

## Alan Batt July 2025 Wigan Property Market Update

Year	Properties for sale	New Listings	Asking Price	£ per sq ft	Sales Agreed	Asking Price	£ per sq ft
July 2025	1,999	513	£237,032	£237	461	£218,345	£227
July 2024	2,035	579	£219,882	£219	422	£211,148	£210
July 2023	1,783	438	£214,521	£212	316	£198,743	£193
July 2022	1,116	438	£213,587	£203	372	£195,096	£197
July 2021	1,221	460	£191,868	£189	416	£185,788	£185
July 2020	1,891	541	£173,303	£173	528	£174,723	£168
Average	1,674	495			419		
June 2025	2,040	513	£235,201	£230	477	£213,730	£216

Year	Price Changes	Withdrawn	Fall-Throughs
July 2025	273	140	120
July 2024	280	191	115
July 2023	296	149	98
July 2022	121	90	98
July 2021	146	131	120
July 2020	232	198	111
Average	225	150	110
June 2025	287	204	91

The Wigan housing market in July 2025 has shown a nuanced picture, blending signs of resilience with evidence of a cooling pace compared to last summer.

### Market Activity

The number of properties for sale stood at **1,999**, a slight **-1.8% drop** from July 2024 and down from June's 2,040. This still leaves stock levels above the six-year July average of 1,674, indicating buyers have more choice than in the tighter markets of 2021–2022.

New listings came in at **513**, down **-11.4% year-on-year** and unchanged from June. This slowdown in fresh supply may help underpin pricing as we move into the second half of the year.

Sales agreed rose to **461**, marking a **9.2% increase** compared to July 2024, though down from June's 477. This points to a market where committed buyers are still active, but transaction volumes are yet to return to the six-year average of 419 in a sustained way.

## Pricing Trends

The average asking price for new listings in Wigan reached **£237,032**, up **7.8%** year-on-year and slightly ahead of June's £235,201. On a £ per sq ft basis, new listing prices climbed from £219 to **£237** – an **8.2% annual uplift**, suggesting sellers remain confident despite the broader market's moderation.

Sales agreed prices averaged **£218,345**, up **3.4% year-on-year** and also above June's level. The £ per sq ft figure rose from £210 to **£227** – a **8.1% gain**, showing that buyers are still willing to pay for well-presented, realistically priced homes.

## Market Fluidity & Withdrawals

The number of price changes eased slightly to **273**, down **-2.5%** on last year and lower than June's 287, hinting at stable seller expectations.

Withdrawn listings fell sharply year-on-year from 191 to **140** (a **-26.7%** drop), suggesting fewer sellers are giving up on a sale.

Fall-throughs, where sales collapse after agreement, ticked up marginally from 115 to **120**, still close to the six-year norm of 110.

## Overall Outlook

July's data shows Wigan is navigating a balanced phase: pricing is holding firm and even rising, while transaction numbers are healthy but not overheating. Higher stock levels compared to historic norms mean buyers have more negotiating power than in the post-pandemic frenzy, but with new supply slowing, there's a floor under values.

If mortgage rates ease later in 2025, we could see renewed momentum, but for now Wigan remains a market favouring prepared buyers and pragmatic sellers with competitively priced homes continuing to attract strong interest.

## From July 2024 → July 2025

- **Properties for sale:** ↓ 1.8%
- **New listings:** ↓ 11.4%
- **Sales agreed:** ↑ 9.2%
- **Price changes:** ↓ 2.5%
- **Withdrawn:** ↓ 26.7%
- **Fall-throughs:** ↑ 4.3%

**Asking prices:**

- **New listings:** ↑ 7.8%
- **Sales agreed:** ↑ 3.4%

**£ per sq ft:**

- **New listings:** ↑ 8.2%
- **Sales agreed:** ↑ 8.1%

**From June 2025 → July 2025**

- **Properties for sale:** ↓ 2.0%
- **New listings:** no change (0.0%)
- **Sales agreed:** ↓ 3.4%
- **Price changes:** ↓ 4.9%
- **Withdrawn:** ↓ 31.4%
- **Fall-throughs:** ↑ 31.9%

**Asking prices:**

- **New listings:** ↑ 0.8%
- **Sales agreed:** ↑ 2.2%

**£ per sq ft:**

- **New listings:** ↑ 3.0%
- **Sales agreed:** ↑ 5.1%

**From 6-Year H1 July Average → July 2025**

- **Properties for sale:** ↑ 19.4%

- **New listings:** ↑ 3.6%
- **Sales agreed:** ↑ 10.0%
- **Price changes:** ↑ 21.3%
- **Withdrawn:** ↓ 6.7%
- **Fall-throughs:** ↑ 9.1%