

Alan Batt August 2025 Wigan Property Market Update

Year	Properties for sale	New Listings	Asking Price	£ per sq ft	Sales Agreed	Asking Price	£ per sq ft
August 2025	1,912	448	£261,661	£243	437	£224,579	£223
August 2024	2,069	511	£223,233	£214	457	£220,328	£212
August 2023	1,814	389	£216,526	£210	294	£190,550	£199
August 2022	1,190	343	£216,480	£204	372	£199,749	£202
August 2021	1,161	392	£183,405	£186	409	£171,801	£182
August 2020	1,762	479	£189,300	£177	509	£177,588	£171
Average	1,651	427			413		
July 2025	1,997	512	£235,533	£232	461	£218,236	£226

Year	Price Changes	Withdrawn	Fall-Throughs
August 2025	219	136	118
August 2024	255	154	122
August 2023	283	150	90
August 2022	126	100	107
August 2021	105	104	95
August 2020	203	166	107
Average	199	135	107
July 2025	273	187	120

- **Properties for sale**

- August 2024 → August 2025: **-7.6%**
- July 2025 → August 2025: **-4.3%**
- August 2025 vs 6-yr average: **+15.8%**

- **New listings**

- August 2024 → August 2025: **-12.3%**
- July 2025 → August 2025: **-12.5%**
- August 2025 vs 6-yr average: **+4.9%**

- **Sales agreed**

- August 2024 → August 2025: **-4.4%**
- July 2025 → August 2025: **-5.2%**
- August 2025 vs 6-yr average: **+5.8%**

- **Price changes**

- August 2024 → August 2025: **-14.1%**
- July 2025 → August 2025: **-19.8%**
- August 2025 vs 6-yr average: **+10.1%**

- **Withdrawn**

- August 2024 → August 2025: **-11.7%**
- July 2025 → August 2025: **-27.3%**
- August 2025 vs 6-yr average: **+0.7%**

- **Fall-throughs**

- August 2024 → August 2025: **-3.3%**
- July 2025 → August 2025: **-1.7%**
- August 2025 vs 6-yr average: **+10.3%**

Asking Prices

- **New listings asking price**
 - August 2024 → August 2025: **+17.2%**
 - July 2025 → August 2025: **+11.1%**
 - **Sales agreed asking price**
 - August 2024 → August 2025: **+1.9%**
 - July 2025 → August 2025: **+2.9%**
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£ per sq ft

- **New listings £/sq ft**
 - August 2024 → August 2025: **+13.6%**
 - July 2025 → August 2025: **+4.7%**
- **Sales agreed £/sq ft**
 - August 2024 → August 2025: **+5.2%**
 - July 2025 → August 2025: **-1.3%**

Wigan Property Market Update – August 2025

The Wigan property market in August 2025 reflects a cooling trend in activity but continued strength in pricing, particularly for new listings. Stock levels remain high compared with historical averages, but both supply and demand softened compared with last year and July.

Supply and Demand

There were **1,912 properties for sale in August**, down **7.6% year-on-year** and slightly lower than July. Even so, stock levels remain **16% above the six-year average**, giving buyers more choice than in past years.

New listings fell to 448 in August, 12% down on last year and 13% below July – but still slightly above the six-year average. This suggests fewer homeowners are coming to market, perhaps waiting for greater stability in demand after a busier first half of the year.

On the demand side, **437 sales were agreed in August, 4% fewer than last year and 5% below July**. Still, activity was **6% above the long-term average**, showing that while demand has eased, it remains stronger than historical norms.

Pricing Trends

Pricing continues to be one of Wigan's standout features in 2025. **New listings came to market at an average asking price of £261,661, up 17% compared with last year and 11% higher than July**. On a size-adjusted basis, **new listings averaged £243 per sq ft, 14% higher than last year and up nearly 5% month-on-month**. This reflects ongoing confidence among sellers and a higher share of premium homes entering the market.

For properties where sales were agreed, pricing was steadier. **The average agreed asking price was £224,579, a modest 1.9% rise on last year and 2.9% above July**. On a £ per sq ft basis, agreed deals averaged **£223, up 5% annually but down slightly (-1.3%) from July**. This suggests that while sellers are ambitious, buyers are still able to negotiate, especially in the face of broader affordability pressures.

Market Behaviour

Market churn indicators show a noticeable cooling compared with last summer. **Price changes fell 14% year-on-year and 20% month-on-month, though they remain 10% above the long-term average**. This reflects fewer over-optimistic listings needing adjustment.

Withdrawn listings dropped 12% compared with last year and 27% compared with July, signalling that fewer sellers are giving up on their sales. **Fall-throughs also improved slightly, down 3% year-on-year and 2% month-on-month**, though they remain 10% higher than the long-term average, hinting at ongoing fragility in transactions.

Outlook

Wigan's market in August 2025 is characterised by **softer activity but firm prices**. While fewer homes are coming to market and fewer sales are being agreed than last year, both new listing and agreed sale prices remain resilient, especially on a per-square-foot basis.

For sellers, this means there is still appetite, but realistic pricing is essential to secure a sale in a market where buyers have more choice. For buyers, the moderation in demand provides scope for negotiation, though premium homes continue to command strong values.