

An aerial photograph of a residential neighborhood, likely in the UK, showing a mix of brick and white houses, green spaces, and a river with a bridge in the background. The image is split into two halves by a diagonal white line. The left half is in color, showing the houses and greenery in detail. The right half is a dark, semi-transparent overlay containing the report title and description.

June
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 PriceHubble

HomeLetTM
THE RENTAL INDEX

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Regional
focus



Average rents and change in rents



In conjunction
with PriceHubble



**Average
rent**
(UK)

£1,308

Average UK rents remained
largely unchanged in June
compared to May.



**Change
monthly**

+0.1%

A 0.1% change in average
rents in June 2025 is
the same as reported
in June 2024.



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

£1,127

Outside of London, average
rents rose by 0.3% in June
to £1,127 per month, 2.3%
higher than in June 2024.



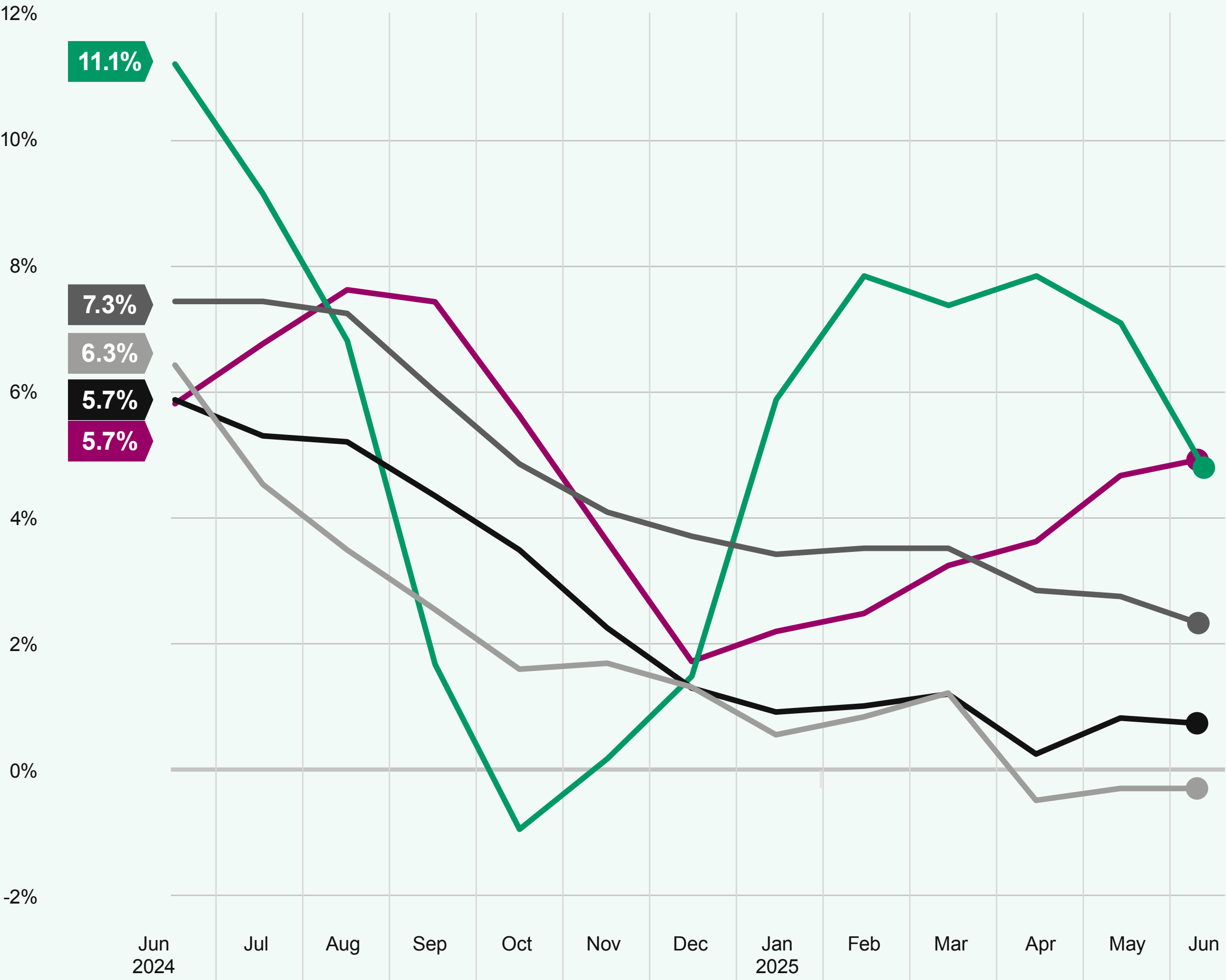
**Change
annual**

+0.7%

Nationally, average rents are
0.7% higher than a year ago,
although Wales, Northern
Ireland and Yorkshire and the
Humber have seen more than
4% growth in the year.

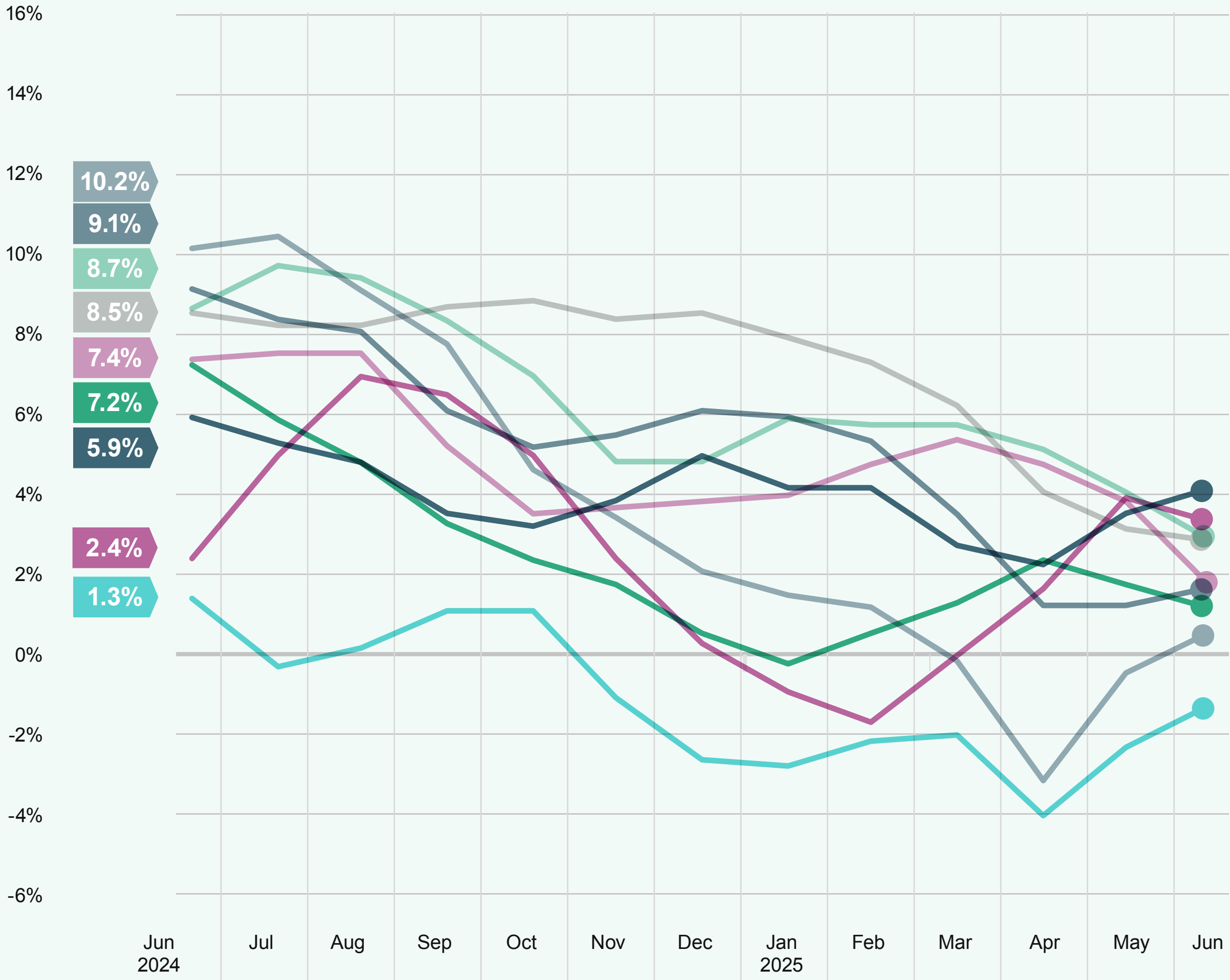
UK and
home
nations

Annual change June 2024 to June 2025



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

Annual change June 2024 to June 2025



- 4.2% Yorkshire and the Humber
- 3.3% South West
- 3.0% East of England
- 3.0% West Midlands
- 1.9% South East
- 1.8% North West
- 1.3% East Midlands
- 0.6% North East
- 1.2% Greater London

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

England
by region

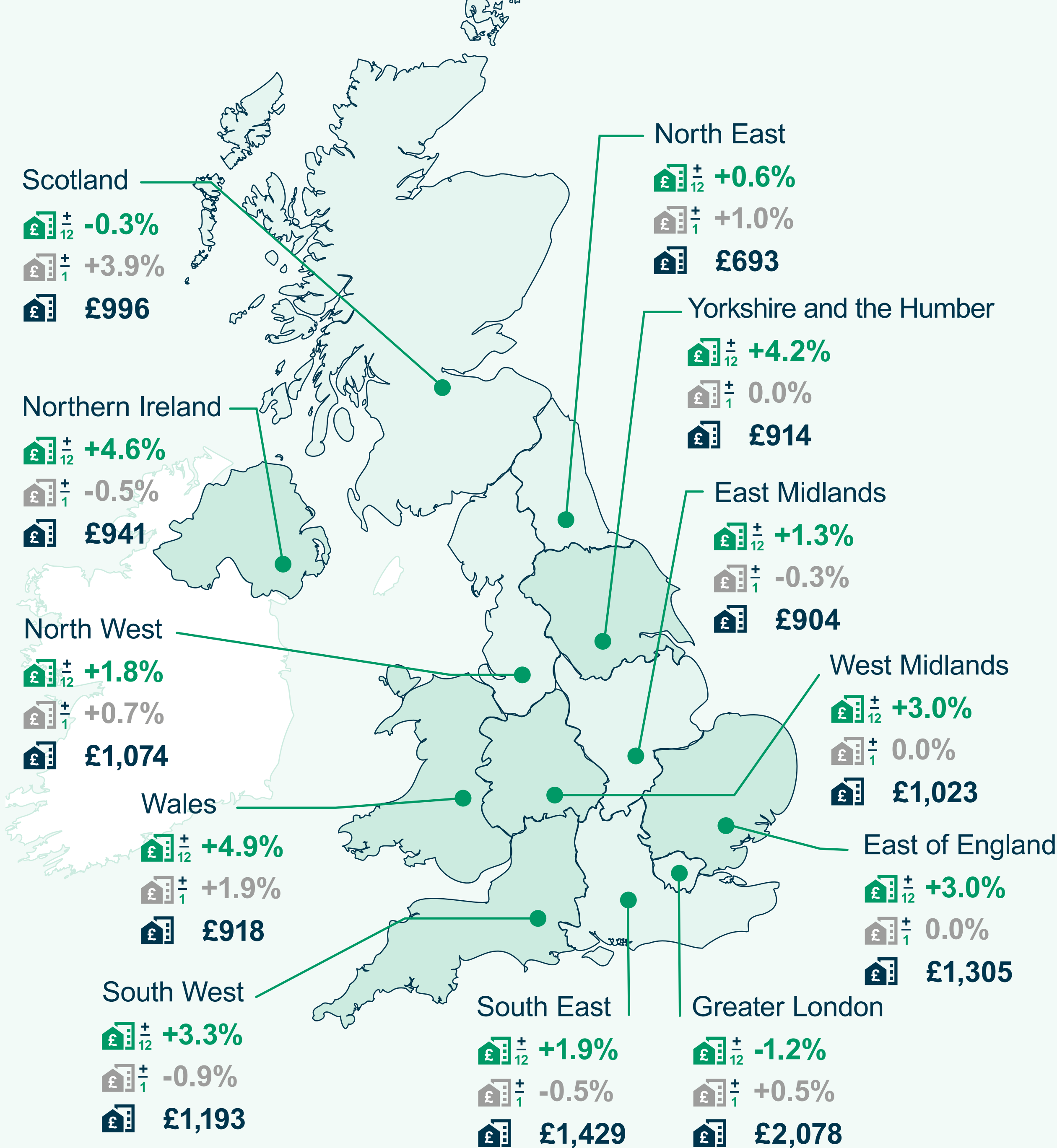


Regional
snapshot



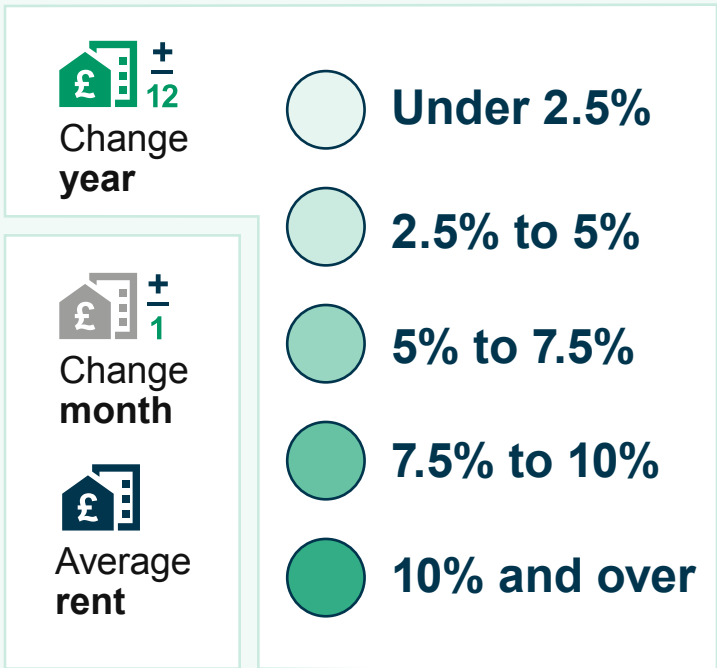
In conjunction
with PriceHubble

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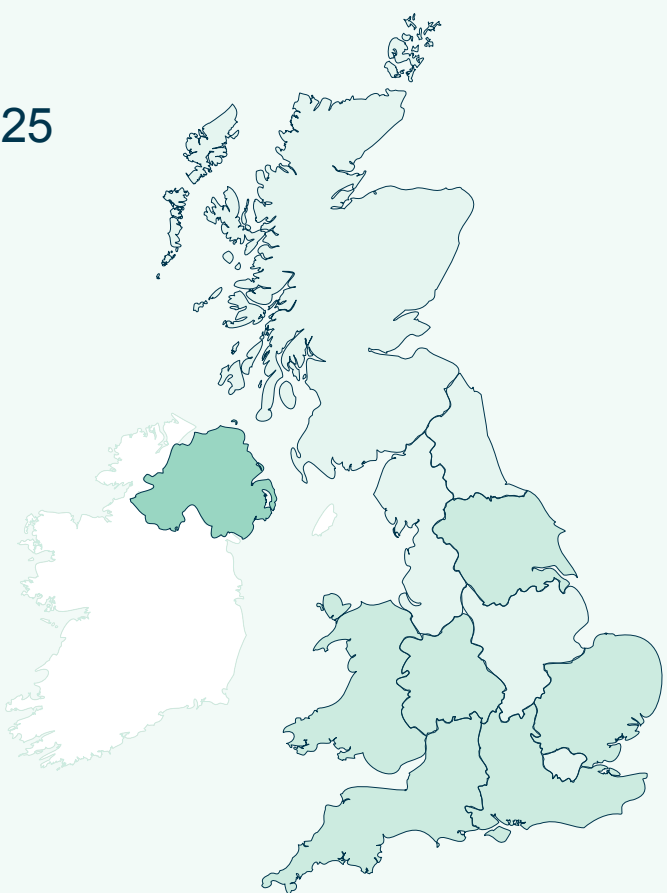


Annual change

June 2024 to June 2025



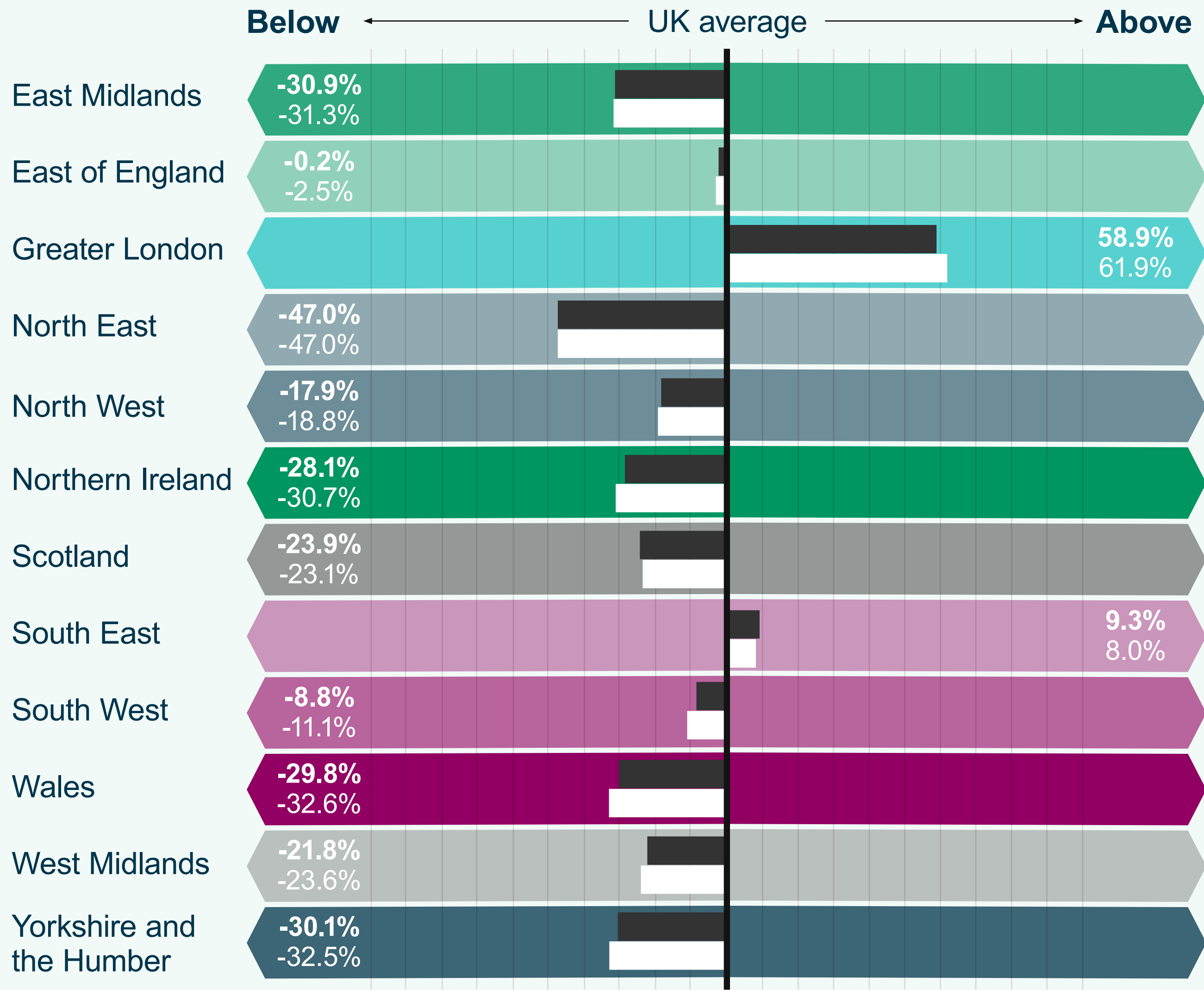
May
2024 to 2025



Next Regional discount / premium

»

Comparison with UK average June 2024 to June 2025



June 2025
June 2024

Showing how regional rents compared to the UK average in June 2025 and a year earlier, i.e., average rents in the East Midlands in June 2025 were 30.9% below the national average. However, in June 2024 they were 31.3% below the national average.

Regional
discount /
premium
to UK
average



London focus



**Average
rent**

£2,078

Following rises over the last few months, average rents in London fell slightly in June.



**Change
annual**

-1.2%

This, coupled with monthly falls at the end of 2024, means that average rents are now 1.2% lower than in June 2024.



**Strongest
performer**

+6.7%

**Harrow and
Hillingdon**

The strongest London performers are all located in outer London.



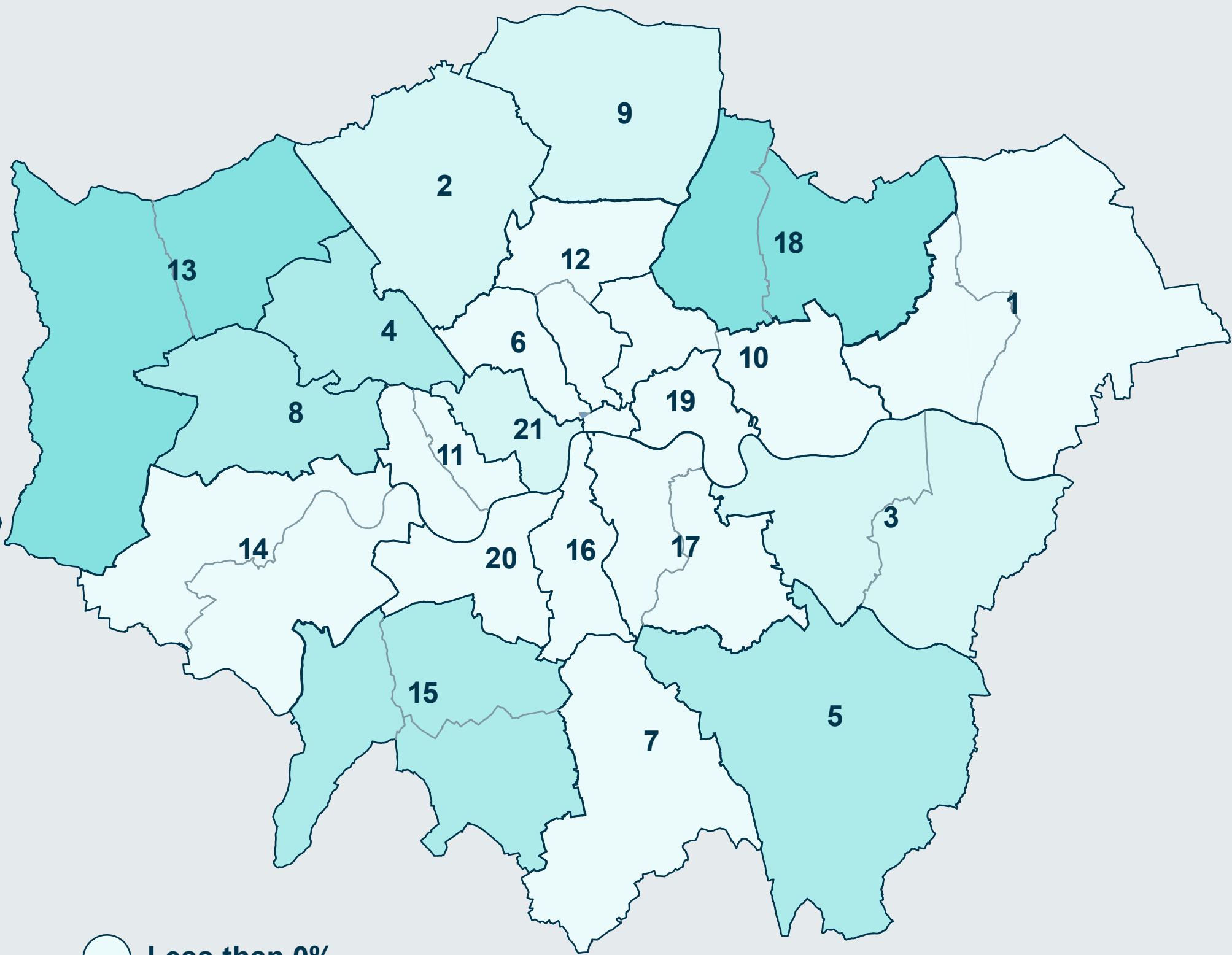
Annual change June 2024 to June 2025



Annual
change



Average
rent



- 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	-7.2%	£1,659
2	Barnet	+0.4%	£2,110
3	Bexley and Greenwich	+0.8%	£1,718
4	Brent	+2.0%	£2,184
5	Bromley	+2.1%	£1,970
6	Camden, City of London	-4.9%	£2,202
7	Croydon	-4.6%	£1,504
8	Ealing	+2.4%	£2,286
9	Enfield	+0.9%	£1,998
10	Hackney and Newham	-3.0%	£1,944
11	Hammersmith, Fulham, Kensington and Chelsea	-2.5%	£2,588
12	Haringey and Islington	-2.5%	£2,016
13	Harrow and Hillingdon	+6.7%	£1,901
14	Hounslow and Richmond	-5.1%	£1,835
15	Merton, Kingston upon Thames and Sutton	+2.3%	£1,949
16	Lambeth	-6.8%	£2,459
17	Lewisham and Southwark	-0.3%	£2,108
18	Redbridge and Waltham Forest	+4.3%	£1,811
19	Tower Hamlets	-2.4%	£2,032
20	Wandsworth	-1.5%	£2,090
21	Westminster	+0.9%	£3,271

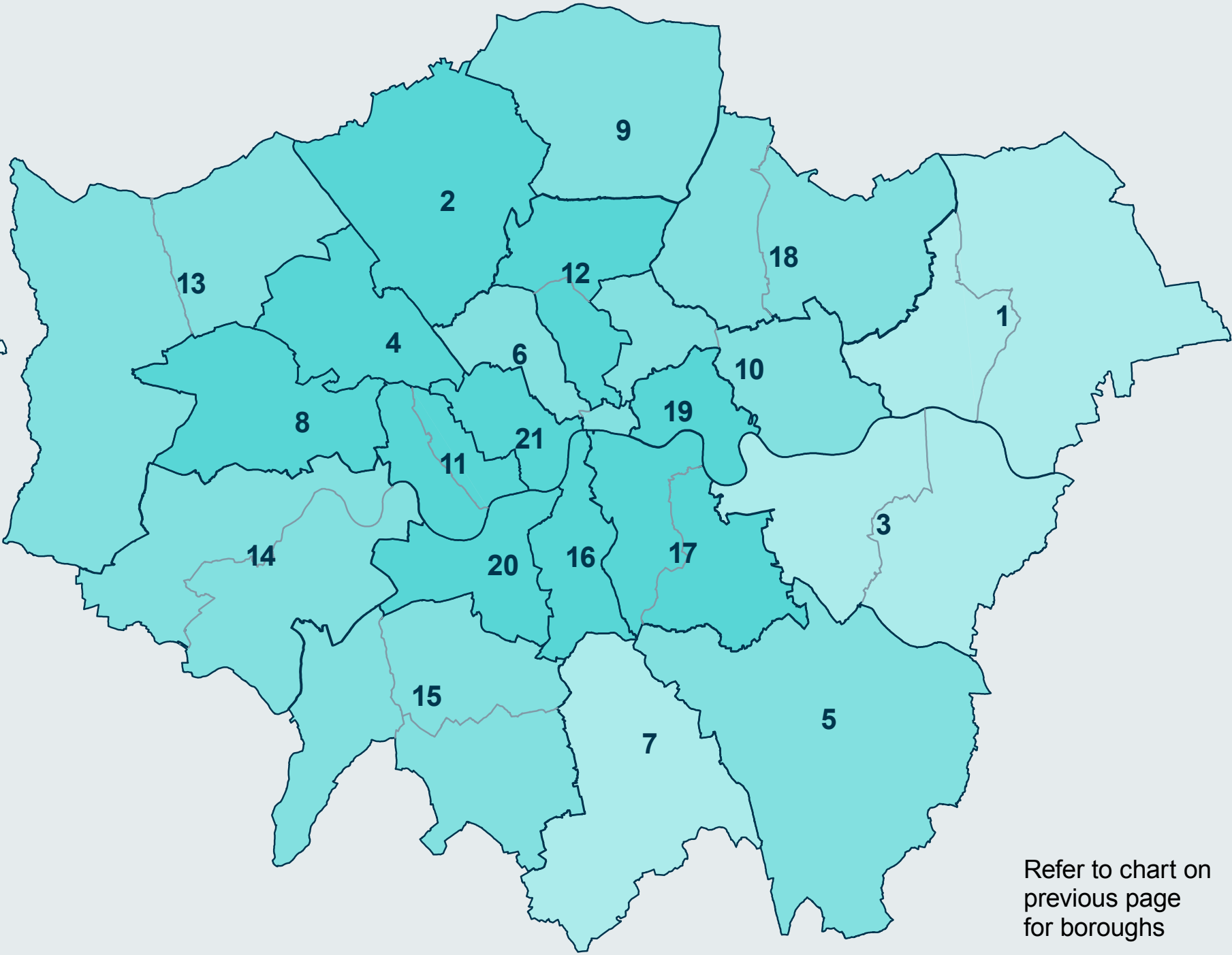
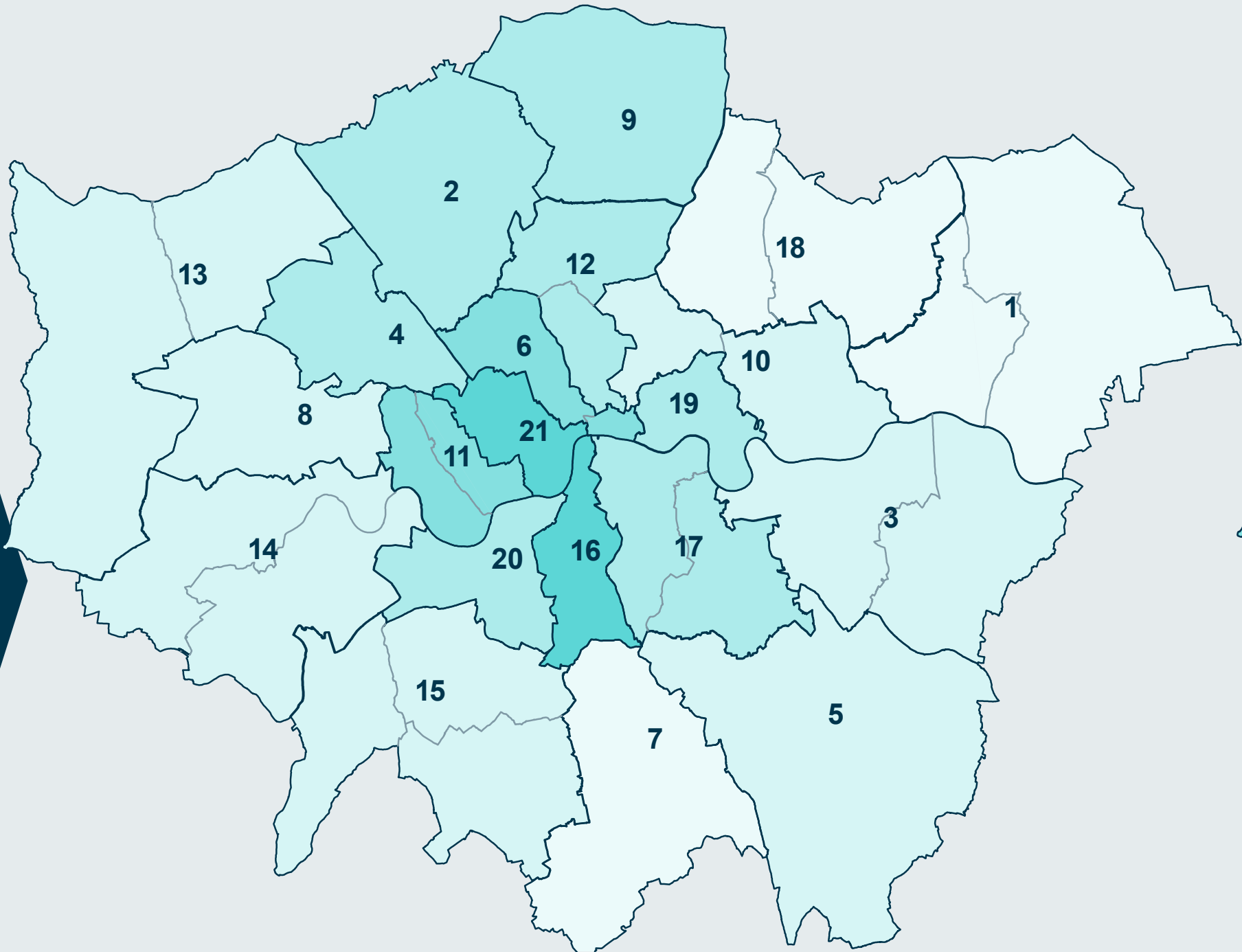




Average rent June 2020



Average rent June 2025



Refer to chart on
previous page
for boroughs

Five-year snapshot



In conjunction
with PriceHubble

- 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

+54.8% Ealing

Strongest and weakest performers



In conjunction
with PriceHubble

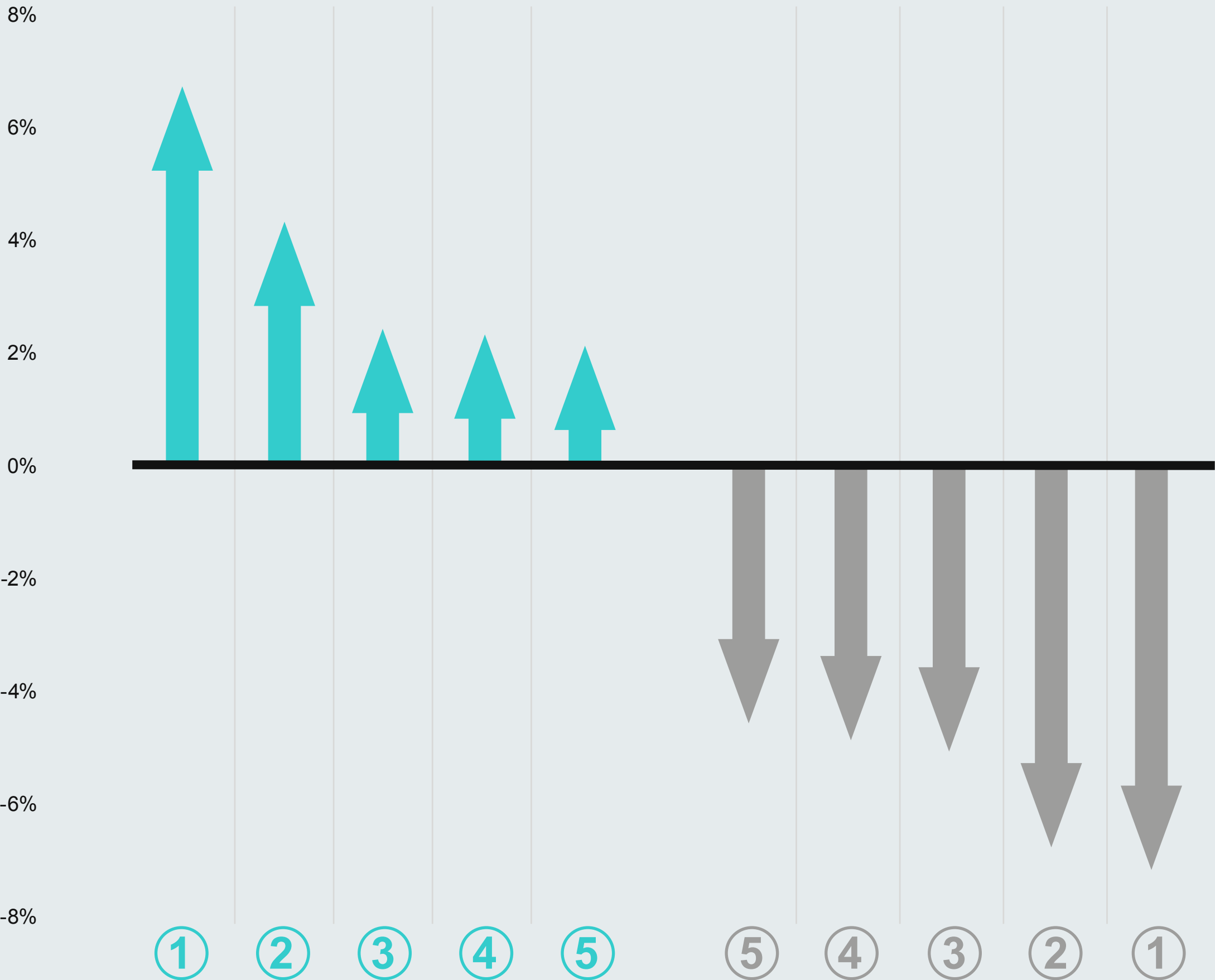
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Strongest June 2025



Weakest June 2025



Based on annual change to June 2025

- 1 +6.7% Harrow and Hillingdon
- 2 +4.3% Redbridge and Waltham Forest
- 3 +2.4% Ealing
- 4 +2.3% Merton, Kingston Upon Thames and Sutton
- 5 +2.1% Bromley
- 5 -4.6% Croydon
- 4 -4.9% Camden, City of London
- 3 -5.1% Hounslow and Richmond upon Thames
- 2 -6.8% Lambeth
- 1 -7.2% Barking, Dagenham and Havering

Next Affordability »

Affordability



% income
spent on rent

33.0%

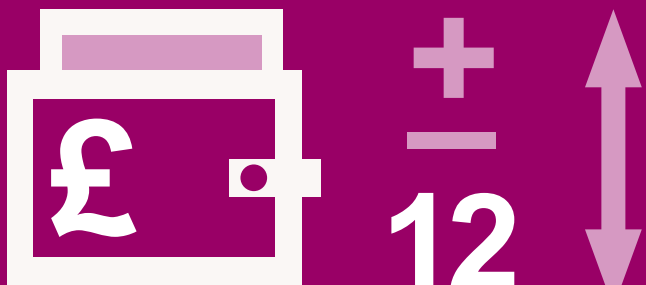
Affordability for UK renters has improved at the national level in the last year with renters paying, on average, 33% of their income on rent.



Change
annual*

+0.2%

This is improved from 33.2% of income in June 2024.



Greatest
change

-2.0%

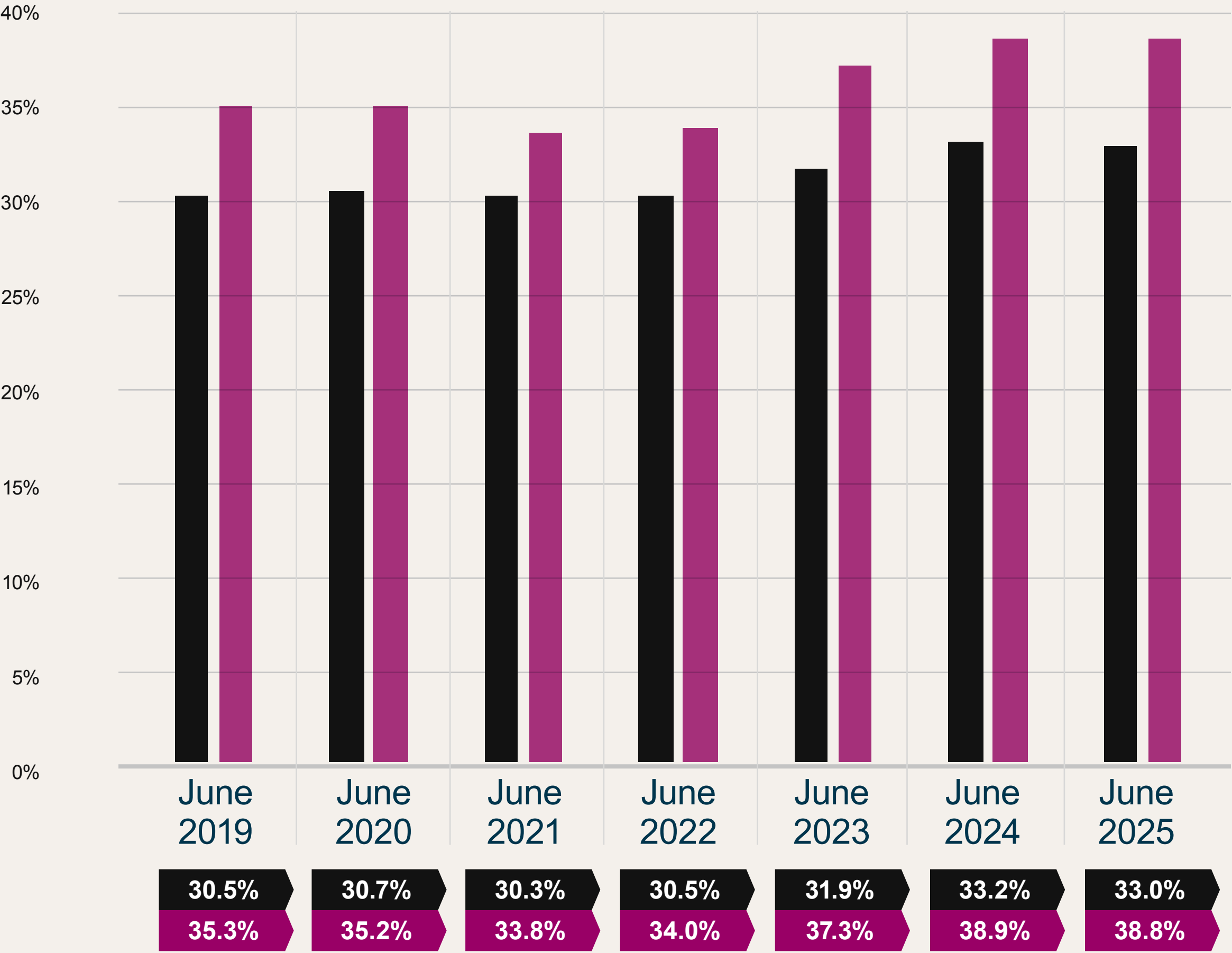
North East

Affordability has improved most significantly in the East Midlands and Yorkshire and the Humber.

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



Affordability over time June 2019 to June 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.

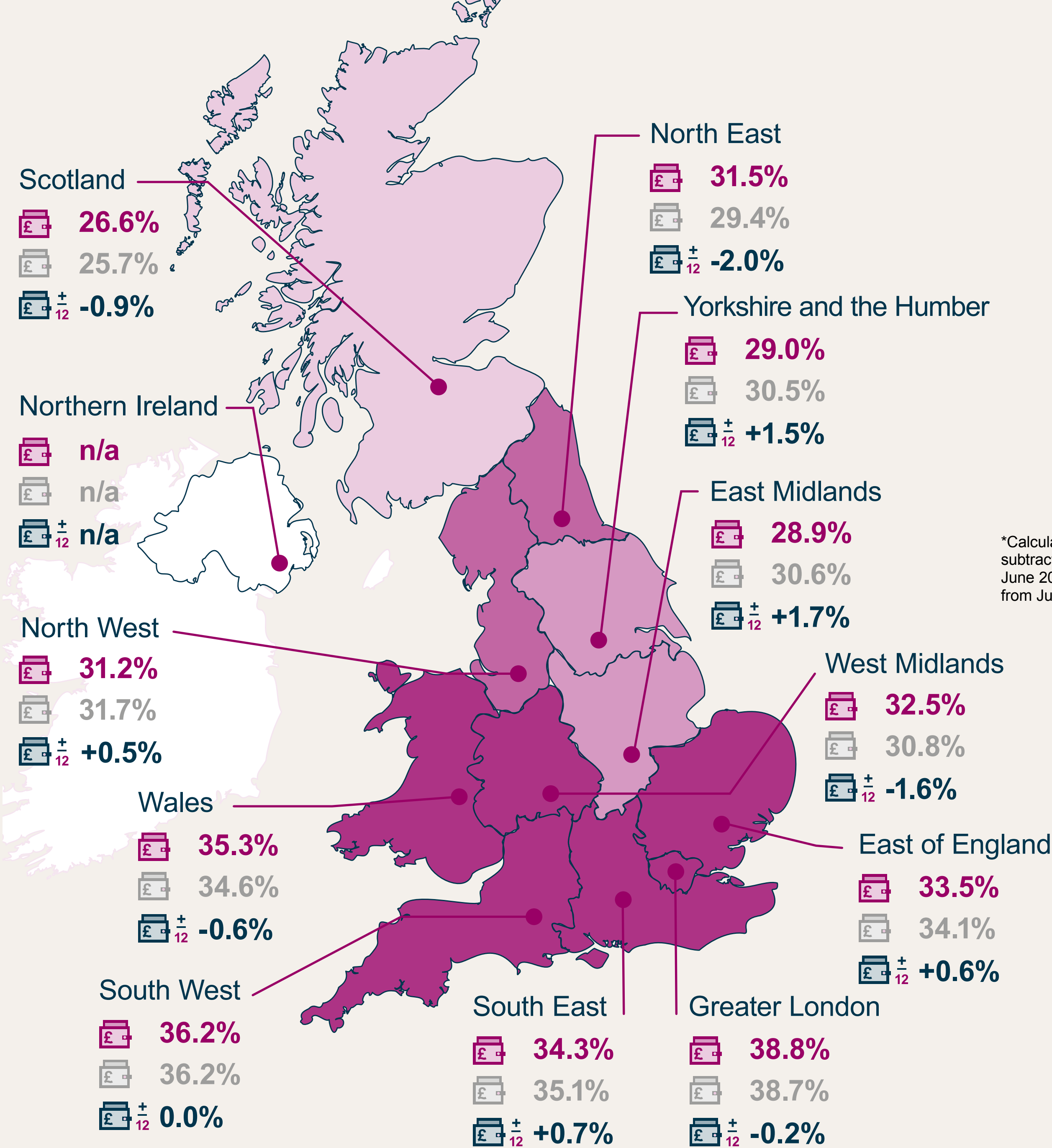


Regional
snapshot



In conjunction
with PriceHubble

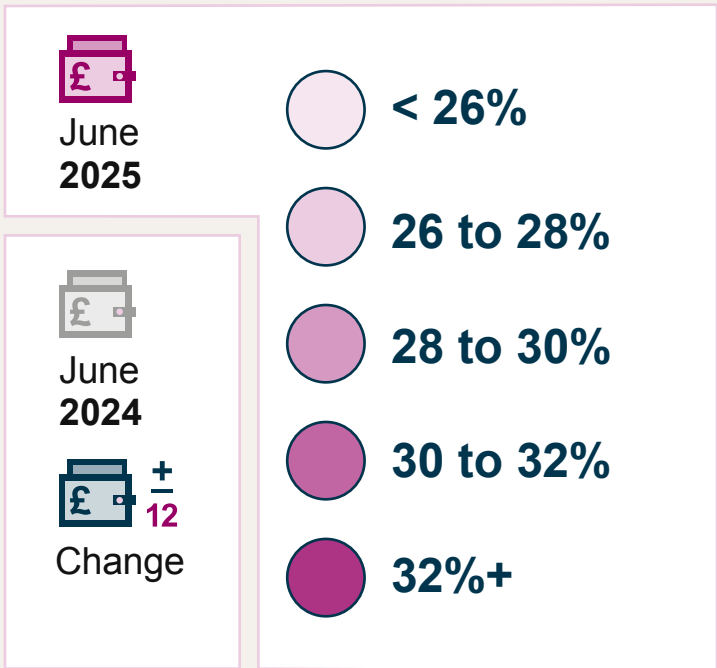
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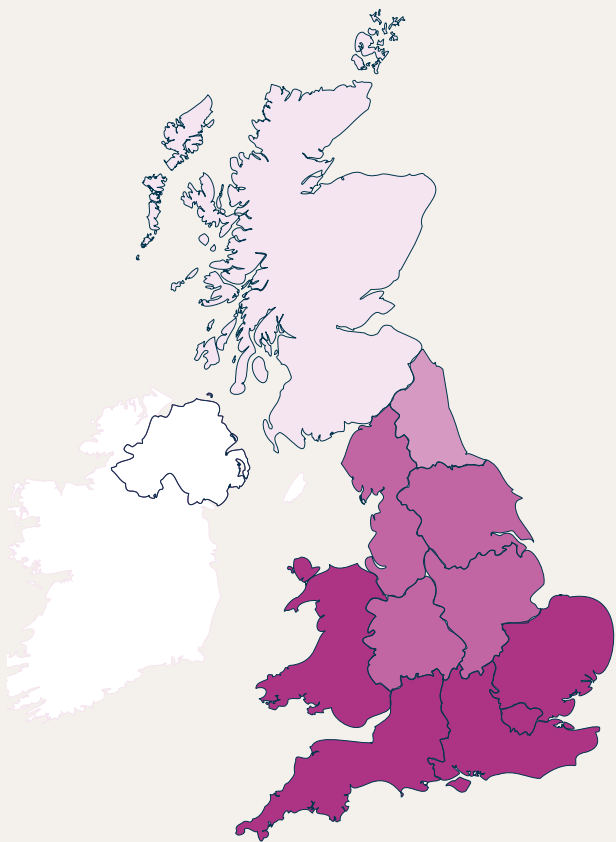
*Calculated by
subtracting the
June 2024 figure
from June 2025.



% income
spent on rent
June 2025



June
2024



Next Regional focus »

East of England



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Median tenant
gross income*

£30,000

£30,001



Predominant
age group

20–29

20–29



Average % tenant
income spent on rent

33.5%

33.0%



Predominant
rental band

£750–£1,000

£750–£1,000 per month

Key
Shows regional average
Shows UK average

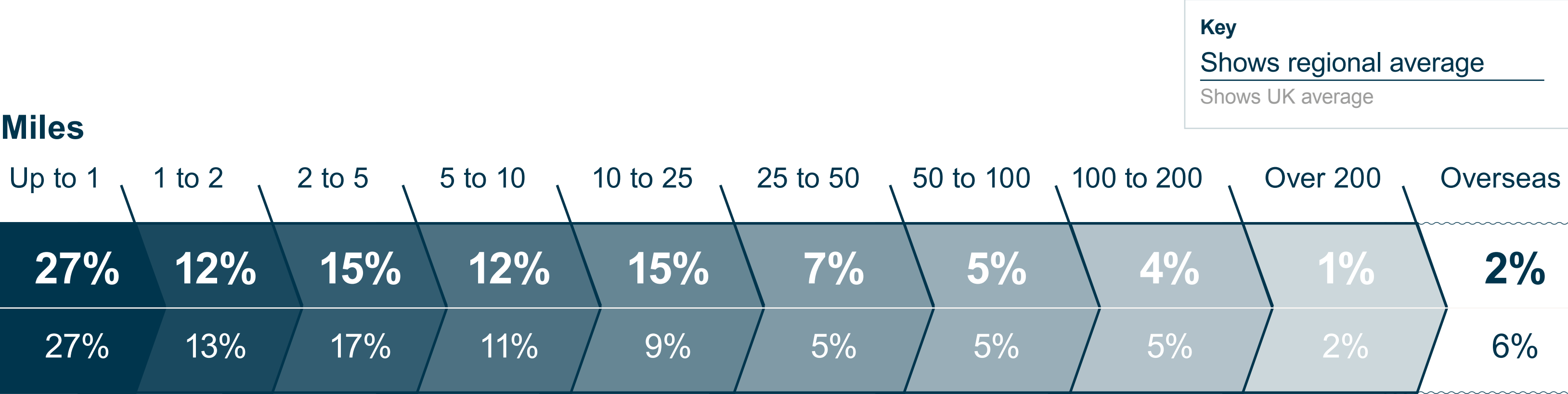
Delving deeper into the data we are able to provide tenant demographic and market profiling at a local level. Each month, we provide a snapshot of the profile of tenants across different UK regions based on data for the last 12 months. This month's focus is on the East of England.

*Excludes below £10k and over £500k

East of England



Distance moved last 12 months



Profile of properties let Last 12 months

Number of bedrooms

Flats



7%

6%



19%

20%



20%

23%



3%

10%

Houses



22%

15%

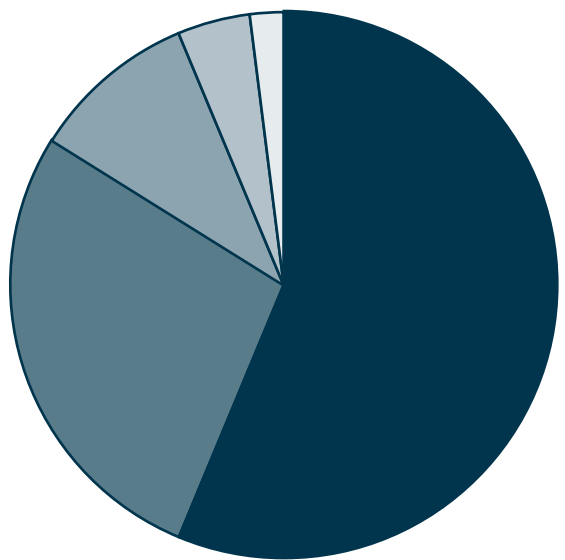


30%

26%

Age breakdown Last 12 months

Tenants age



56% Under 29
28% 30 to 39
10% 40 to 49
4% 50 to 59
2% 60+

June
2025



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 PriceHubble



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 June 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 by PriceHubble

PriceHubble is a European B2B company that builds innovative digital solutions for the financial and real estate industries based on property valuations and market insights. DataLoft by PriceHubble aggregates data from Barbon and other companies to create 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.

www.pricehubble.com/uk

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