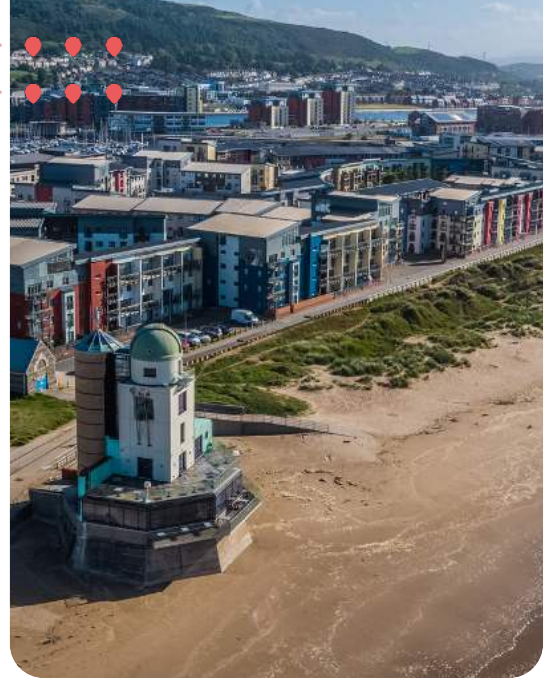




Swansea tops the latest property hotspots

Hotspots Index, September 2026



Our latest Hotspots report is here, revealing the locations with the strongest levels of property seeker activity across sales and lettings. The rankings compare average instructions, enquiries and searches to give each location an overall hotspots score.

We've now included Scotland and Wales in the main rankings, giving us a broader picture across Great Britain. Swansea takes the top spot for sales, while Scottish locations also feature strongly across both the sales and lettings rankings.

Top 10 sales hotspots across England, Scotland and Wales



1. Swansea
→ New entry



2. Dundee
→ New entry



3. Edinburgh
→ New entry



4. Bradford
→ Previous ranking #4



5. Blackburn
→ Previous ranking #5



6. Glasgow
→ New entry



7. Liverpool
→ Previous ranking #7



8. Aberdeen
→ New entry



9. Wigan
↑ Previous ranking #12



10. Sunderland
↓ Previous ranking #9

Check out the full list
at [OnTheMarket](#)

Great Britain's sales hotspots

Swansea topped this month's Hotspots list, with Dundee and Edinburgh taking second and third. Bradford was England's highest scoring location, sitting in fourth overall, followed by Blackburn, Glasgow, Liverpool and Aberdeen. Looking at the top ten overall, only Wigan and Sunderland saw movement from the month before, with Wigan moving up three places and Sunderland dropping one.

At the other end of the list, Brighton sits in last place with Southend-on-Sea, Mansfield, Ipswich and Peterborough completing the bottom five.

Among the biggest changes in the sales rankings, Wakefield climbed 16 places to 17th and Huddersfield rose 11 places to 19th. Slough fell 14 places to 31st, Crawley moved down 16 places to 47th while Reading recorded the biggest drop, falling 17 places to 32nd.

London's sales hotspots

The City of London has become the number one hotspot for London sales this month, taking over from Barking & Dagenham which now sits in second. Havering remains in third place while Bexley and Redbridge have swapped positions, sitting in fourth and fifth respectively.

Meanwhile, Tower Hamlets has dropped one position to now sit at the end of the list, with Lambeth climbing one spot above it. Southwark, Hammersmith & Fulham and Haringey also sit in the bottom five.

The biggest changes in London's sales hotspots include Ealing, which climbed seven places from 26th to 18th, while Barnet and Camden both rose five places to 16th and 17th respectively. Elsewhere, Bromley fell five places from 16th to 21st, while Greenwich moved down four places from 20th to 24th.

Top 10 London sales hotspots

 1. City of London ↑ Previous ranking #2	 2. Barking & Dagenham ↓ Previous ranking #1	 3. Havering → Previous ranking #3	 4. Bexley ↑ Previous ranking #5
 5. Redbridge ↓ Previous ranking #4	 6. Sutton ↑ Previous ranking #8	 7. Hillingdon → Previous ranking #7	 8. Newham ↓ Previous ranking #6
 9. Croydon → Previous ranking #9	 10. Enfield → Previous ranking #10	Check out the full list at OnTheMarket	

Great Britain's lettings hotspots

In the lettings market throughout Great Britain, England has a larger presence in the top ten. Blackpool sits at the top of the list, followed by Edinburgh, Telford, Birkenhead and Wigan. Hull sits in sixth place, with Glasgow, Burnley, Middlesbrough and Exeter closing out the top ten.

At the bottom of the list Brighton continues as the “coldest” spot, with Nottingham. Newcastle-Upon-Tyne, London and Cambridge closing out the bottom five.

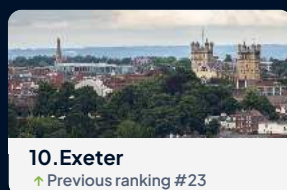
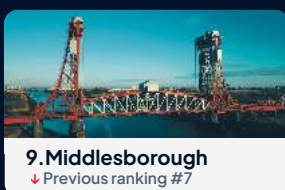
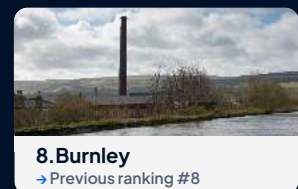
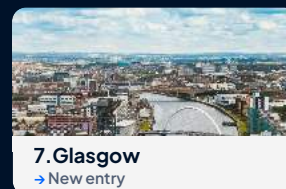
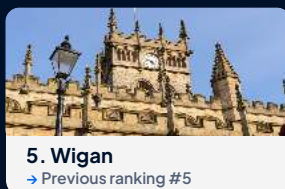
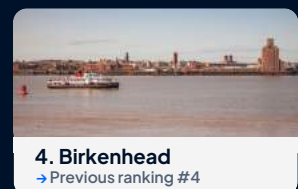
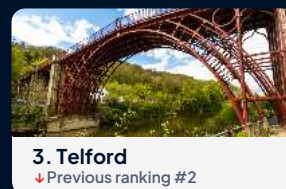
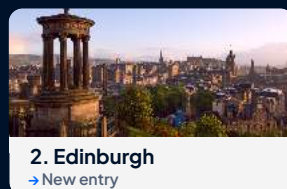
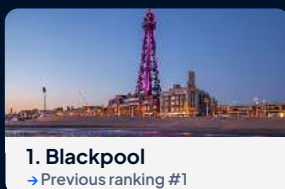
The biggest changes in the lettings rankings saw Exeter climb 13 places to 10th, while Aberdeen rose 10 places to 21st. Cardiff also moved up 13 places to 41st. Meanwhile, Doncaster and Blackburn both fell 13 places, to 24th and 37th respectively.

London's lettings hotspots

In the London lettings market, Barking and Dagenham holds the top spot, with Redbridge and Havering swapping places to sit in second and third respectively. Croydon climbs three places to fourth place while Sutton remains in fifth place.

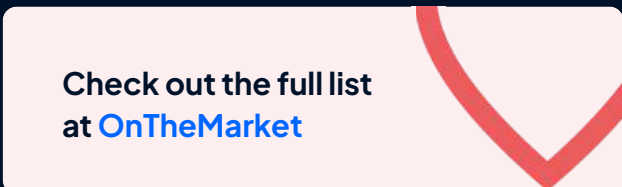
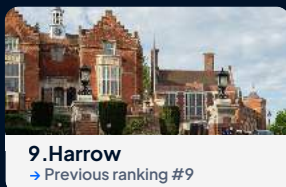
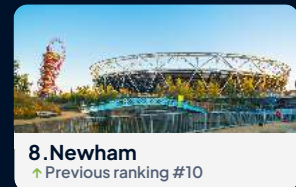
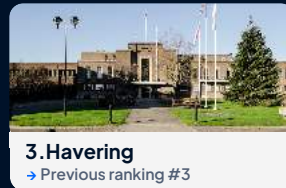
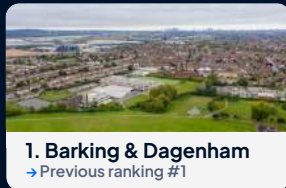
At the other end of the table, Westminster has dropped one place to sit at the bottom while Kensington & Chelsea, Camden Wandsworth and Hammersmith & Fulham make up the bottom five.

Top 10 lettings hotspots across England, Scotland and Wales



Check out the full list
at [OnTheMarket](#)

Top 10 London lettings hotspots



Jason Tebb
President, OnTheMarket

“Our latest Hotspots report underlines just how varied market conditions are across Great Britain, with different regions moving at very different speeds. This month we’ve seen strong momentum in places such as Swansea, Dundee and Edinburgh, while other areas have cooled, reflecting shifting consumer priorities and localised supply-and-demand dynamics.

What stands out is the level of movement across both sales and lettings. Significant jumps from locations like Wakefield and Exeter show how quickly markets can respond to changes in affordability, stock levels and lifestyle drivers. Equally, the declines seen in places such as Reading and Doncaster highlight the importance of staying close to evolving consumer behaviour.

The broader picture is one of a market in flux; not unstable but continually recalibrating. Regional divergence is becoming more pronounced, and this creates both challenges and opportunities for agents. Those who understand their local data, anticipate shifts and adapt their strategies accordingly will be best placed to succeed.

At OnTheMarket, our focus is on giving agents the insight they need to navigate these changes with confidence. The Hotspots report is a reminder that the property market is never static, and that informed, agile decision-making is essential in a landscape where performance can change significantly from one month to the next.”





Methodology

The OnTheMarket Hotspots ranking data is calculated by looking at the number of available sales properties within a certain area in England, and comparing that against the volume of onsite activity over the same period to create a score that is representative of the intensity of interest in that market.

Areas are ranked by this score and this score is compared across different time periods to show how the 'heat' of the market is changing over time.

In this report we've refreshed our approach, moving to a month-on-month comparison and expanding the rankings to include locations across Scotland and Wales.

For all enquiries please contact Amelia Collins (acollins@onthemarket.com).



Full list of Great Britain's sales hotspots

Current position	Location	Change
1	Swansea	0
2	Dundee	0
3	Edinburgh	0
4	Bradford	0
5	Blackburn	0
6	Glasgow	0
7	Liverpool	0
8	Aberdeen	0
9	Wigan	+3
10	Sunderland	-1
11	Burnley	+6
12	Newcastle upon Tyne	-1
13	Barnsley	0
14	Stoke-on-Trent	-4
15	Leicester	+3
16	Preston	-1
17	Wakefield	+16
18	Blackpool	+2
19	Huddersfield	+11
20	Coventry	-1
21	Newport	+2
22	Sheffield	0
23	Hull	-2
24	Middlesbrough	+1
25	Birmingham	+1
26	Luton	-2
27	Cardiff	0
28	Doncaster	+1
29	Leeds	+5
30	Slough	-14
31	Reading	-17
32	Manchester	+3
33	Basildon	-5
34	Swindon	+10
35	London	+3
36	Telford	0

Current position	Location	Change
37	Milton Keynes	0
38	Nottingham	+3
39	Oxford	+8
40	Warrington	+8
41	York	+5
42	Derby	-2
43	Plymouth	-11
44	Birkenhead	-2
45	Chatham	-2
46	Southampton	+4
47	Crawley	-16
48	Bristol	-3
49	Aldershot	-10
50	Exeter	+2
51	Norwich	+6
52	Worthing	+8
53	Northampton	+6
54	Bournemouth	+4
55	Gloucester	-6
56	Cambridge	0
57	Portsmouth	-3
58	Peterborough	-7
59	Ipswich	-4
60	Mansfield	-7
61	Southend-on-Sea	0
62	Brighton	0

Full list of Great Britain's lettings hotspots

Current position	Location	Change
1	Blackpool	0
2	Edinburgh	1
3	Telford	-1
4	Birkenhead	0
5	Wigan	0
6	Hull	0
7	Glasgow	+7
8	Burnley	0
9	Middlesbrough	-2
10	Exeter	+13
11	Liverpool	+7
12	Bradford	-3
13	Gloucester	-3
14	Sunderland	-2
15	Preston	+2
16	Newport	-3
17	Dundee	-2
18	Coventry	+8
19	Basildon	0
20	Barnsley	+1
21	Aberdeen	+10
22	Wakefield	-6
23	Stoke-on-Trent	-3
24	Doncaster	-13
25	Luton	0
26	York	+3
27	Plymouth	-5
28	Mansfield	+5
29	Slough	+5
30	Ipswich	-2
31	Warrington	-4
32	Swindon	0
33	Southend-on-Sea	-3
34	Leicester	+2
35	Manchester	+7
36	Crawley	+4

Current position	Location	Change
37	Blackburn	-13
38	Northampton	+8
39	Derby	+11
40	Swansea	-2
41	Cardiff	+13
42	Worthing	+5
43	Bournemouth	+2
44	Southampton	-5
45	Sheffield	-4
46	Portsmouth	-2
47	Aldershot	-12
48	Huddersfield	-11
49	Milton Keynes	-1
50	Leeds	+3
51	Birmingham	-2
52	Bristol	-1
53	Reading	-1
54	Norwich	-10
55	Peterborough	+4
56	Chatham	0
57	Oxford	-2
58	Cambridge	-1
59	London	-1
60	Newcastle upon Tyne	+2
61	Nottingham	0
62	Brighton	-2

Full list of London's hotspots

Sales

Current position	Location	Change
1	City of London	+1
2	Barking & Dagenham	-1
3	Havering	0
4	Bexley	+1
5	Redbridge	-1
6	Sutton	+2
7	Hillingdon	0
8	Newham	-2
9	Croydon	0
10	Enfield	0
11	Islington	+3
12	Harrow	0
13	Hounslow	-2
14	Waltham Forest	-1
15	Richmond upon Thames	0
16	Barnet	+5
17	Camden	+5
18	Brent	0
19	Ealing	+7
20	Lewisham	-3
21	Bromley	-5
22	Westminster	-3
23	Kensington & Chelsea	0
24	Greenwich	-4
25	Merton	-1
26	Hackney	+1
27	Kingston upon Thames	-2
28	Wandsworth	+3
29	Haringey	+1
30	Hammersmith	-2
31	Southwark	-2
32	Lambeth	+1
33	Tower Hamlets	-1

Lettings

Current position	Location	Change
1	Barking & Dagenham	0
2	Redbridge	0
3	Havering	0
4	Croydon	+3
5	Sutton	0
6	Bexley	0
7	Enfield	-3
8	Newham	+2
9	Harrow	0
10	Bromley	-2
11	Hillingdon	+2
12	Lewisham	0
13	Waltham Forest	-2
14	Brent	0
15	Hounslow	0
16	Greenwich	0
17	Barnet	0
18	Haringey	0
19	Ealing	+1
20	Hackney	+1
21	City of London	+1
22	Islington	+4
23	Tower Hamlets	+5
24	Lambeth	-5
25	Merton	-2
26	Kingston upon Thames	-2
27	Southwark	-2
28	Hammersmith & Fulham	-1
29	Wandsworth	0
30	Richmond upon Thames	+1
31	Camden	-1
32	Westminster	0
33	Kensington & Chelsea	0