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#### **FORTHCOMING ISSUES**

DATE OF ISSUE CONTENT	
14.10.2025 Q3 2025 data (including price indices and housing loan data)	
12.11.2025 October 2025 data	
12.12.2025 November 2025 data	

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# GENERAL INFORMATION CONSERNING THE CONTENT OF THE PRESENT PUBLICATION

Attention! The present publication must not serve as grounds for estimating, or making conclusions in relation of Duna House business profitability.

All data, information, estimates and professional statements presented in the publication are developed based on data gained from the activities of Duna House Holding members, or in some cases are based on subjective experience. Application of those for the entire Hungarian property market may require additional corrections.

Data sources - unless indicated differently at the given section - derive from the database operated by Duna House Holding, the content of which is compiled by members of the network upon their individual judgement and information gained from clients. The operator does not take responsibility for the comprehensiveness of the data. Data presented in the present publication is mainly based on parameters of property transactions in major Hungarian cities given by Duna House branch offices and agents.











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### **EXECUTIVE SUMMARY**

#### PROPORTION OF FIRST-TIME HOME BUYERS SOARED IN BUDAPEST

- Effects of Otthon Start: Demand reached a 13-year high, exceeding the previous year's figure by nearly 22%.
- First-time home buyers on the rise: In Budapest, their share jumped from 23% to 36% in one year.
- Bargaining no more: Buyers' room for negotiation down to an average of 1-2% in Budapest.

August 2025 was dominated by the effects of the Otthon Start Program. The new scheme generated extremely high demand and stimulated the entire market: the number of transactions shot up by 20% in one month, prices rose sharply, and the composition of demand shifted toward young buyers and first-time homebuyers. Although lending has temporarily slowed down, a huge credit market boom is expected in the coming months on the back of the new scheme.

#### Transactions and lending: Different trajectory, common cause

In August, 11,369 transactions were completed, 19.8% more than in July, marking the strongest August figure since 2020. Demand was strongly fuelled by the Otthon Start Program, which encouraged eligible buyers to enter the market and ineligible buyers to accelerate their purchase decisions.

In contrast, the mortgage market temporarily stalled: the volume of HUF 120 billion showed an 11.1% decline on a monthly basis, as many buyers decided to hold off in anticipation of discounted loans.

This means that both trends are fuelled by the same underlying factors and the market may reach new records in the coming months.

#### Prices and bargaining: Shrinking room for manoeuvre

The Budapest housing market has seen spectacular price increases over the past year: average prices for brick and mortar homes in the city centre rose by 44% year-on-year, while prices in Buda and Pest rose by 13% and 20%, respectively.

Concrete block apartments saw a smaller but still significant increase (Buda: HUF 1.25 million per sq. m., Pest: HUF 1.09 million per sq. m.). In the country, the market share of more expensive apartments priced north of HUF 50 million increased, especially in County Pest.

The room for negotiation in Budapest was minimal, only 1-2%, another sign of the intensity of demand. In the country, however, things looked brighter for buyers with owners offering discounts of 3-6%, depending on the type of property.

#### Demand: 13-year record and regional preferences

The Duna House Demand Index jumped to a 13-year high of 110 points, which can clearly be attributed to the direct impact of the Otthon Start Program. Interest remained focused: District 13 continues to lead (25.4%), followed by Zugló (District 14) and Újbuda (District 11).

The buyer profile in Budapest reflects a rise in the share of younger, first-time home buyers: it jumped from 23% to 36% in one year. This is in line with the Otthon Start Program's main objective, which is to support young homebuyers. Meanwhile, in the country, 30-40-year-olds dominated, also accompanied by a high share of first-time home buyers (32%).

#### Sellers' side: Focus on the sale of investments

The proportion of sellers cashing in on a residential property investment increased in both Budapest and in the country (41% and 26%, respectively). Moving into a larger home took a back seat, which may be a consequence of rapidly rising prices and a shrinking supply.

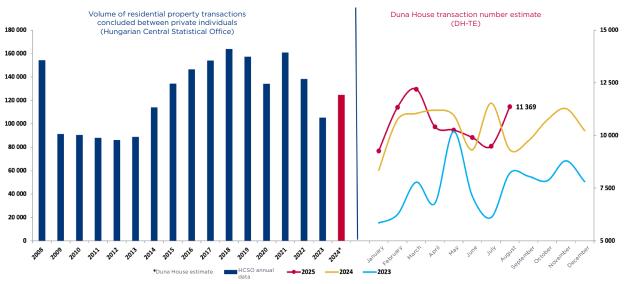
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### TRANSACTION DATA

### **DUNA HOUSE TRANSACTION NUMBER ESTIMATE (DH-TE)**

Duna House presents its monthly Transaction Number Estimate (DH-TE) and Mortgage Forecast below, showing that 11,369 residential property transactions were concluded in August 2025 and residential mortgage contracts worth HUF 120 billion were signed in the whole of Hungary.



After a slowish summer, the Otthon Start Program spectacularly boosted the domestic housing market already in August. Based on its proprietary data, Duna House estimates that there were **11,369** transactions nationwide, representing a **21.9%** increase in the number of sales compared to the same period last year, but even compared to the previous month, the data shows a significant **19.8%** jump. This is the highest August figure since 2020.

Remarkably, even buyers who were not eligible for the Otthon Start Program brought forward their purchase decisions, resulting in a significant surge in demand in August.

Also in August, based on domestic data from Credipass, the international financial brand of the Duna House Group, the estimated loan volume was **HUF 120 billion**, which represents a **11.1%** decrease compared to the previous month's estimate, but a **9.7%** increase compared to the factual MNB data for the same period last year.

The month-on-month decline is primarily explained by the fact that some of the ongoing transactions were postponed so that customers could take out loans under the Otthon Start Program, which temporarily reduced the volume of loans applied for in August.

All in all, it looks like the housing and the credit markets moved in opposite directions, but in fact, both trends shared the same underlying factor, i.e. the launch of the Otthon Start Program.

The slowdown can therefore be considered temporary, as industry consensus suggests that the launch of Otthon Start could lead to new record lending volumes.

	THE TABLE BELOW SHOWS MONTHLY TRANSACTION VOLUME ESTIMATES OF DUNA HOUSE											
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2022	10 815	13 793	14 548	11 911	12 519	10 859	8 978	9 748	9 200	8 326	8 000	6 474
2023	5 853	6 253	7 787	6 787	10 187	7 120	6 107	8 213	8 067	7 853	8 800	7 813
2024	8 354	10 754	11 046	11 200	10 969	9 323	11 538	9 323	9 754	10 738	11 277	10 231
2025	9 267	11 338	12 200	10 415	10 262	9 908	9 492	11 369				

Methodology behind DH-TE: Regardless of the time of year, the most important indicator of the real estate market is the annual number of sale transactions. The DH-TE figure is an estimate published by Duna House and it reflects interim approximate data. The estimate is based on the number of monthly property transactions brokered by Duna House and the estimated market share of Duna House. The estimate of the current monthly market share of Duna House is based on the following indicators: 1. Data published by the Hungarian Central Statistical Office on transactions among private individuals. Since the Statistical Office publishes data with several months' delay, market share can be adjusted retroactively which also results in a more accurate estimate as well. Please note: After 2016 and as a consequence of the boom in newly-built apartments, pre-contracted purchase transactions appear in the statistics of the Statistical Office with a delay of several months or even one or two years, after the capital transfer tax has been levied, which results in anomalies in the statistics. 2. The number of Energy Certificates issued; 3. Subjective assessment based on other management information from Duna House Holding.

Please also note that DH-TE data cannot be used for defining the volume of transactions brokered by Duna House, or for estimating the business profit of Duna House Holding or for the drawing of any related conclusions.

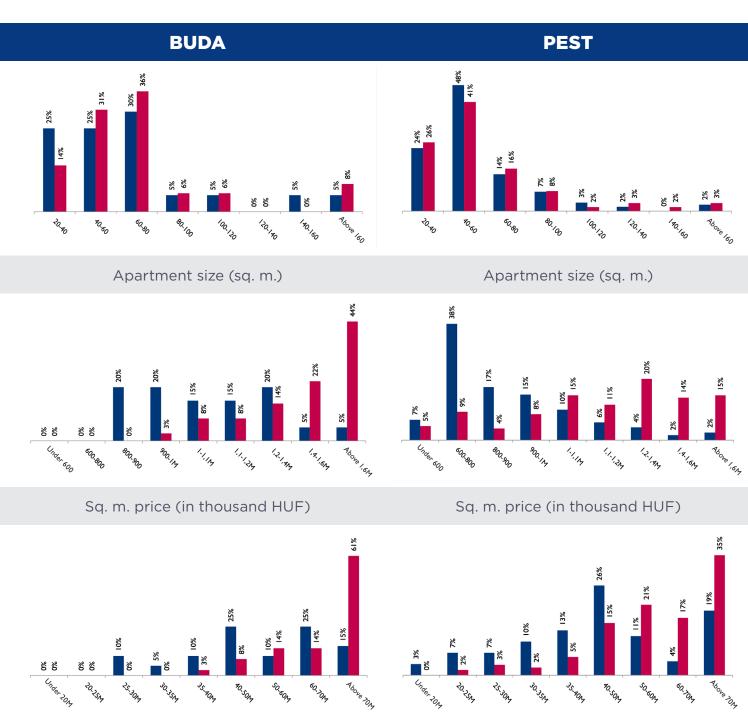
Mortgage forecast: Figures published by Credipass can primarily be used for quick trend forecasts; the National Bank of Hungary publishes the actual figures for the second last month at the beginning of each month.



### TRANSACTION PARAMETERS IN BUDAPEST

Based on Duna House sales data, in July there was strong demand in Buda primarily for flats measuring 60-80 and 40-60 sq. m.: 36% and 31% of sales fell into these categories, respectively. While at this time last year around 40% of flats in Buda were sold at a price per sq. m. of less than HUF 1 million, by July this year these prices had completely disappeared from the market: 66% per cent of sales were in the range above HUF 1.4 million per sq. m. There has also been a dramatic change in the total purchase price of properties: while in August 2024 only 15% of sales involved flats priced higher than HUF 70 million, by July this year this figure had risen to 61%.

On the Pest side, too, flats between 40 and 60 sq. m. dominated, accounting for 41% of sales. There has also been a significant shift in sq. m. prices here: while last year 38% of properties sold were priced at HUF 600-800 thousand per sq. m., this proportion has now fallen to 9%, and the number of flats sold in the price range above HUF 1 million saw a dramatic increase. In Pest, properties with price tags exceeding HUF 70 million were also the most common.



Apartment price (in million HUF)

Apartment price (in million HUF)

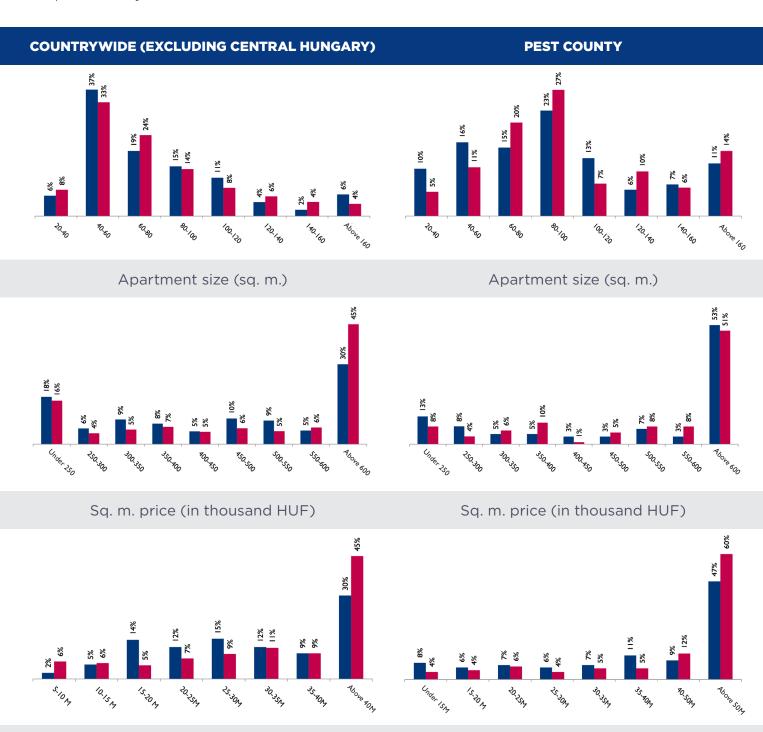
August 2024 August 2025

### TRANSACTION PARAMETERS IN THE COUNTRY

With the exception of Central Hungary, homes with a floor space of between 40 and 60 sq. m. were in highest demand in the whole of Hungary, with a share of 33%. Only 16% of sales were concluded at prices below HUF 250,000 per sq. m., while most (45%) of the properties sold were at the opposite end of the scale, in the price category above HUF 600,000 per sq. m. In terms of property value, the "over HUF 40 million" bracket dominated with a 45% majority.

According to Duna House sales data, in County Pest in August 2025, 27% of homes sold had a floor space of 80-100 sq. m., while 20% fell into the 60-80 sq. m. category. In terms of sq. m. prices, more than half of the transactions, 51%, were in the "HUF 600,000 and above" bracket.

The percentage of properties sold for more than HUF 50 million in County Pest increased by 13 percentage points compared to last year.



Apartment price (in million HUF)

August 2024 August 2025

Apartment price (in million HUF)



### SALES DATA - PRICES - BARGAINING MARGINS

According to Duna House data from August, the average price per sq. m. of concrete block apartments rose both in the country and in the capital. Buyers can expect an average price per sq. m. of HUF 671,000 in the Eastern part of the country and HUF 726,000 in the Western part, with a 2% change in the asking price and a 3% bargaining in the former. In the West, owners reduced the asking price by only 1%, accompanied by a 3% discount in the bargaining phase. Nationwide, prices for brick and mortar properties rose slightly compared to the same period last year: the average price per sq. m. was HUF 391,000 in the East and HUF 507,000 in the West. Owners reduced the advertised price by 3-5% during the sales process and also left room for 5-6% bargaining.

		BLO	CK COUN	TRYWIDE				
		EAS <sup>-</sup>	г	WEST				
	price	change price sq. m. price in listing bargain price				sq. m. price	change in listing price	bargain
August 2024	30 214 000	553 000	3%	4%	28 871 000	549 000	3%	4%
August 2025	38 286 000	671 000	2%	3%	38 305 000	726 000	1%	3%
Rate of Change		21%		32%				
		BRI	CK COUN	TRYWIDE				
		EAS <sup>-</sup>	г			WES.	г	
	price	sq. m. price	change in listing price	bargain	price	sq. m. price	change in listing price	bargain
August 2024	28 482 000	364 000	6%	6%	38 749 000	448 000	5%	6%
August 2025	34 603 000	391 000	3%	5%	39 919 000	507 000	5%	6%
Rate of Change		7%				13%		

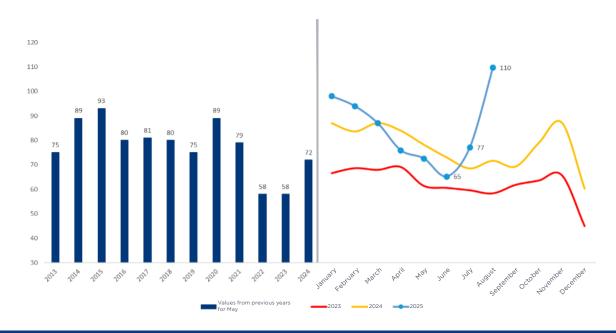
The price per sq. m. of concrete block units rose in the capital, too, increasing to HUF 1,248,000 in Buda and HUF 1,092,000 in Pest compared to the same month last year. There was a minimal, 1% change in the target price on both the Buda and the Pest sides. Buyers' bargain was also only 1% on both sides of the river compared to the target price. In contrast to the trend in the country, the average sq. m. prices of brick and mortar homes increased significantly in August this year: Following a 16% rise in Buda, the price is now HUF 1,534,000 per sq. m., while in Pest prices went up by 20% and in the city centre by 44%. Owners reduced their asking prices by 3% in Buda and 2% in both Pest and in the city centre. Buyers' bargaining room was 1% in the districts of Buda while sellers conceded 2% in Pest, but the margin for bargaining reached 5% in the city centre.

BLOCK BUDAPEST											
BUDA PEST											
	price	sq. m. price	change in listing price	bargain	price	sq. m. price	change in listing price	bargain			
August 2024	64 100 000	910 000	4%	4%	41 335 000	825 000	1%	4%			
August 2025	70 758 000	1248 000	1%	1%	56 262 000	1092000	1%	1%			
Rate of Change	ate of Change 37%					32%					

BRICK BUDAPEST												
		BUDA			PEST				INNER CITY			
	price	sq. m. price	change in listing price	bar- gain	price	sq. m. price	change in listing price	bar- gain	price	sq. m. price	change in listing price	bar- gain
August 2024	99 462 000	1358 000	3%	3%	51 036 000	830 000	3%	3%	60 114 000	1002000	3%	6%
August 2025	113 249 000	1534 000	3%	1%	62 992 000	996 000	2%	2%	84 193 000	1447 000	2%	5%
Rate of Change		13%				20%				44%		

# **BUYERS - DEMAND INDEX**

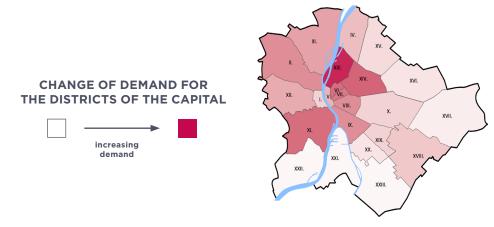
The Duna House housing market demand index reached a 13-year high: it closed at 110 points in August 2025, the highest since January 2012. The increase of nearly 43% compared to July and 53% compared to the same month last year is clearly attributable to the impact of the Otthon Start Program.



Methodology behind Demand Index: The basis of the estimate is the activity registered by our agents in various, mainly major cities and Duna House offices. Corrections are made depending on the number of active agents and working days. The Demand Index is an important indication of buyer side's reactions to political decision or solutions offered by the financial sector. Demand Index is a quantitative indicator which has no direct connection with the realized or future transaction numbers. The latter is a qualitative issue highly affected by market environment and available financial product.

# **DEMAND FOR INDIVIDUAL DISTRICTS**

In August this year, the popularity of District 13 remained unbroken in the list of the most sought-after districts in the capital: according to a survey by Duna House, 25.4% of home buyers indicated it as their preferred location. Zugló came second again, while District 11 came third once more.



**Methodology:** Our clients with a purchase intention indicate their preferred districts (more at the same time) when meeting our agents. The above preference map is put together based on this "popularity information".

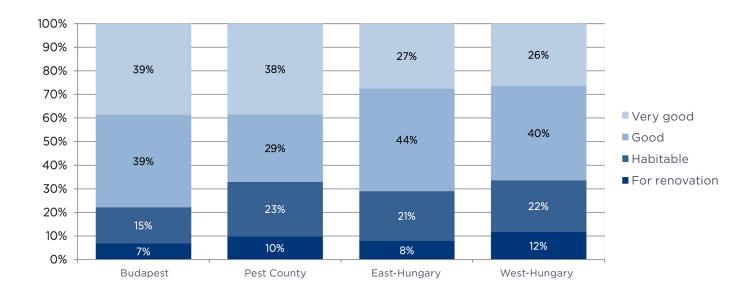
Data is analysed based on real estate transactions brokered by Duna House. The territorial distribution of DH transactions may differ from the territorial distribution of the market as a whole. Duna House Holding pursues its real estate agency activities mainly in Budapest and in major cities. Duna House Holding does not make corrections in view of the differences in territorial distribution between its own transactions and of the market in general.

DISTRICT	AUGUST 2024	AUGUST 2025
District 1	9,3%	8,6%
District 2	17,3%	16,4%
District 3	12,0%	14,3%
District 4	6,6%	11,1%
District 5	11,2%	12,3%
District 6	16,2%	19,3%
District 7	16,8%	18,7%
District 8	11,9%	16,0%
District 9	13,6%	16,9%
District 10	7,3%	9,1%
District 11	19,1%	19,8%
District 12	13,9%	13,2%
District 13	17,9%	25,4%
District 14	15,3%	20,3%
District 15	6,0%	8,2%
District 16	4,8%	7,2%
District 17	6,0%	6,2%
District 18	9,1%	9,8%
District 19	6,7%	9,0%
District 20	6,5%	6,9%
District 21	3,4%	4,2%
District 22	4,1%	4,2%
District 23	2,7%	3,2%



### **QUALITY PREFERENCES**

According to Duna House's August sales data, properties in a "good" condition were in highest demand on the domestic market nationwide, followed by apartments in a "very good" condition. Properties "in need of renovation" were most popular among home buyers in Western Hungary (12%), followed by Eastern Hungary (8%), County Pest (10%), and Budapest (only 7%).



# TURNOVER SPEED (TIME NEEDED TO SELL)

According to Duna House's August data, concrete block apartments continue to sell the fastest: in the country, they sold in an average of 78 days, while in Budapest they often found buyers within two months. Brick and mortar flats and houses took an average of 82 days to sell in the capital, while in the country the typical selling time was 3-3.5 months. The data shows an acceleration by 20-30 days in almost all segments compared to selling times one year earlier.

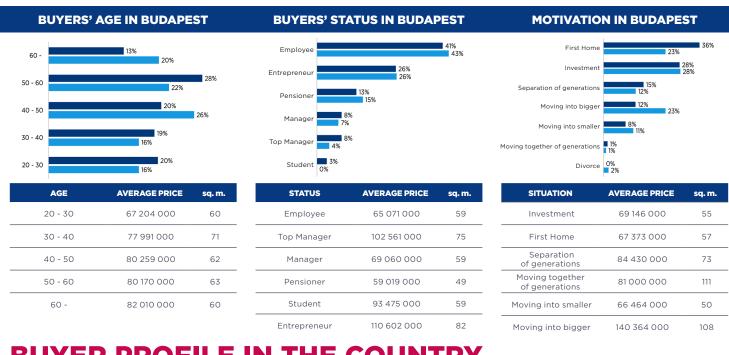
ВLОСК									
TIME NEED OF SALE/DAY									
	EAST	WEST	BUDA	PEST					
August 2024	93	94	95	78					
August 2025	72	84	51	58					

BRICK										
TIME NEED OF SALE/DAY										
	EAST	WEST	BUDA	PEST	INNER CITY					
August 2024	138	142	122	117	126					
August 2025	94	108	85	79	81					

Data presented above relating to age, status and reason of purchase have been acquired through voluntary declarations of our clients. Therefore, they qualify as a sample and are regarded as estimates.

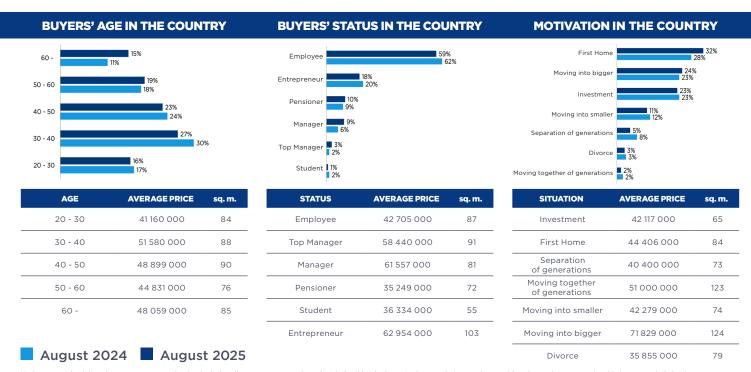
### **BUYER PROFILE IN BUDAPEST**

According to data collected by Duna House, in August 2025, 28% of home buyers in Budapest were between the ages of 50 and 60. The share of buyers aged 40-50 decreased compared to last year's figure. Forty-one percent of buyers in the capital were employees and 26% were self-employed. The proportion of first-time home buyers increased significantly, from 23% to 36%, while that of those moving into a larger home fell by about half compared to last year, to 12%. On average, buyers spent HUF 69.1 million on a property investment and HUF 67.4 million on a first home.



## BUYER PROFILE IN THE COUNTRY

Based on sales in the country concluded with the assistance of Duna House, in August 2025, the 30-40 age group proved to be the most active, accounting for 27% of buyers, while those aged 40-50 accounted for 23%. The majority (59%) of buyers were employees, and purchases were primarily driven by the desire to buy a first home (32%), with nearly one in four clients moving into a larger home. Investors continue to play a significant role, accounting for 23% of all purchases. They spent an average of HUF 42.1 million; those moving into larger homes spent HUF 71.8 million. while first-time home buyers spent HUF 44.4 million on creating a new home.

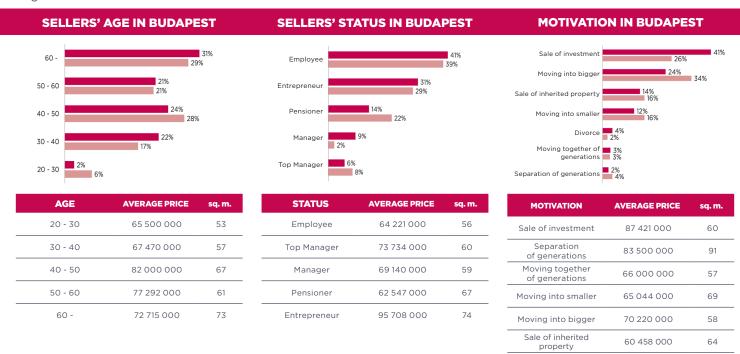


Under our methodology investment as a motivation includes all property transactions that, judged by the buyer's characteristics, can be considered as an investment, i.e. this is not a strictly business category It includes all family investments and short-term investors who buy a property in a poor state of repair, renovate it and sell it on immediately. These latter buyers have a favourable effect on improving the overall state of repair of the existing pool of properties and are, in view of current construction industry and property market conditions, performing a welcome activity.



### SELLER PROFILE IN BUDAPEST

Thirty-one percent of owners selling a home in the capital were over the age of 60, and the proportion of young sellers aged 20-30 fell from 6% last year to 2%. Forty-one percent of sellers were employees. The most common reason for selling was parting with a previous investment, with the proportion increasing from 26% to 41% compared to August last year. In contrast to the sale of a property investment, there was an opposite trend as regards sales motivated by moving into a larger home: the share of these transactions fell from 34% to 24%.



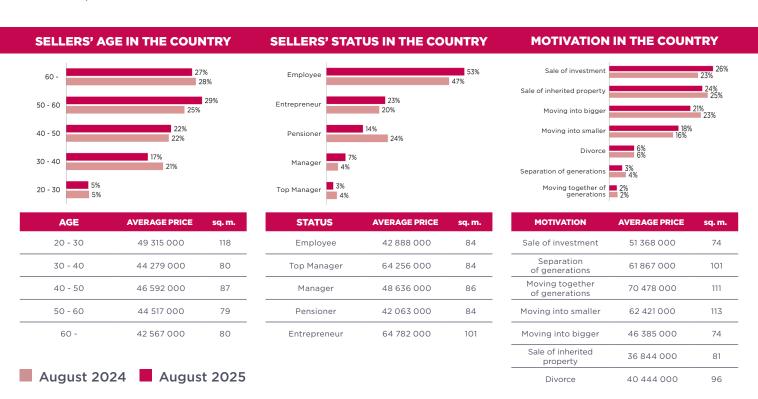
## SELLER PROFILE IN THE COUNTRY

According to data collected by Duna House in August 2025, 29% of sellers in the country were between the ages of 50 and 60 and 53% worked as employees. The most common reason for selling was cashing in on a previous residential property investment, which was the motivation in 26% of cases.

Divorce

89 880 000

88





#### **DECISION SUPPORTIVE BUSINESS ANALYSIS FOR ALL.**

Duna House research department's experienced team offers the preparation of personalized and customized market studies, reports, as well as answers to project specific needs.

The greatest advantage of Duna House studies is the provision of the most up-to-date information to our clients, based on our own database of a wide scale and inputs both on the demand and supply side of the market.

Duna House's database is the largest collection of up-todate real sale and purchase data in the country, containing information in addition to prices about demand, bargain potential, quality preferences and client profiles. Our analytical portfolio also includes the latest mortgage data for the support of a comprehensive research.

#### WHO IS IT INTENDED FOR?

Our analytical studies can support all those who believe in the power of data and facts, and who wish to make their business decisions based on them.

#### WE RECOMMEND OUR STUDIES TO:

- ✓ Constructors and developers
- ✓ Project owners and investors
- ✓ Community managers
- ✓ Municipalities

REQUEST AN OFFER AND GET THE MOST OUT OF DUNA HOUSE MARKET DATA!

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