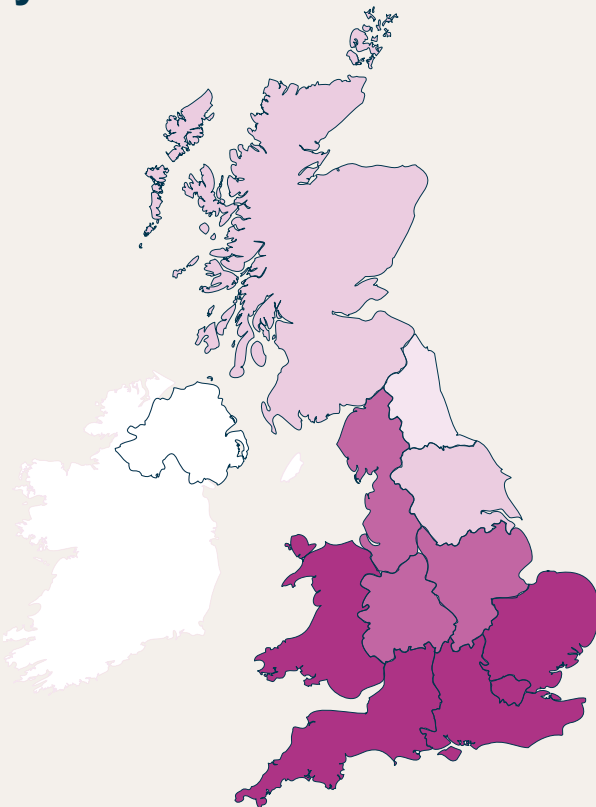
*Calculated by
subtracting the
February 2024
figure from
February 2025.



% income
spent on rent
February 2025



February
2024



Next Regional focus »

South West



In conjunction with Dataloft,
a PriceHubble company



Median tenant
gross income*

£27,620

£30,000



Average % tenant
income spent on rent

35.3%

32.5%



Predominant
age group

20–29

20–29



Predominant
rental band

£750–£1,000

£750–£1,000 per month

Key

Shows regional average

Shows UK average

Delving deeper into the data we are able to provide tenant demographic and market profiling at a local level. Each month, we provide a snapshot of the profile of tenants across different UK regions based on data for the last 12 months. This month's focus is on the South West.

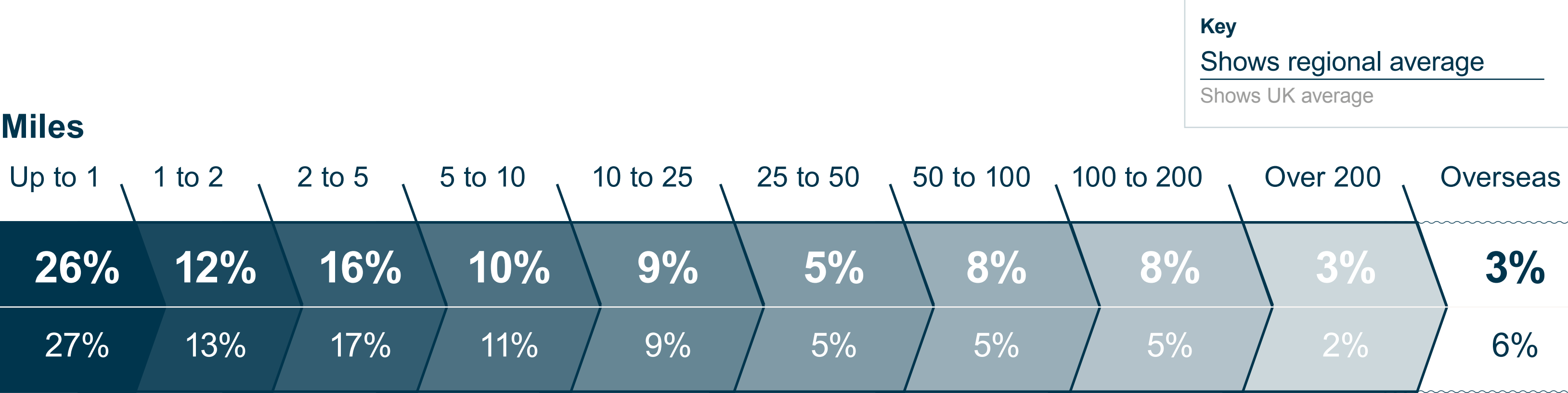
*Excludes below £10k and over £500k

South West



In conjunction with Dataloft,
a PriceHubble company

Distance moved last 12 months



Profile of properties let Last 12 months

Number of bedrooms

Flats



5%

6%



16%

20%



19%

23%



5%

9%

Houses



19%

15%

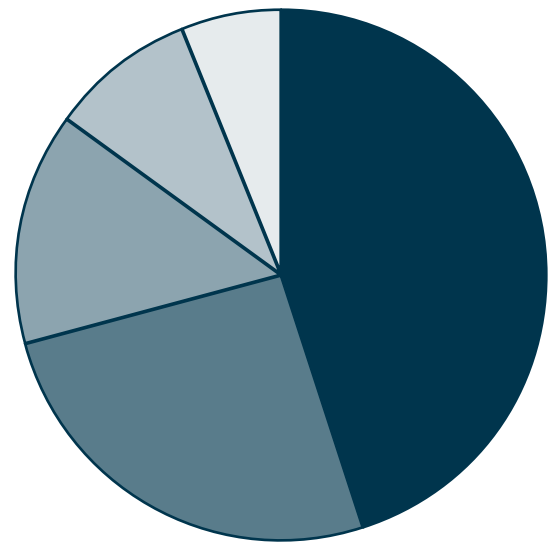


35%

27%

Age breakdown Last 12 months

Tenants age



45% Under 29
26% 30 to 39
14% 40 to 49
9% 50 to 59
6% 60+



With over 30 years of experience, we're the UK's leading tenant referencing and specialist protection supplier for the private rented sector. We've got a team of over 300 co-workers dedicated to providing market-leading support to our letting agents, helping them to grow and develop their business.

We always strive to exceed our customers' expectations. Our expertise combined with our innovative approach drives a continual development of our proposition – and the value that we provide for our customers.

In conjunction with Dataloft

dataloft
A PriceHubble company

About the HomeLet rental index report

The index and average prices are produced using HomeLet's mix adjusted rental index methodology. This helps to track the representative rental values over time, which factor in changes in the mix of property types and locations of rented properties. Data is gathered from our tenant referencing service, and our rental amounts are based on actual achieved rental prices with accurate tenancy start dates in a reported month, rather than advertised costs. The data used in the HomeLet Rental Index is aggregated to regional, county and city level only. This ensures that all property or individual records remain strictly anonymous.

The HomeLet Rental Index is prepared from information that we consider is collated with careful attention, but we do not make any statement as to its accuracy or completeness. We reserve the right to vary our methodology and to edit or discontinue this report. The HomeLet Rental Index may not be used for commercial purposes; we shall not be liable for any decisions made or action taken in reliance upon the published data.

About Dataloft

Dataloft creates data-driven insight on UK housing markets as part of PriceHubble, the leading provider of residential data, valuations and insights across Europe. Dataloft aggregates data from Barbon and other companies to create Dataloft Rental Market Analytics (DRMA), the largest and most comprehensive single source of achieved rents and renter demographics for the UK. Their team of analysts and data scientists produce the evidence needed by clients for marketing strategies, investment decisions and planning submissions.

dataloft.co.uk

Disclaimer: This report is produced for general information only. While every effort has been made to ensure the accuracy of this publication, Dataloft Ltd accepts no liability for any loss or damage of any nature arising from its use. At all times the content remains the property of Dataloft Ltd under copyright, and reproduction of all or part of it in any form is prohibited without written permission from Dataloft Ltd.

Date of publication: February 2025

Source: HomeLet.

Analysis, editorial, design, graphics and charts by Dataloft.

Photography cover: ChrisHepburn/iStock

Photography pages 15 & 16: Athip_Taechapongsathon