



Top and Bottom-Performing Properties

An analysis of the UK property market (2022-2024), identifying high-value areas, buyer preferences, and opportunities for investment or development.

Top 5 Most Expensive Neighbourhoods

by Average Property Price

The illustrated bar chart below compares the most sought-after neighbourhoods in terms of pricing. Investors and homebuyers can understand where the wealthier segments are focusing, guiding both investment strategies and lifestyle choices.

High property prices often signal areas of economic prosperity, higher demand, and luxury living. Here are the top 5 most expensive neighbourhoods:

1. Chelsea
2. Westminster
3. Kensington
4. Notting Hill
5. Marylebone



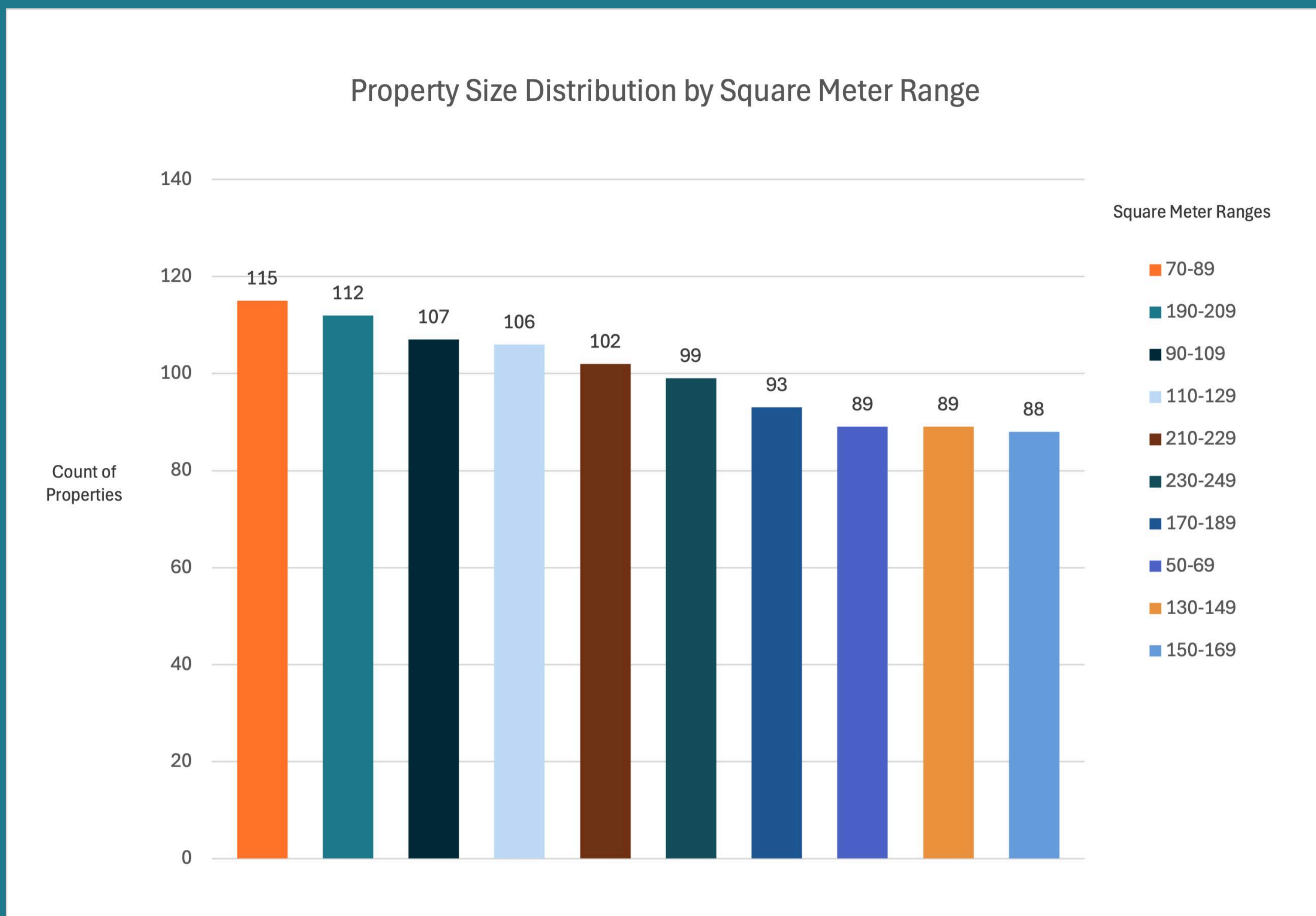
Top 3 Most Common Property Sizes

by Square Meter Range

By identifying the most common property sizes, we gain insights into what types of properties are in demand. This data helps segment the market by property size and allows investors or developers to cater to specific needs. For example, targeting small flats in high-demand areas vs. large homes in suburban locations.

Analyzing the bar chart shows that most residents own a property in these top 3 ranges.

1. 70-89 sq. meters.
2. 190-209 sq. meters
3. 90-109 sq. meters

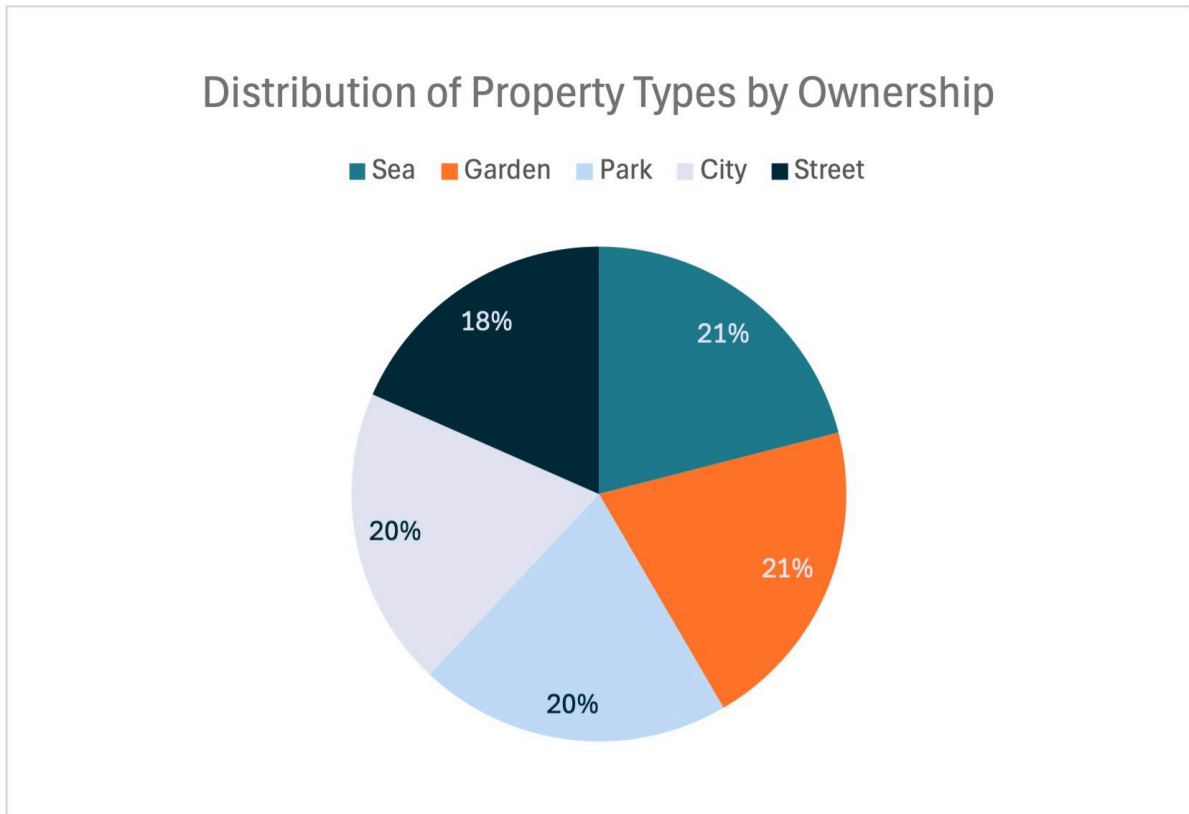


Most Popular Views Among Properties

by Count of Owned Property View

Property views can significantly affect property value. Certain views often come with a premium price tag. By understanding the most popular views, investors can target properties with these features for higher return on investment.

The following pie chart illustrates that Sea and Garden views are the most common, while Street views are the least popular.

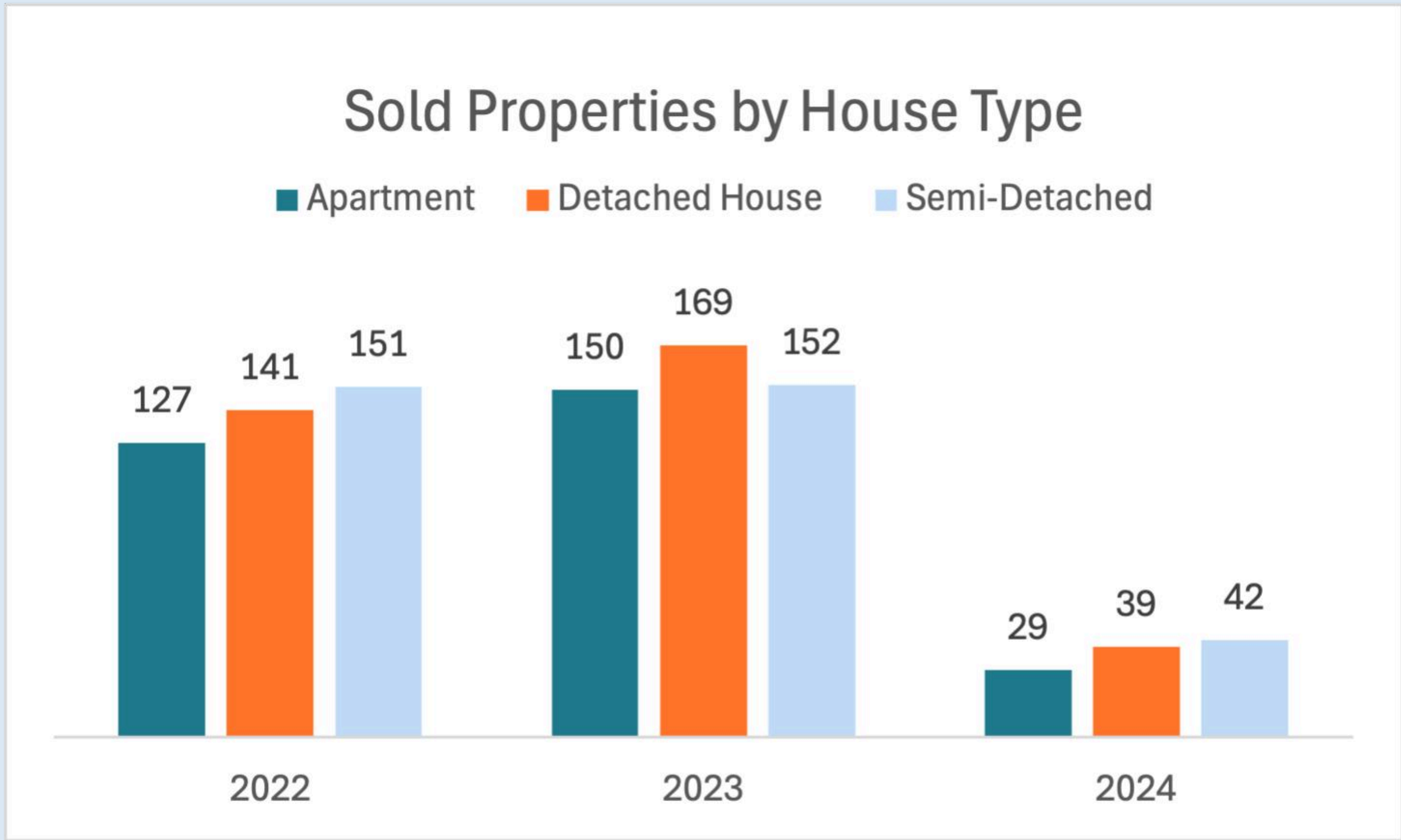


Most Common Property Types

by Count of Owned Property Types

Knowing the most common property types helps to understand what types of properties are more commonly available and in demand. This helps balance the market by indicating what property types are oversupplied or undersupplied, giving developers and buyers crucial information about potential gaps in the market.

The bar chart below shows that apartments have consistently been the least owned property type. Detached houses were the most popular in both 2022 and 2023. However, by 2024, there was a significant rise in the purchase of semi-detached houses.



*Sales data from 2024 only covers January-April and does not reflect activity in the market over an entire year.