

LONDON £5M+ MARKET

H1 2023 ANALYSIS

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THE £5 MILLION-PLUS PROPERTY MARKET PICKS UP IN THE SECOND QUARTER

Following an intense period of activity from mid-2021, the first quarter of this year marked a slowdown for London's £5 million-plus residential market. Yet Q2 shows the market is back in business, with the number of transactions in the three months to the end of June 2023 increasing by 22% compared to the first quarter of 2023.

A total of 240 properties worth more than £5 million changed hands in the first half of the year. While this marks a fall of 21% compared to first half year sales in 2022, it's on par with the same period in 2021 and 45% above the H1 average of 166 for the three years pre-pandemic (2017-19).

At the more rarefied £10 million-plus end of the market there have been 65 sales year to date. This is marginally higher than in 2021 (63) and 17% above the 2017-2019 H1 average but again, it is below the same period in 2022 when 91 transacted.

WHAT ARE THE TRENDS?

There has been a shift in the mix of properties selling; apartments continue to account for a growing share of sales as pandemic memories fade, accounting for 44% of £5 million-plus transactions across London year to date, up from 40% last year and just 28% in 2021.

This reflects the completion of several world class new build schemes and buyers focused on turnkey properties, but it also marks a clear shift away from a time when larger homes with private outdoor space topped every buyer's wish list.

Best in class properties in London's long-established prime locations continue to lead the market, with Chelsea, Kensington and Belgravia accounting for a third of all £5 million-plus sales so far this year. Yet new build schemes such as The Whiteley and Park Modern in Bayswater are undoubtedly redrawing the prime map of London.



CONTACT

As prime Central London continues to be the top performing market, buyers, sellers and investors may wonder what we can expect for 2023 and beyond. Whatever your property needs, we're here to offer market insight and property advice. We'd love to hear from you to discuss any queries you may have.

Jonathan Hewlett

Chairman

The Private Office

+44 (0) 20 7824 9018

jhewlett@savills.com

Frances McDonald

Director

Residential Research

+44 (0)20 7409 5905

frances.mcdonald

@savills.com

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Q2 2023 ANALYSIS

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MARKET DATA: Q2 2023

+22%

The increase in number of transactions compared to Q1 2023

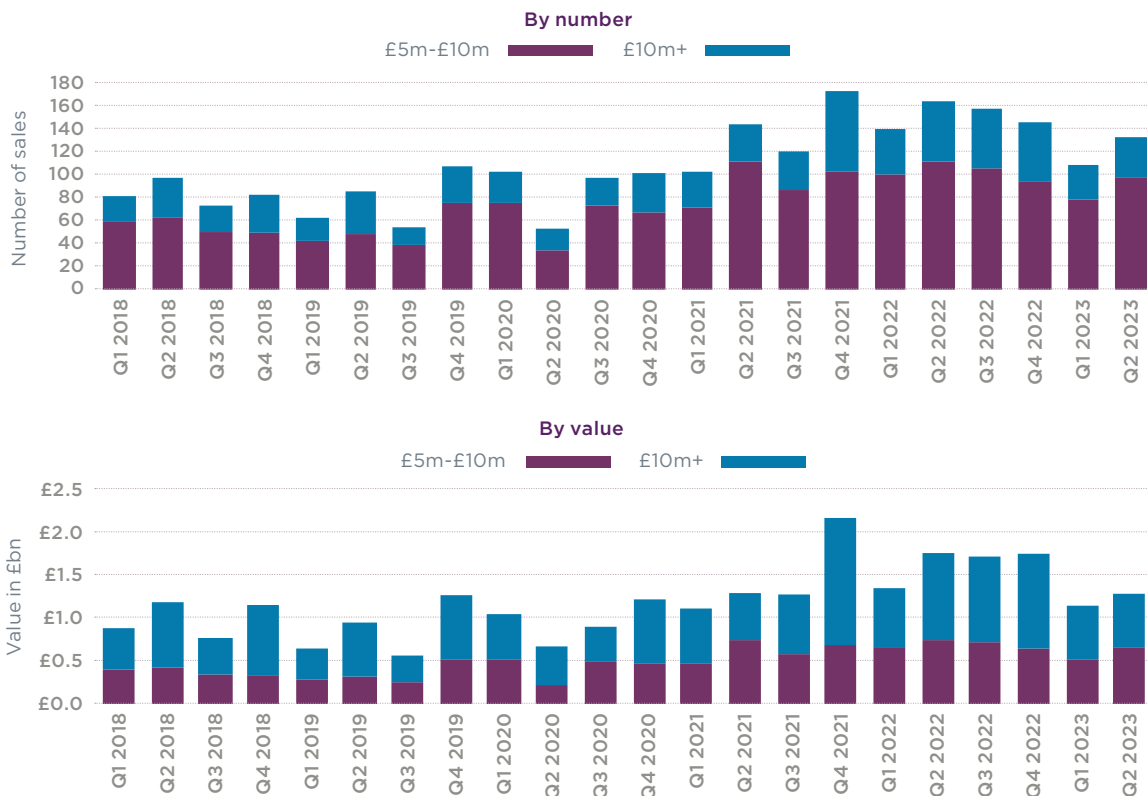
£2.4bn

The total value of £5million-plus transactions year-to-date

44%

The proportion of properties sold year-to-date that were apartments

MARKET DATA: 2018-2023



Source: Savills Research

PRIME CENTRAL LONDON

For over 160 years, we've advised on best-in-class property in London's most desired postcodes. Across 40 London offices, we guide our clients to make the right property decisions, whether they're investing in a luxury pied-à-terre in Mayfair or searching for an elegant family house in Holland Park.