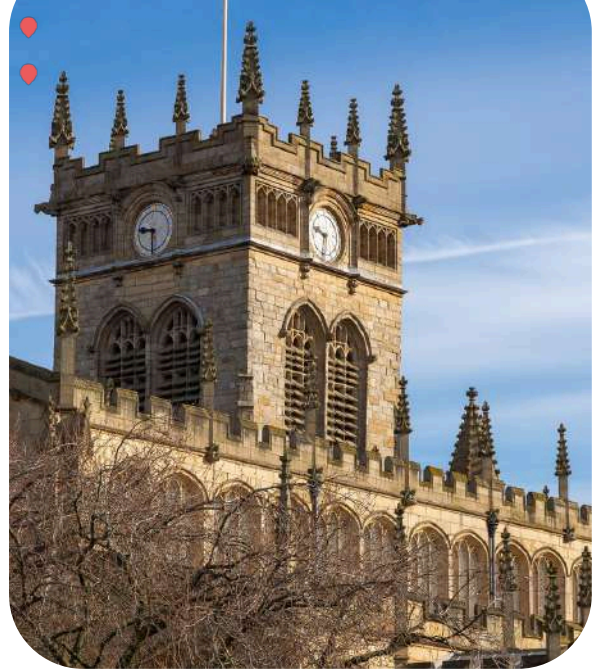


Wigan tops the charts as the UK's fastest-moving sales market at the end of 2025

Under Offer Index, January 2026



In this latest edition of the OnTheMarket Under Offer Index, we track where UK (excluding Northern Ireland) properties for sale and rent received an offer the fastest and where it took the longest to reach an acceptable offer.

The final quarter of 2025 may have seen the UK property market ease off the accelerator, with buyers pausing ahead of the Autumn Budget and activity naturally slowing over the festive period, but that didn't stop some locations from powering ahead.

Our latest Under Offer Index reveals where homes moved fastest in Q4, based on the number of days it takes for a property to reach Sold Subject to Contract (SSTC) or let agreed.

Fastest-paced sales markets in the UK



1. Wigan

50 days to under offer / sold STC



2. Norwich

51 days to under offer / sold STC



3. Burnley

52 days to under offer / sold STC



4. Luton

54 days to under offer / sold STC



5. Aldershot

56 days to under offer / sold STC



6. Swindon

56 days to under offer / sold STC

UK sales market

Wigan takes the crown

Leading the way nationally was Wigan, which climbed six places in comparison to Q3 to become the fastest-moving sales market in the UK. Properties there reached SSTC in an average of 50 days. In the same time period in 2024, Northampton was the fastest property market with the same average time of 50 days.

Close behind were Norwich (51 days) and Burnley (52 days), followed by Luton in fourth place, reaching SSTC in 54 days, with Aldershot and Swindon joint fifth, each taking 56 days.

In comparison to Q4 in 2024, only three locations remain in the top 10. Norwich rose from sixth to second while Sheffield rose one place to eighth and Manchester stayed in the same spot at number 10.

At the slower end of the scale, Hull and Worthing shared the longest time to reach SSTC at 71 days. Brighton (70 days), Leeds (69 days) and Telford (68 days) rounded out the bottom five.

London sales market

Outer boroughs lead the way

Across the capital, Waltham Forest and Bexley emerged as London's fastest-moving sales markets, with properties taking an average of 58 days to reach SSTC. They were followed by Hackney, Barking and Dagenham and Havering, all taking an average of 60 days.

Most of the top 10 in Q4 2025 are familiar, with six London boroughs previously appearing in the top 10 in Q4 2024. While the order has changed, Bexley, Newham, Havering, Kingston upon-Thames, the City of London and Redbridge have remained among the fastest moving sales markets.

Fastest-paced sales markets in London



1. Bexley

58 days to under offer / sold STC



2. Waltham Forest

58 days to under offer / sold STC



3. Havering

60 days to under offer / sold STC



4. Barking & Dagenham

60 days to under offer / sold STC



5. Newham

60 days to under offer / sold STC



6. Hackney

60 days to under offer / sold STC

In contrast, central London bottoms out the Index. Lambeth saw the slowest-moving sales market in London, with properties taking an average of 73 days to reach SSTC. Westminster, Southwark and Wandsworth were close behind at 71 days.

UK rental market

Rental demand stays strong in key regional markets

In the rental market, Burnley once again stood out, with properties reaching let agreed in an average of just 19 days, making it the fastest in the country and significantly quicker than it's equal the previous year, when Plymouth took 23 days to reach let agreed in 2024.

Strong demand was also evident in Plymouth (24 days), Exeter (25 days) and Gloucester (26 days). Worthing, Newcastle and Aldershot followed closely behind, each averaging 27 days on the market.

The top-10 stayed fairly stable in comparison to the same period in 2024, with seven towns and cities remaining. Plymouth fell one spot from first to second while Exeter rose from ninth to third. Newcastle fell two places to number six and Aldershot dropped from third to seventh. Birkenhead, Southampton and Wakefield also fell a couple of spots each to reach their current places.

Meanwhile, Basildon recorded the slowest rental times in Q4 at 47 days, followed by Slough, and Blackburn (46 days). Huddersfield (45 days) and Milton Keynes (43 days) completed the bottom five.

Fastest-paced rental markets in the UK



1. Burnley

19 days to let agreed



2. Plymouth

24 days to let agreed



3. Exeter

25 days to let agreed



4. Gloucester

26 days to let agreed



5. Worthing

27 days to let agreed



6. Aldershot

27 days to let agreed

London rental market

Speed varies widely by borough

In the London rental market, Bexley also topped the table, with properties let in an average of 35 days. Merton, Bromley and Lewisham followed closely at 38 days, while Sutton averaged 39 days.

The London rental market sees the smallest changes in comparison to Q4 2024. Eight of the ten top spots have remained in the list in Q4 2025, including Bexley which remained at number 10. Bromley and Merton both rose higher in the list, now taking second and third spots respectively. Meanwhile, Sutton, Waltham Forest, Barking and Dagenham, Lambeth and Havering have all fallen slightly but remain within the ten fastest-moving markets.

At the other end of the scale, Kensington and Chelsea recorded the longest times on the market at 51 days, followed by Richmond upon Thames (50 days) and Westminster (49 days). Hounslow (48 days) and Barnet (46 days) completed the bottom five.

Fastest-paced rental markets in London



1. Bexley

35 days to let agreed



2. Bromley

38 days to let agreed



3. Lewisham

38 days to let agreed



4. Merton

38 days to let agreed



5. Sutton

39 days to let agreed



6. Barking & Dagenham

40 days to let agreed



Comments



Marc von Grundherr
Director, Benham and Reeves

Benham
& Reeves

Commenting on London's performance and Q4 business results:

“Q4 was always going to be a more measured period for the London market, with buyers taking stock ahead of the Autumn Budget and activity naturally easing as the year drew to a close. That said, what this data highlights very clearly is the continued divergence within the capital itself.

Outer London boroughs have remained far more fluid, with more realistic pricing and stronger affordability helping to keep transactions moving, even during a traditionally quieter quarter. In contrast, prime and central London locations have seen longer transaction times, largely reflecting higher price points and a more cautious buyer profile, particularly on the side of international buyer, rather than a lack of underlying demand.

From our perspective, Q4 was less about a slowdown and more about a recalibration. Buyers were still active, but increasingly selective, and where sellers aligned with market conditions, homes continued to transact in good time. As we moved into 2026, that underlying demand has remained in place, positioning the London market well for a steadier year ahead.”





Methodology

Data for average time under offer and let agreed from October to December 2025 compared with the same period in 2024.

Please note that between this edition and the last edition of our Under Offer Index, we have changed the way we measure the average time taken to reach SSTC or let agreed which may alter historical data.

If you have any questions about the way we reached these figures or would like to see historical data, please contact acollins@onthemarket.com

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