

# DUNA HOUSE BAROMETER

The latest property market info  
from Duna House network

**Issue 150**  
**Q4 2023**  
**and December 2023**



## PRIVACY POLICY

Statistical information and estimates published in the Duna House Barometer are the intellectual property of Duna House Franchise Ltd. Statistical information and estimates presented in the Duna House Barometer are for information purposes only, for the complexity and accuracy of which Duna House Holding does not take responsibility.

Statistical information and estimates published in the Duna House Barometer can be used for individual purposes and responsibility by any person with reference to the following conditions:

- Statistical information and estimates published in the Duna House Barometer must remain unchanged when presented.
- Statistical information and estimates presented in the Duna House Barometer must be published only with exact source indication: words "Source: Duna House Barometer" must be indicated right prior or following the text. If in context, it must directly refer to Duna House Barometer as source.

Any use other than the above will imply legal juridical measures. Duna House is entitled to claim the termination of misuse and refund of the entire damage caused. In case of breaching regulations of link posting Duna House is entitled to instantly remove the link pointing to the webpage and claim the refund of its damages.

## FORTHCOMING ISSUES

DATE OF ISSUE	CONTENT
12.02.2024	January 2024 data
12.03.2024	February 2024 data
12.04.2024	Q1 2024 data (including price indices and housing loan data)

**Duna House Barometer is available from the 12th day of each month (forthcoming weekday if weekend) on the webpage: [www.dh.hu/barometer](http://www.dh.hu/barometer)**

If you wish to receive Duna House Real Estate Barometer or download previous issues visit our webpage: [www.dh.hu](http://www.dh.hu)

## GENERAL INFORMATION CONCERNING 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.

For newly built apartment market data our cooperating partner is ELTINGA Property Market Research Centre and ECRS Hungary Kft, the compilers of the Budapest Property Market Report.

[www.eltinga.hu](http://www.eltinga.hu)



## CONTENT:

- |            |   |
|------------|---|
| <b>2.</b>  | Privacy Policy, Forthcoming issues            |
| <b>4.</b>  | Executive Summary                             |
| <b>5.</b>  | Transaction data                              |
| <b>6.</b>  | Transaction parameters in Budapest            |
| <b>7.</b>  | Transaction parameters in the country         |
| <b>8.</b>  | Residential property Indices - National       |
| <b>9.</b>  | Residential property Indices - Regional       |
| <b>10.</b> | Mortgage Data                                 |
| <b>12.</b> | Data on new constructions                     |
| <b>14.</b> | Sales data, prices, bargaining                |
| <b>15.</b> | Demand Index, Demand for individual districts |
| <b>16.</b> | Client profile: buyers                        |
| <b>17.</b> | Client profile: sellers                       |
| <b>18.</b> | Quality preferences, Turnover speed           |



## EXECUTIVE SUMMARY

### 2023 ENDED ON A HIGH NOTE FOR THE HUNGARIAN RESIDENTIAL PROPERTY MARKET

The real estate market closed December buoyantly, with 21% more sales than a year earlier. Thanks to the year-end rush, sales volume of the segment reached the 90-110,000 range expected by experts. With its 7813 transactions estimated by Duna House, December was the third strongest month of the year, a rare phenomenon as the end of the year is typically one of the weakest periods. For 2024, Duna House expects 110-130,000 sales and a brisker residential property market. The end of the year was also a busy time for the credit market, with Credipass, the international financial brand of the Duna House Group estimating a residential mortgage loan volume of HUF 67 billion in December this year, 63% more on a year-on-year basis. Based on the official data published by the National Bank of Hungary up to November and on the December forecast of Credipass, the HUF mortgage market closed the year slightly below HUF 600 billion. Credipass expects a stronger, more active market with a sales volume of HUF 750-850 billion in 2024, driven by the positive impact of the newly announced voluntary APR cap and the favourable loan structures available through home purchase subsidies.

According to Credipass data, the average loan size in the capital continued to increase compared to the previous quarter, reaching HUF 22 million. Regions outside the capital also saw an increase, with average loan amounts reaching HUF 14.1 million in the East and HUF 15.2 million in the West of the country in Q4 2023. In the country as a whole, the share of transactions with a maturity of 20 years or more was the highest. With the exception of Eastern Hungary, the share of CSOK applications submitted in conjunction with loan contracts increased in the both in the capital and in the West of the country.

The last quarter of the year brought a decline in house prices: according to Duna House indicators, at the end of 2023 both the national house price index and the nominal value of the price indices calculated by area and property type showed a decline, with the exception of the stagnant concrete block price index in the Eastern part of the country. Price indices show a similar picture in real terms, with only the Budapest brick and mortar price index stagnating and some more or less pronounced decline in the other segments.

With the exception of County Pest, smaller, but habitable properties with a floor area between 40-60 sq. m. were the focus of demand nationwide, regardless of region. In the capital, the majority of property sales completed in the Buda districts were between HUF 1.2 and HUF 1.4 million per sq. m., while in Pest the price range of HUF 600-800,000 per sq. m. dominated. Across the country (with the exception of Central Hungary), the majority of sales were concluded at prices below HUF 250,000 per sq. m. In County Pest, buyers preferred larger homes between 60-80 sq. m., with the majority of them agreeing to pay prices north of HUF 600,000 per sq. m. Real estate transactions at the end of the year were still characterised by significant bargaining margins between 3-8%, while asking prices were reduced by 4-7% nationally.

In Budapest, Districts 13, 11 and 9 continued to offer the highest number of apartments in new-build developments in the last quarter. In terms of prices, the only districts where average price per sq. m. in new homes did not exceed HUF 1 million were District 17 and District 23, but this time around the average price per sq. m. for new homes was well above HUF 2 million in four districts: District 2 and District 12 in Buda and in the two districts of downtown Pest (Districts 5 and 6).

According to sales data collected by Duna House, in December 2023, the proportion of 30-40 year-olds, often expecting a baby (hence their Hungarian name, the 'Babaváró generation'), was the most significant among buyers in both Budapest and in the country. The main buyer motivation in the capital was buying the first home, after a remarkable, 22 percentage point increase, while the proportion of transactions for investment purposes halved. In the capital, customers spent HUF 47.7 million on their first home on average, while the average amount paid for a residential property investment was HUF 48 million. In the country, too, the purchase of a first home had the largest share (28%) among transactions, but here the share of buyers going for a larger property (25%) or for an investment (24%) was larger than in the capital. HUF 32.6 million was spent on a first home and HUF 42.4 million on a larger property, while those buying for investment purposes spent HUF 36.6 million on a residential property in December 2023.

In the capital, the most common reason for selling was moving into a larger property (35%), with 29% of transactions involving the sale of apartments or houses previously bought for investment purposes. The main motivation for transactions in the country, apart from the sale of an inheritance, was the sale of a previous property investment.

Further information:  
Benedikt Károly • Head of PR and analysis  
+36 30 811 0690  
benedikt.karoly@dh.hu

Duna House Holding Nyrt.  
H-1016 Budapest Gellérthegy str. 17.  
+36 1 555 2222  
www.dh.hu

### 3 INTERESTING FACTS:

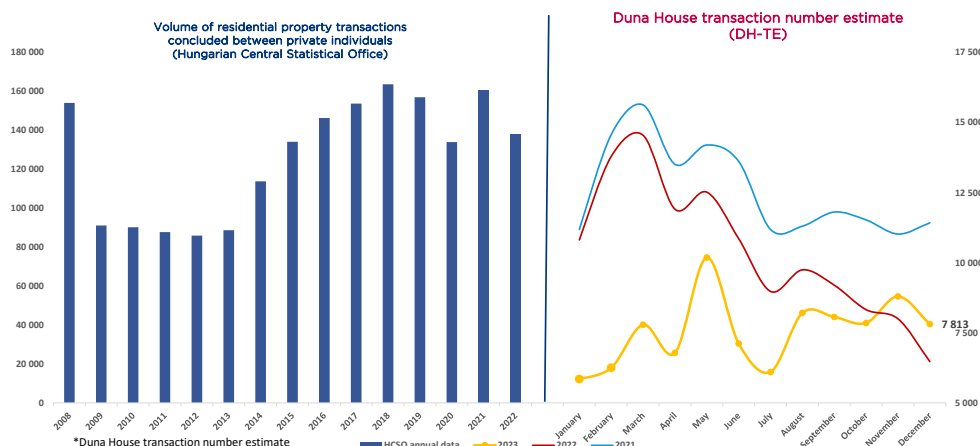
- **With 7813 transactions December was the third strongest month of 2023.**
- **The average sq. m. price of new build homes exceeded HUF 2 million in two districts of Buda and another two in Pest.**
- **Demand was 7 percentage points higher in December 2023 than a year before.**



# TRANSACTION DATA

## RESIDENTIAL PROPERTY TRANSACTION VOLUME ESTIMATE AND MORTGAGE FORECAST FOR DECEMBER 2023

Duna House presents its monthly Transaction Number Estimate (DH-TE) and Mortgage Forecast below, showing that 7813 residential property transactions were concluded in December 2023 and residential mortgage contracts worth HUF 67 billion were signed in the whole of Hungary.



The real estate market closed December with a 21% stronger volume than a year earlier, thus reaching the 90-110 thousand range forecast by experts for the entire year. With 7813 transactions estimated by Duna House, December was the third strongest month of the year, a rare occurrence as December is traditionally one of the weakest months. Compared to November, which was also unusually strong, this marks an 11% decrease, but compared to December 2022 the real estate market performed 21% better in 2023. For the year as a whole, Duna House thus estimates 91,000 transactions in total, which is already within the forecast range of 90-110,000 and is expected to increase once the exact figures become available. For 2024 Duna House expects to see 110-130 thousand sales transactions and a brisker real estate market overall.

The end of the year was very active in the residential loan market, too, according to data published by Credipass, the international financial brand of the Duna House Group. Credipass estimates that the volume of residential mortgage contracts in December 2023 was HUF 67 billion, which represents an increase of 63% on a year-on-year basis. According to the final figures reported by the National Bank of Hungary up to October and to the November-December forecast of Credipass, the HUF-denominated loan market closed at HUF 586 billion, representing a 51% decline compared to the HUF 1192 billion in 2022. Credipass experts expect a lively market of HUF 750-850 billion in 2024, a positive effect of the newly announced voluntary APR cap and of the favourable loan schemes available via home purchase subsidies.

November and December were strong in both the housing and the residential loan markets due to changes in home purchase subsidies, with many families taking advantage of the expiring CSOK subsidy at the end of last year. Now, the first question for 2024 will be how many people have postponed their purchase in expectation of the new subsidies and how strong the new year will start in view of these new schemes, including the new CSOK Plus, the enhanced Village CSOK and the Baby Loan, all aimed at helping families.

THE TABLE BELOW SHOWS MONTHLY TRANSACTION VOLUME ESTIMATES OF DUNA HOUSE.

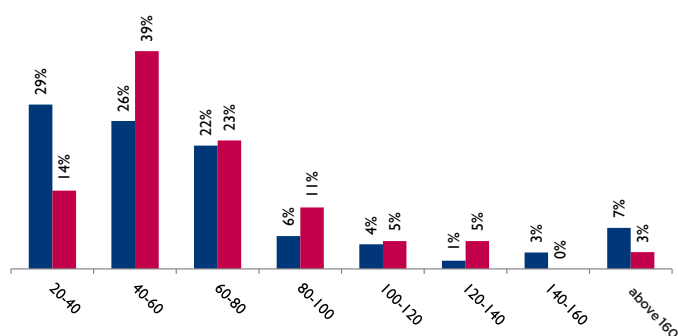
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2020	9 917	13 117	11 100	5 971	8 400	11 186	13 215	11 923	12 708	12 200	11 369	10 354
2021	11 185	14 569	15 630	13 511	14 198	13 615	11 185	11 304	11 807	11 526	11 022	11 422
2022	10 815	13 793	14 548	11 911	12 519	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

**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

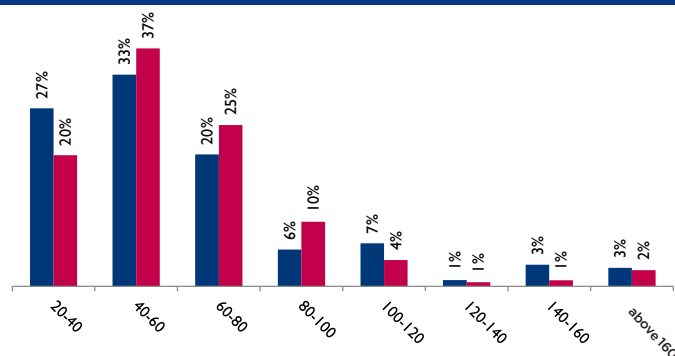
In Q4 2023, Duna House's clients were looking for properties with a floor area of between 40-60 sq. m. in both Buda and Pest in almost equal proportions (37%-39% respectively), but 60-80 sq. m. homes were also popular on both sides of the Danube. In Buda, 24% of property sales closed between HUF 1.2 - HUF 1.4 million per sq. m., while in Pest, the sq. m. price category between HUF 600,000 - HUF 800,000 dominated with 33%. 44% of the apartments and houses sold in Buda were priced at HUF 70 million or above, 17% of all residential properties sold in the districts of Pest found a new owner in the HUF 40-50 million price bracket, but the number of properties in the HUF 30-35 million and 35-40 million price brackets was also significant (15% each).

## BUDA

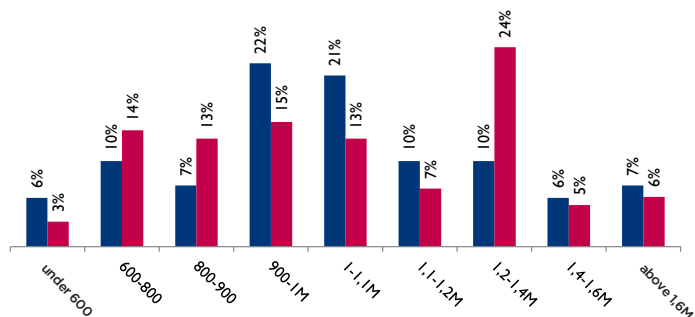


apartment size (m²)

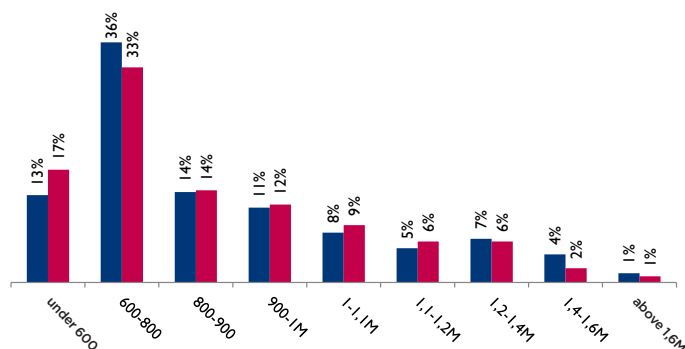
## PEST



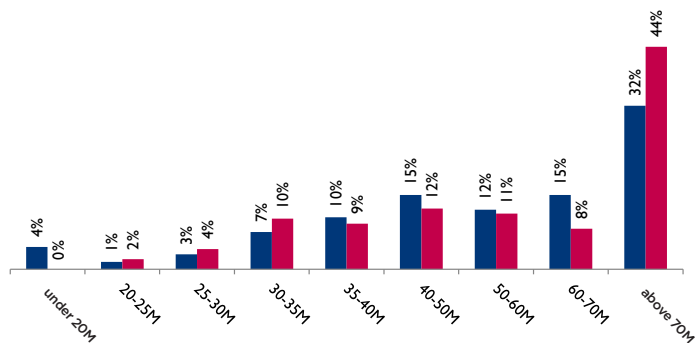
apartment size (m²)



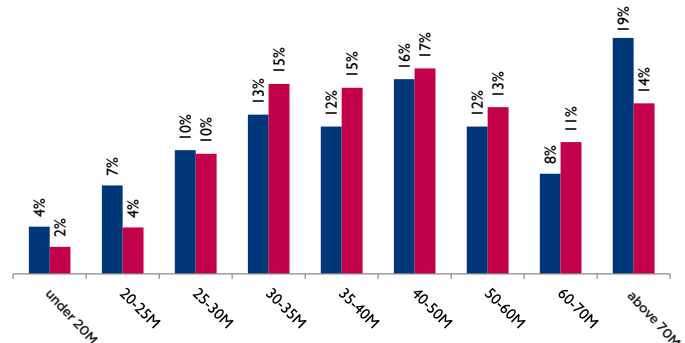
sq. m. price (in thousand HUF)



sq. m. price (in thousand HUF)



apartment price (in million HUF)

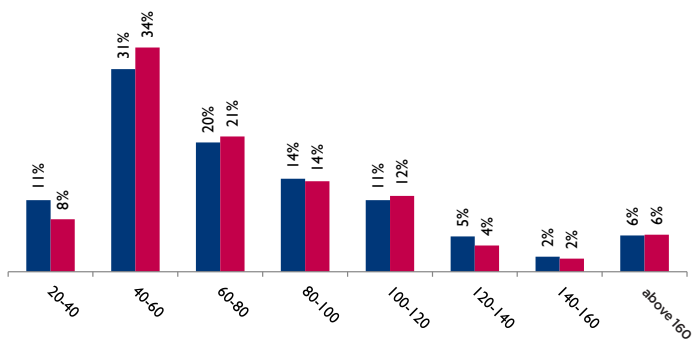


apartment price (in million HUF)

# TRANSACTION PARAMETERS IN THE COUNTRY

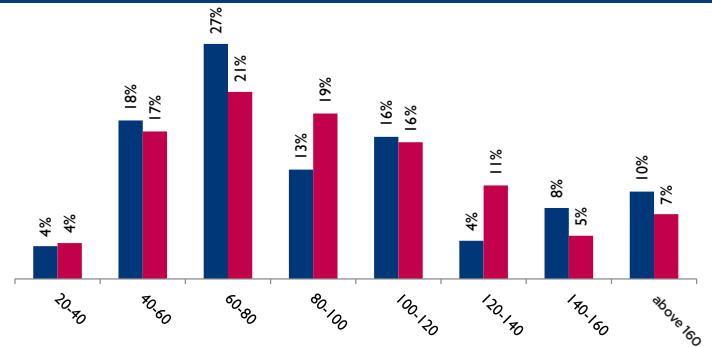
In the country (with the exception of Central Hungary), 34% of buyers went for homes in the 40-60 sq. m. category, 23% of sales were for properties priced below HUF 250,000 per sq. m., but the share of apartments and houses worth north of HUF 600,000 per sq. m. was also significant at 20%. In terms of purchase price, 22% of properties sold were in the over HUF 40 million category. In County Pest buyers preferred homes with a floor space between 60-80 sq. m. (21%). As in the previous year, 37% of transactions in County Pest involved homes sold for over HUF 600,000 per sq. m. Compared to the same period last year, the share of properties that changed owners at prices over HUF 50 million rose by 3 percentage points to 39%.

## COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY)

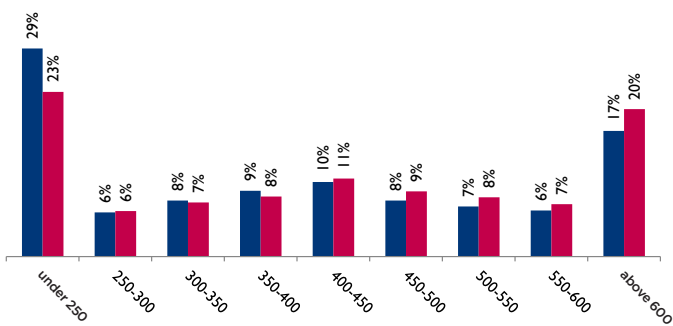


apartment size (m²)

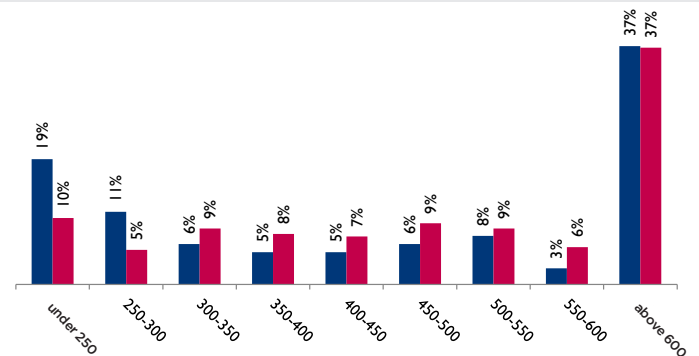
## COUNTY PEST



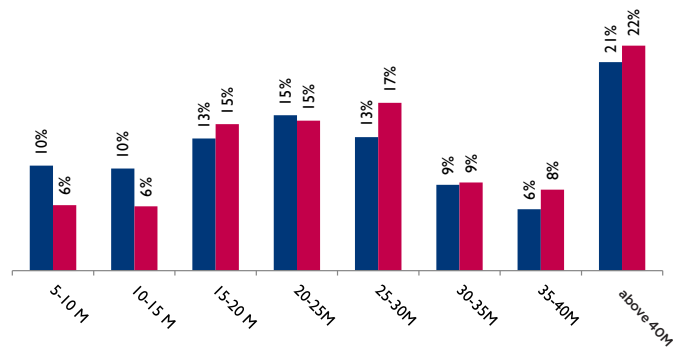
apartment size (m²)



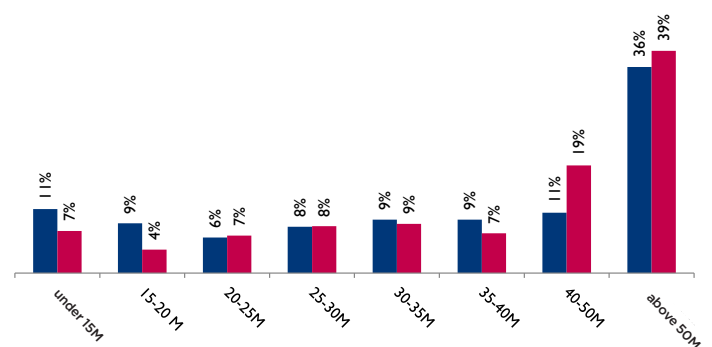
price per m² (in thousand HUF)



price per m² (in thousand HUF)



apartment price (in million HUF)



apartment price (in million HUF)

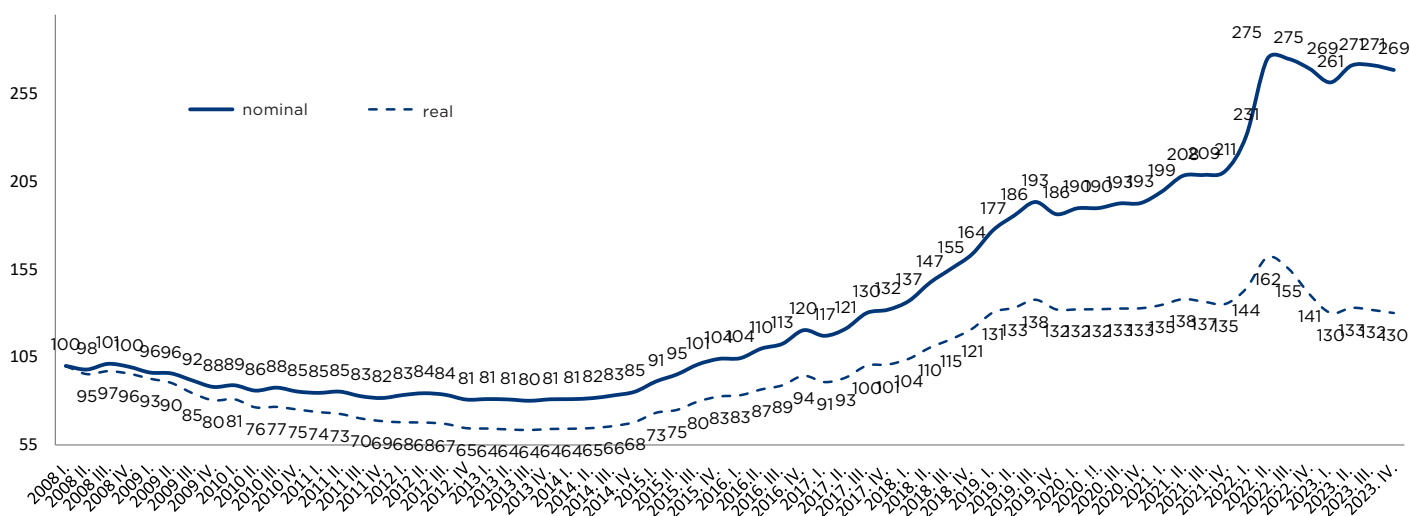


# PRICES – PROPERTY PRICE INDICES

## DUNA HOUSE NATIONAL RESIDENTIAL PROPERTY PRICE INDEX

After stagnating in the previous two quarters, the national house price index showed a 2 percentage point decline in both nominal and real terms, closing the quarter at 269 points in nominal and at 130 points in real terms.

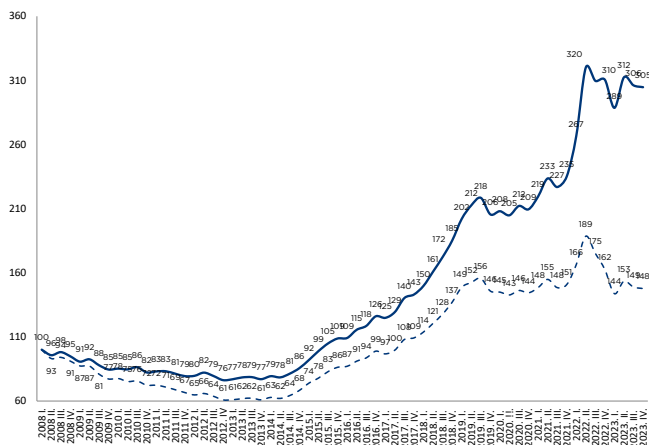
### NATIONAL RESIDENTIAL PROPERTY PRICE INDEX



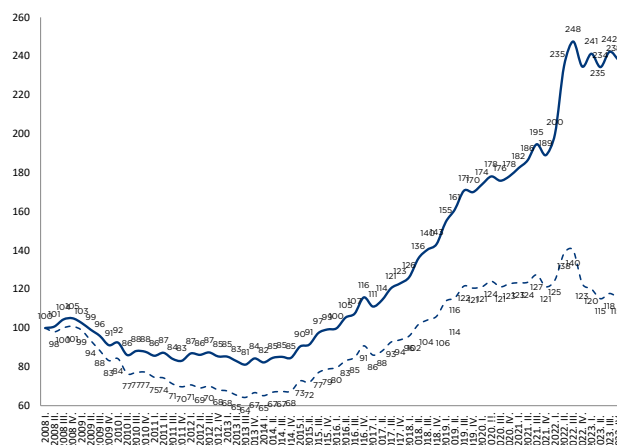
About our residential property indices: We apply a system which attempts to fully eliminate all kinds of type-related differences. Similar indicators generally use normal averaging which does not take into consideration the variable elements of transactions. When developing DH residential property indexes we use the so called hedonic method, taking into account structure, state (scale 1-5), size, year of construction as well as parameters such as floor and location. Formed customer baskets are weighted unchanged on the time scale. For the weighing of national indexes we use the regional rate of transactions published by the Hungarian Central Statistical Office.

The national concrete block price index also declined, easing 1 point in both nominal and in real terms and closing the quarter at 305 and 148 points, respectively. The brick and mortar price index closed at 238 points in nominal terms, down 4 points from the previous quarter, and, after some moderation, at 115 points in real terms, at the same level as seen in the second quarter.

### NATIONAL CONCRETE BLOCK INDEX



### NATIONAL BRICK INDEX

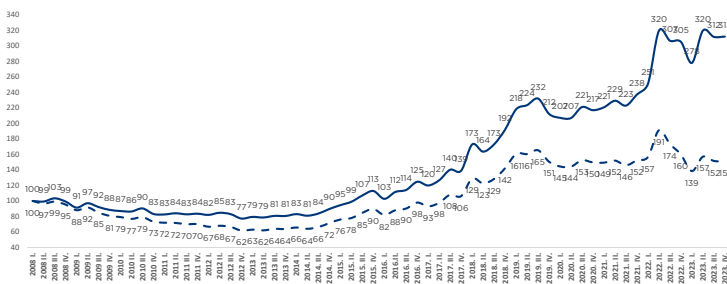


# PRICES – PROPERTY PRICE INDICES

## DUNA HOUSE REGIONAL RESIDENTIAL PROPERTY PRICE INDICES

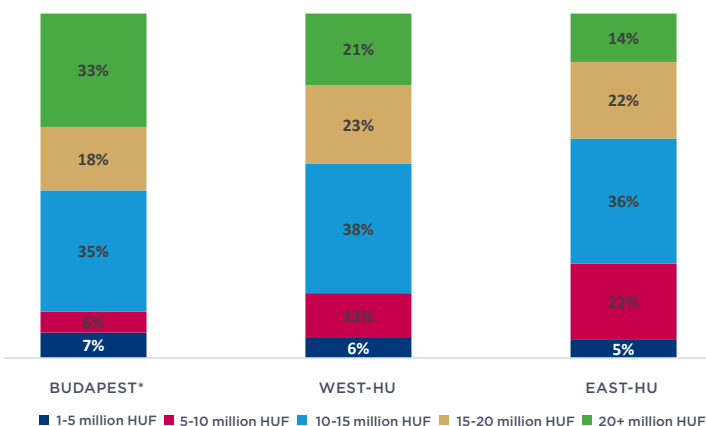
As far as the country is concerned, the concrete block price index in the Eastern part of the country is stagnating, at 312 points in nominal terms, the same as in the third quarter, while in real terms it showed a 1 percentage point easing. The concrete block index in the West of the country closed at 289 points after a three-point decrease, while in real terms the score was 2 points lower. Looking at brick and mortar homes in the country, the price index showed a modest two-point easing in the East and a ten-point drop in the West in nominal terms. Compared to the previous quarter, the real-term figure for brick and mortar homes was down by five percentage points in the West and one percentage point in the East.

### CONCRETE BLOCK PRICE INDEX, EASTERN HUNGARY



# MORTGAGE DATA - Q4 2023

## MORTGAGES BY TRANSACTION VALUE



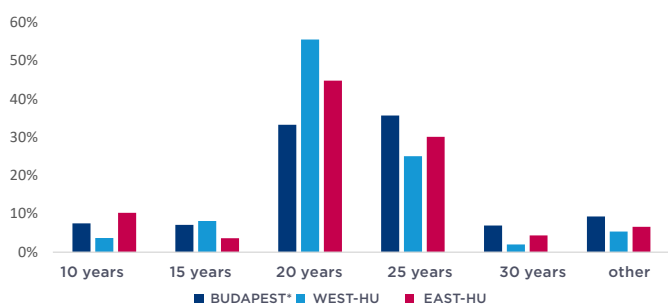
According to data published by Credipass, in the fourth quarter of 2023, 33% of borrowers in the capital signed for a loan exceeding HUF 20 million, while the majority (35%) of customers applied for loans between HUF 10-15 million. The most popular transaction value in the mortgage market outside Budapest was also in the HUF 10-15 million bracket, with 38% of customers in the East and 36% in the West applying for mortgages in this amount.

## AVERAGE LOAN VOLUME

AVERAGE LOAN VOLUME				
	2023. Q1	2023. Q2	2023. Q3	2023. Q4
BUDAPEST*	19 474 520	19 287 262	20 008 987	21 796 363
WEST-HU	13 000 762	14 164 144	14 576 096	15 202 447
EAST-HU	13 596 181	12 540 028	13 845 889	14 174 703

Compared to the previous quarter, the average loan size in the capital has increased further, edging close to HUF 22 million. The trend is also increasing in the country, with loans rising to HUF 14.1 million in the Eastern and HUF 15.2 million in the Western part of Hungary in Q4 2023.

## MORTGAGES BY DURATION



In Q4 2023, the share of transactions with a maturity of 20 years or more was the highest in the entire country. In Budapest, similarly to the previous quarter, loans with a term of 25 years were in the majority (36%), while in the West (56%) and in the East of Hungary, loans with a term of 20 years were the most popular, with the latter being responsible for the majority of applications at 45%, 20 percentage points lower than in the previous quarter.

	BUDAPEST*				WESTERN HUNGARY				EASTERN HUNGARY			
	2023. Q1	2023. Q2	2023. Q3	2023. Q4	2023. Q1	2023. Q2	2023. Q3	2023. Q4	2023. Q1	2023. Q2	2023. Q3	2023. Q4
10-YEAR	10%	6%	6%	8%	5%	5%	4%	4%	11%	13%	6%	10%
15-YEAR	8%	8%	7%	7%	3%	7%	8%	8%	4%	4%	4%	4%
20-YEAR	35%	37%	35%	33%	62%	53%	53%	56%	56%	60%	65%	45%
25-YEAR	27%	33%	36%	36%	21%	21%	24%	25%	19%	14%	16%	30%
30-YEAR	9%	6%	9%	7%	0%	2%	2%	2%	1%	2%	2%	4%
OTHER	12%	9%	7%	9%	8%	11%	9%	5%	8%	6%	7%	7%

Mortgage data methodology: When analysing data we used applications mediated by Duna House Loan Center and submitted during the given quarter, based on loan volume, interest period and the term of the loan, in regional breakdown. The analysis of the family home allowance scheme "CSOK" only considered the ratio of CSOK applications submitted in combination with a loan application, so the figure does not indicate the overall penetration ratio of the allowance on the entire property market.

\*Budapest and the suburbs combined.



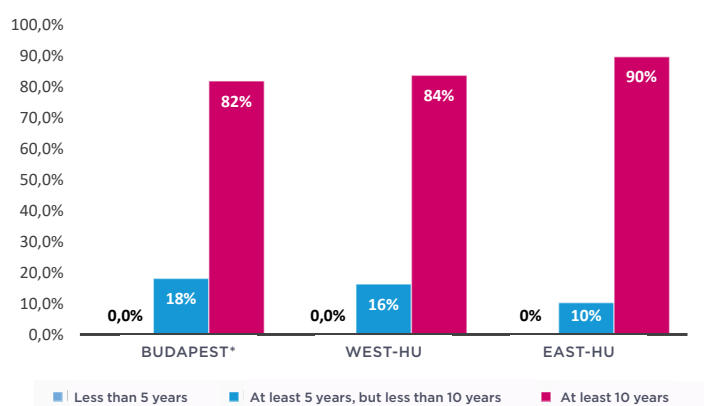
# MORTGAGE DATA – Q4 2023

## AVERAGE LOAN VOLUME

AVERAGE LTV				
	2023. Q1	2023. Q2	2023. Q3	2023. Q4
BUDAPEST*	33%	33%	34%	29%
WEST-HU	38%	38%	33%	37%
EAST-HU	43%	32%	40%	32%
TOTAL	35%	34%	34%	31%

In Q4 2023, the loan-to-value (LTV) ratio declined in the whole of Hungary, except in the West, with the largest decline of 8 percentage points recorded in the East, while, after a 4 percentage point increase, it rose to 37% in the West.

## MORTGAGES BY INTEREST PERIOD



In the fourth quarter of 2023, demand for loans with a fixed interest rate and a term of at least 10 years declined in the capital and in the Western part of the country, but customers continued to prefer more predictable products. In Budapest and in the West of the country, their share eased to 82% and 84% respectively, while in the East the share of loans with a fixed interest rate for at least 10 years rose by another two percentage points to 90% compared to the previous quarter.

	BUDAPEST*				WESTERN HUNGARY				EASTERN HUNGARY			
	2023. Q1	2023. Q2	2023. Q3	2023. Q4	2023. Q1	2023. Q2	2023. Q3	2023. Q4	2023. Q1	2023. Q2	2023. Q3	2023. Q4
LESS THAN 5 YEARS	0,0%	0,2%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	1,1%	0%	0%
5 YEARS OR MORE, BUT LESS THAN 10 YEARS	14%	17%	14%	18%	10%	13%	7%	16%	4%	14%	12%	10%
AT LEAST 10 YEARS	86%	83%	86%	82%	90%	87%	93%	84%	96%	84%	88%	90%

## SUBMITTED CSOK APPLICATIONS IN THE RATIO OF ALL QUARTERLY LOAN TRANSACTIONS

SUBMITTED CSOK APPLICATIONS IN THE RATIO OF ALL QUARTERLY LOAN TRANSACTIONS	
BUDAPEST*	26,7%
WEST-HU	31,9%
EAST-HU	32,4%
TOTAL	29,1%

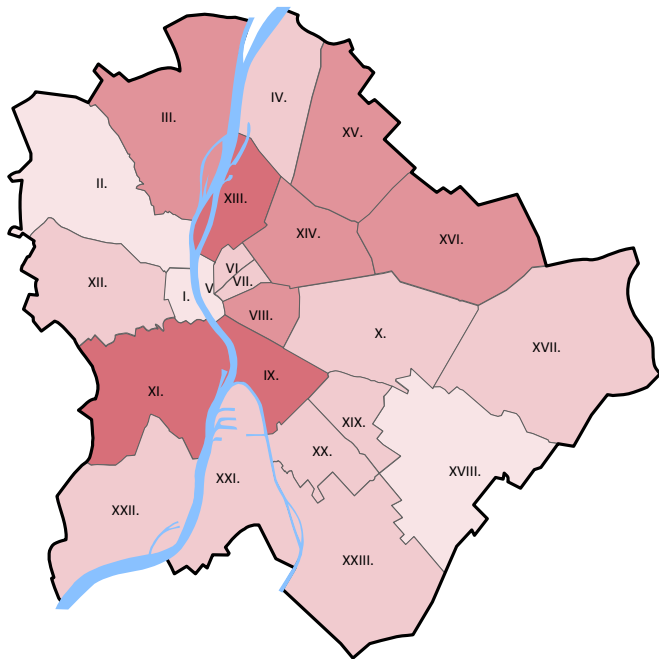
With the exception of Eastern Hungary, the share of CSOK applications submitted in conjunction with mortgage contract increased both in the capital and in the Western part of the country. In the capital and in the West, the CSOK application rate increased to 26.7% and 31.9%, respectively, according to Credipass data, while in the East it decreased by 0.3 percentage points. The distribution in the whole of the country increased from 28.2% in the previous quarter to 29.1% in Q4 2023.

Mortgage data methodology: When analysing data we used applications mediated by Duna House Loan Center and submitted during the given quarter, based on loan volume, interest period and the term of the loan, in regional breakdown. The analysis of the family home allowance scheme "CSOK" only considered the ratio of CSOK applications submitted in combination with a loan application, so the figure does not indicate the overall penetration ratio of the allowance on the entire property market.

\*Budapest and the suburbs combined.

## NEWLY BUILT DATA

### NUMBER OF NEW BUILD APARTMENTS IN DEVELOPMENT PROJECTS CURRENTLY ON SALE



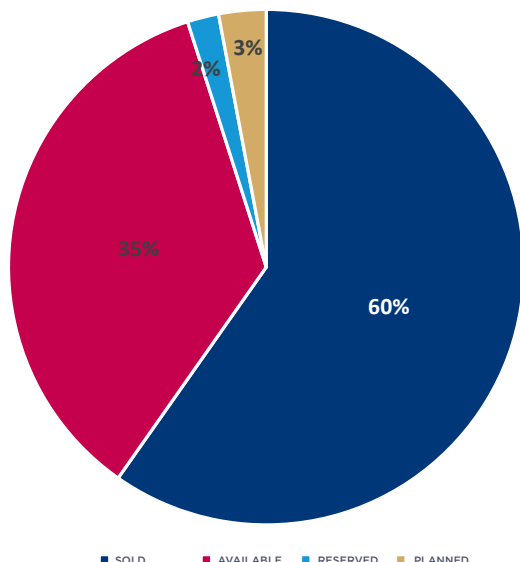
QUANTITY	DISTRICTS
<b>ABOVE 7000</b>	
<b>2000-6999</b>	IX., XI., XIII.
<b>900-1999</b>	III., VIII., XIV.
<b>200-899</b>	IV., VI., VII., X., XII., XVII., XIX., XXIII.
<b>100-199</b>	I., II., V., XVIII.
<b>UNDER 100</b>	XV., XVI., XX., XXI., XXII.



In Q4 2023, Districts 13, 11 and 9 continued to offer the highest number of new-build apartments in Budapest. The number of new homes for sale in these districts is estimated between 2000 and 7000 in Q4 2023. District 16 offered the fewest newly built residential properties and a similar quantity (less than 100 units) is available for those who prefer Buda's District 22 or Districts 15, 20 and 21.

The majority (60%) of homes on offer in Budapest were sold almost immediately in Q4 2023, with 2% reserved and 3% marked as 'planned', while 35% of new homes are still available.

### DISTRIBUTION OF NEWLY BUILT APARTMENTS BASED ON SALES PHASE IN Q4 2023



■ SOLD ■ AVAILABLE ■ RESERVED ■ PLANNED

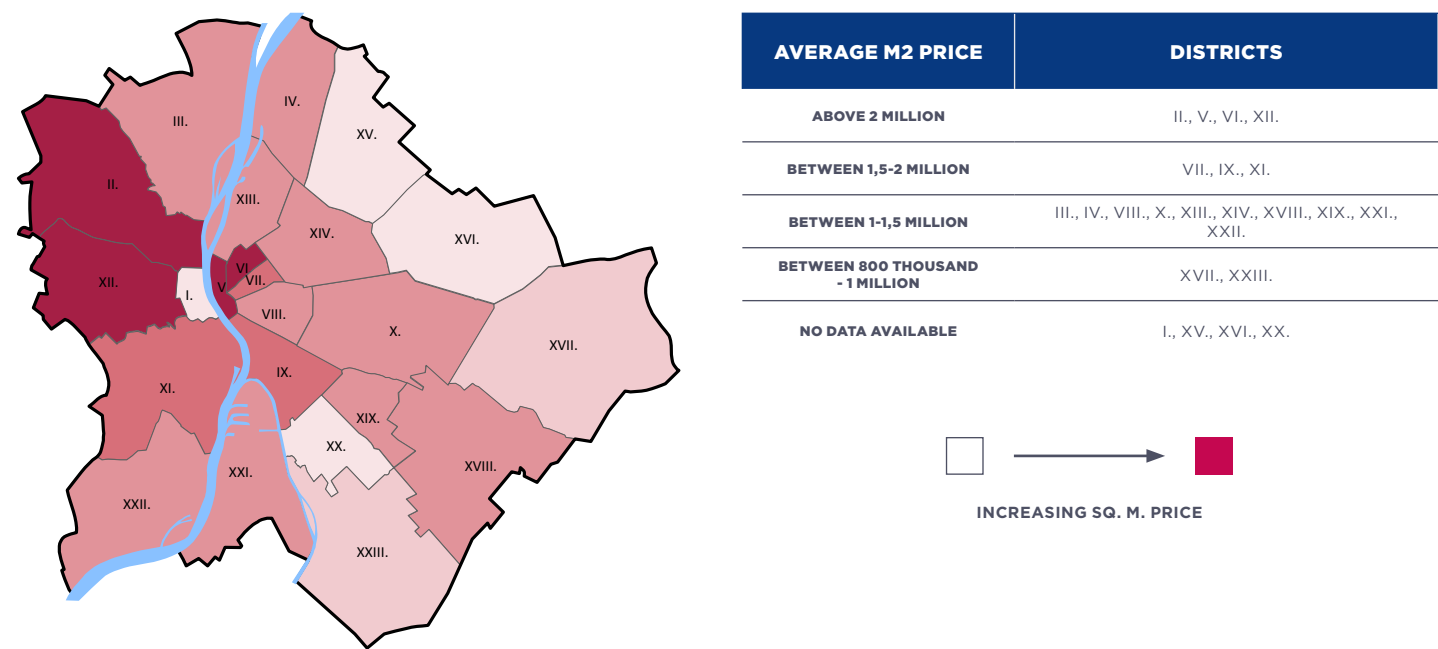
Figures are based on the number of apartments offered in projects listed in the ELTINGA Budapest Residential Property Report database.

- AVAILABLE:**  
Units free for purchase at the time of data collection.
- RESERVED:**  
Negotiations pending or a deposit has been paid.
- SOLD:**  
Apartments marked as "sold" or removed from the database of available units.
- PLANNED:**  
Apartments where the sales process has not yet started or has been suspended

# NEWLY BUILT DATA

## AVERAGE SQ. M. PRICES OF NEWLY BUILT APARTMENTS

The average sq. m. price of newly built apartments strongly depends on the location of the development project.



In Q4 2023, the average price per sq. m. of new homes failed to exceed HUF 1 million in just two districts, Districts 17 and 23, while there is no current data for Districts 1, 15, 16 and 20 for this quarter, but in Q4 the average price per sq. m. of new homes in four districts, Districts 2 and 12 in Buda and another two in downtown Pest, also rose well above HUF 2 million.

Average sq. m. prices are based on projects listed in the ELTINGA Budapest Residential Property Report database. Prices are based on properties listed as sold in the Q1 database. Floor space includes half the surface area of balconies and walk-out terraces with a maximum area of 20 sq. m. and one third of the area above 20 sq. m.





## SALES DATA, PRICES, BARGAINING

Compared to Q4 of the previous year, the sales data of concrete block units and brick and mortar homes showed higher prices per sq. m. (HUF 479,000 and HUF 364,000 per sq. m., respectively) in the Eastern parts of the country, while the average price per sq. m. of concrete block apartments decreased in Western Hungary. There is also a slight increase in the average price per sq. m. of brick and mortar homes in the West. The bargaining margin was approx. 4-5%, preceded by a 3-4% change in the asking price in the advertising phase for concrete block apartments. For pre-owned brick and mortar homes, sellers reduced their prices by a more substantial 5-7% during the advertising process, while the bargaining margin was a consistent 8%.

BLOCK COUNTRYWIDE								
EAST					WEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
<b>2022. Q4.</b>	23 856 000	456 000	1%	4%	25 353 000	494 000	3%	5%
<b>2023. Q4.</b>	25 928 000	479 000	3%	5%	25 397 000	484 000	4%	4%

BRICK COUNTRYWIDE								
EAST					WEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
<b>2022. Q4.</b>	25 889 000	308 000	3%	6%	28 539 000	355 000	4%	7%
<b>2023. Q4.</b>	31 983 000	364 000	5%	8%	30 685 000	368 000	7%	8%

Looking at pre-owned properties in the capital, sales data show a decline for concrete block flats on both the Buda and the Pest sides. In Buda, owners gave in to 3% buyer bargains following a 6% change in the asking price, while on the Pest side the bargaining rate and the asking price reduction was 4% each. For brick and mortar homes, price increases were observed across Budapest. In terms of asking price changes, owners of apartments on the Buda and in the city centre were more active, conceding an average of 6% during the advertising process, while in Pest the figure was 5%, with buyer bargains hovering around 5-6% across the capital.

BLOCK BUDAPEST								
BUDA					PEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
<b>2022. Q4.</b>	42 350 000	863 000	6%	7%	36 887 000	728 000	3%	3%
<b>2023. Q4.</b>	39 300 000	805 000	6%	3%	37 595 000	678 000	4%	4%

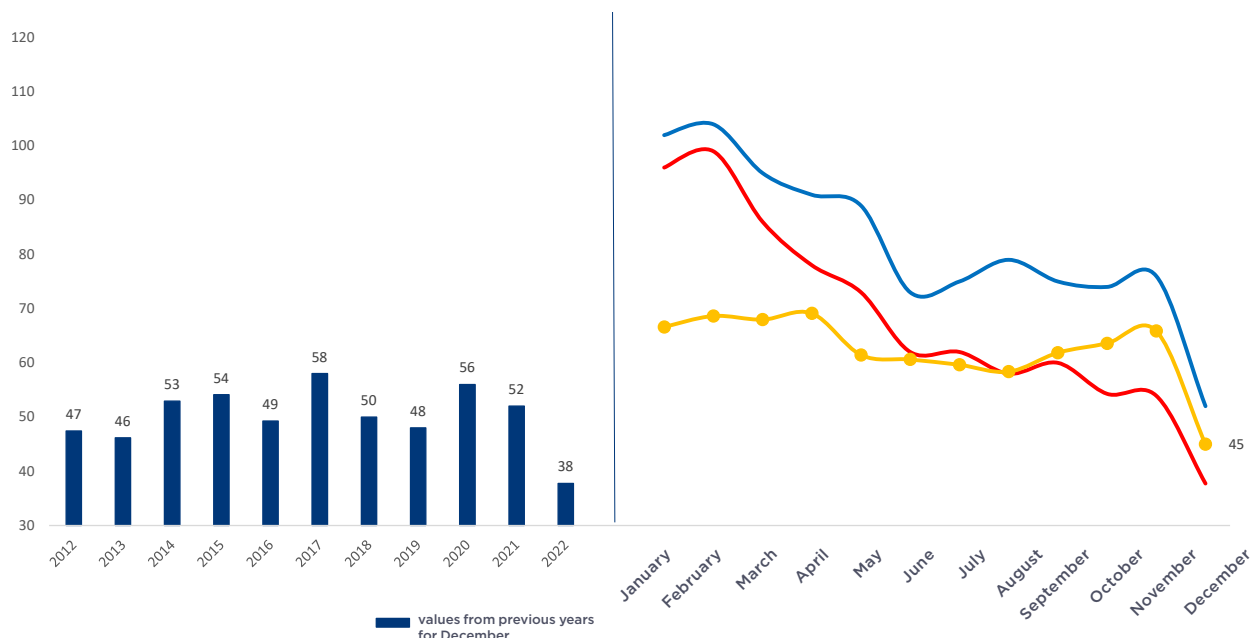
BRICK BUDAPEST												
BUDA					PEST				INNER CITY			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
<b>2022. Q4.</b>	78 801 000	1 080 000	2%	5%	48 378 000	690 000	4%	5%	76 685 000	930 000	2%	5%
<b>2023. Q4.</b>	79 830 000	1 176 000	6%	5%	49 557 000	732 000	5%	5%	61 634 000	1 018 000	6%	6%

Based on purchase prices of the given period of properties brokered by Duna House.

Methodology: Change in the listing price is the difference between the first price indicated by the seller in the Duna House assignment and the last registered price at the time of the appearance of the buyer. Bargain shows additional changes in the price agreed upon by the seller and buyer. The two indicators together give a good picture of the difference in price between the original idea of the seller and the actual final price

## BUYERS – DEMAND INDEX

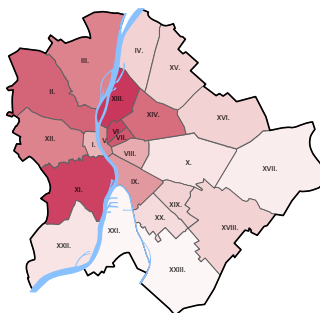
Although the strong rally forecast for December 2023 hit the housing market at a slower pace than expected, the segment still ended 2023 well overall. Duna House's demand index closed 17 points lower than in the previous month, at 45 points, but still 7 points higher than the year-end figure in 2022.



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

The Pest districts are back on top: Duna House's survey on the demand for Budapest districts shows that District 13 became the most popular in Budapest with a share of 17.5% and District 6 (Terézváros) came in second with 16.7% of the respondents willing to buy a property here. Another popular district in Buda, District 11, was the third most popular at the end of 2023.



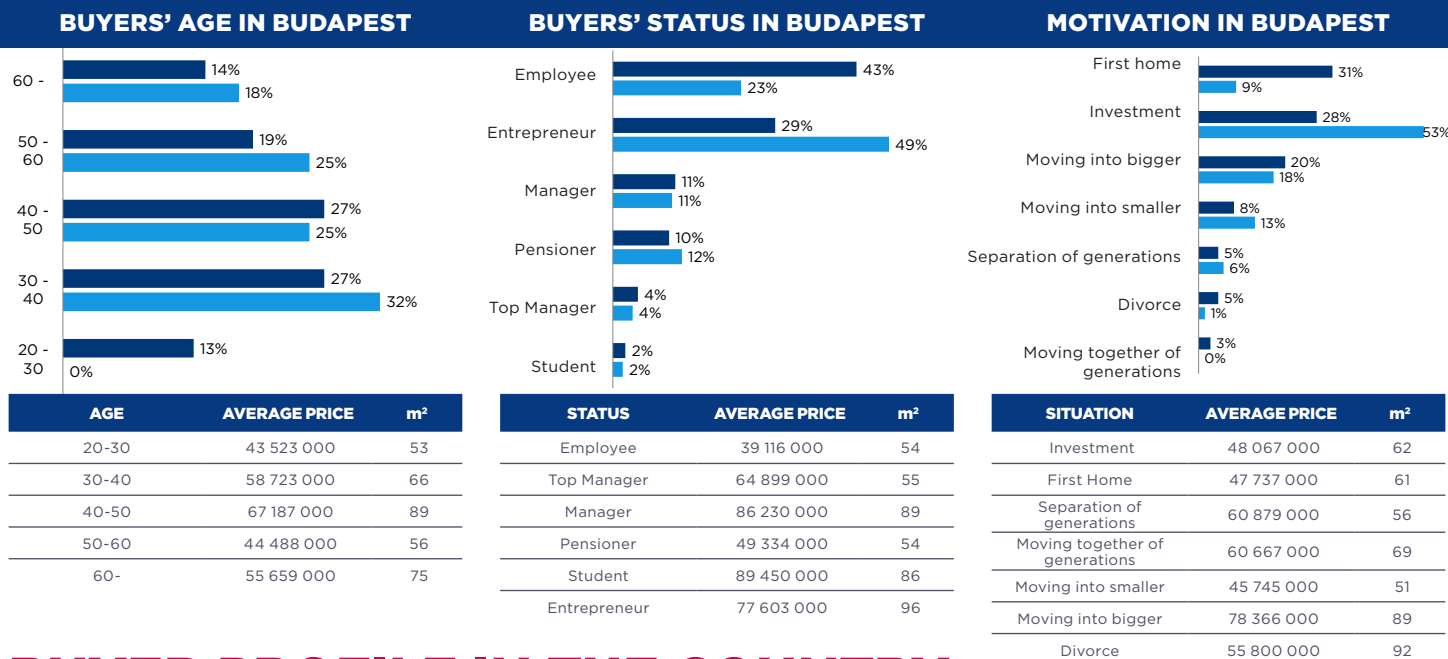
DISTRICT	DECEMBER 2022	DECEMBER 2023
District 1	10,0%	7,7%
District 2	17,3%	14,0%
District 3	14,4%	11,7%
District 4	7,3%	5,9%
District 5	13,0%	11,1%
District 6	17,3%	16,7%
District 7	16,6%	15,1%
District 8	12,0%	9,1%
District 9	13,7%	10,4%
District 10	6,4%	4,0%
District 11	14,5%	16,4%
District 12	14,3%	11,6%
District 13	21,1%	17,5%
District 14	13,0%	13,1%
District 15	5,6%	5,4%
District 16	4,9%	5,4%
District 17	5,1%	3,3%
District 18	8,1%	5,7%
District 19	7,3%	5,8%
District 20	6,6%	5,2%
District 21	2,9%	2,4%
District 22	3,7%	4,2%
District 23	3,4%	1,6%

Methodology: Our clients with purchasing aims indicate their preferences of districts (more at the same time) when meeting with our agents. The above preference map is put together based on this 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.

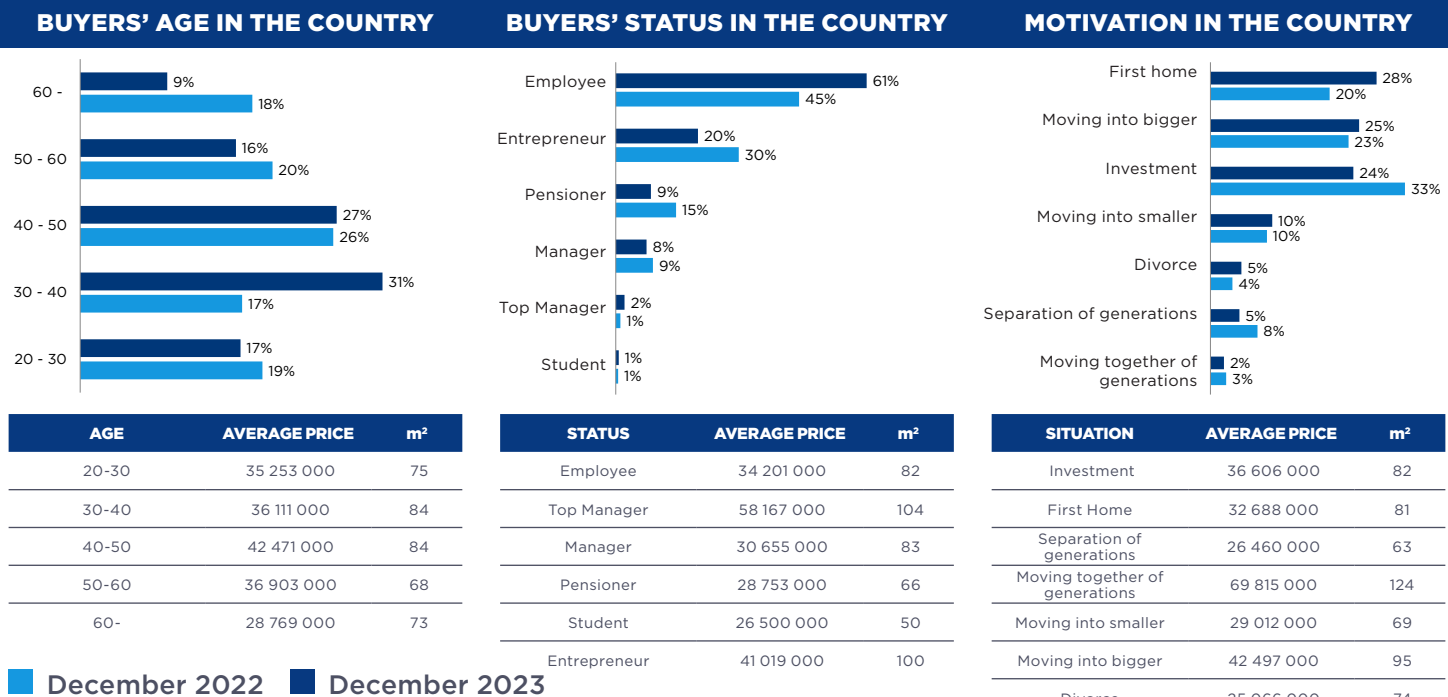
## BUYER PROFILE IN BUDAPEST

According to Duna House's sales data, the majority of buyers in Budapest with a share of 27-27% each, were aged between 30-40 years old (they are, more often than not, expecting a baby, hence are also known as the Babaváró Generation), and 40-50 years old in December 2023. Regarding their occupation, 43% of the buyers who purchased in the capital through Duna House were employed and 29% were self-employed. The trend has reversed compared to the same period last year, as the main buyer motivation in December this year was buying a first home (with a share of 31%) instead of investing in property. The share of investment purchases halved, while that of first-time buyers rose by 22 percentage points. In the capital, buyers spent an average of HUF 47.7 million on their first home and HUF 48 million on making an investment.



## BUYER PROFILE IN THE COUNTRY

Among property buyers in the country, the activity of the 30-40 age group was also prominent at 31%. Compared to the same period last year, their share among buyers increased by 14 percentage points in December 2023. The majority (61%) of customers in the country were employees. The main motivation for buying in the country was the acquisition of a first home (28%), but more buyers, 25%, spent on a larger property or on a property investment (24%). HUF 32.6 million were spent on a first home and HUF 42.4 million on a larger property, while those buying as an investment spent HUF 36.6 million on a property in December 2023.



■ December 2022 ■ December 2023

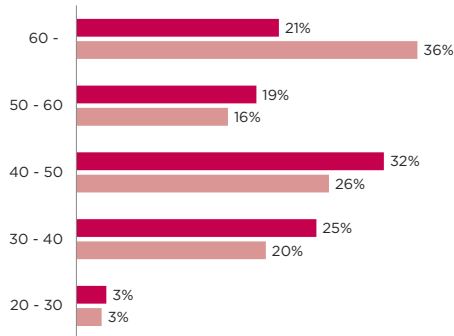
Investment as a motivation includes all business and private deals listed under those categories based on the client's declaration. In certain cases a property purchased for a child who will use it sometime in the future will fall into the investment category, based on the present transaction questionnaire, although it will eventually serve the separation of generations. When doing the calculations, we also have to keep in mind that the Duna House network is primarily present in Budapest and major cities, therefore investment as a motivation may be over-represented compared to the rest of the country.



## SELLER PROFILE IN BUDAPEST

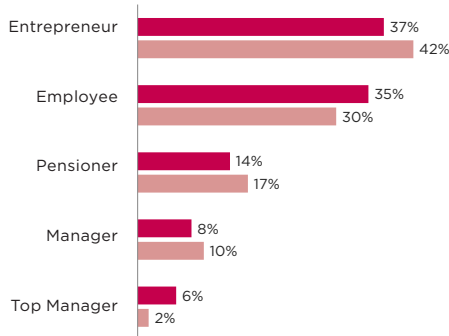
Looking at the December 2023 data, the majority (32%) of sellers in the capital were in the 40-50 age group. The majority of those selling their property were self-employed (37%) and employees (35%). The most common motivation for selling was moving into a larger property (35%), with 29% of transactions involving the sale of flats or houses previously bought for investment purposes. The share of those moving into a smaller property fell from 13% to 6%.

### SELLERS' AGE BUDAPEST



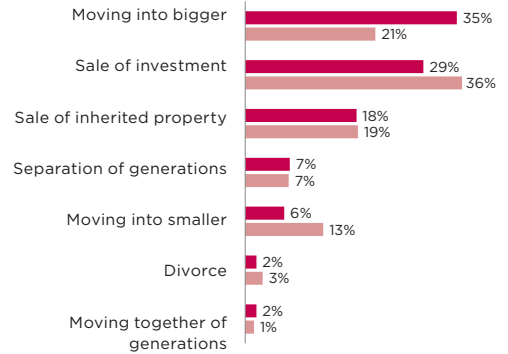
AGE	AVERAGE PRICE	m²
20-30	48 875 000	62
30-40	53 455 000	69
40-50	54 394 000	66
50-60	61 034 000	69
60-	55 824 000	65

### SELLERS' STATUS BUDAPEST



STATUS	AVERAGE PRICE	m²
Employee	44 690 000	60
Top Manager	72 180 000	65
Manager	59 129 000	66
Pensioner	38 609 000	55
Entrepreneur	63 861 000	80

### MOTIVATION BUDAPEST

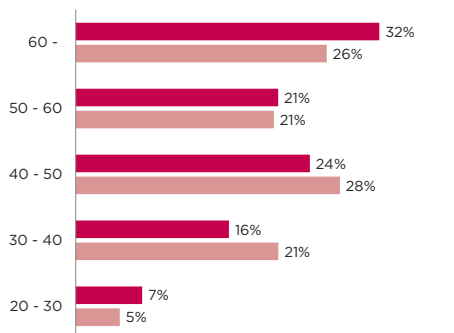


SITUATION	AVERAGE PRICE	m²
Sale of investment	65 978 000	72
Separation of generations	50 488 000	68
Moving together of generations	43 500 000	56
Moving into smaller	65 858 000	129
Moving into bigger	52 487 000	57
Sale of inherited property	35 800 000	56
Divorce	186 500 000	106

## SELLER PROFILE IN THE COUNTRY

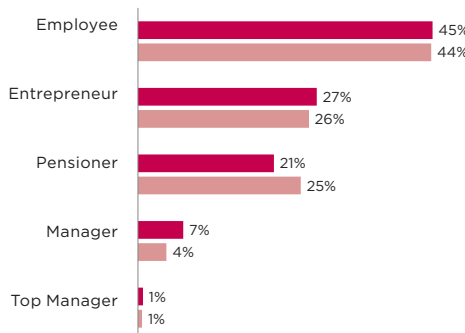
The highest proportion of transactions in the country involved sellers aged 60 and over, with 45% of buyers working as employees. The main motivation for transactions in the country was the sale of an inheritance (29%), along with the sale of a previous property investment (26%).

### SELLERS' AGE IN THE COUNTRY



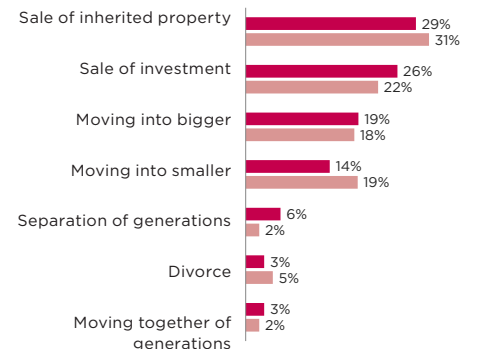
AGE	AVERAGE PRICE	m²
20-30	34 483 000	84
30-40	32 014 000	78
40-50	36 576 000	82
50-60	36 654 000	79
60-	33 305 000	81

### SELLERS' STATUS IN THE COUNTRY



STATUS	AVERAGE PRICE	m²
Employee	32 954 000	80
Top Manager	56 250 000	66
Manager	36 906 000	82
Pensioner	27 471 000	78
Entrepreneur	45 962 000	100

### MOTIVATION IN THE COUNTRY



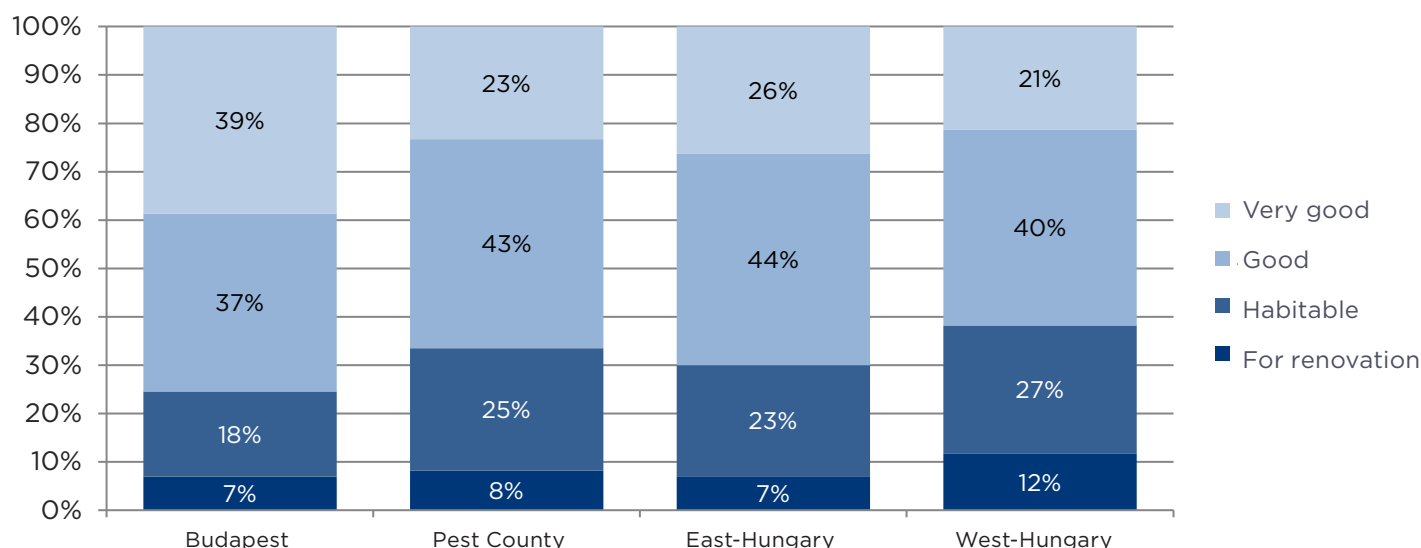
SITUATION	AVERAGE PRICE	m²
Sale of investment	45 271 000	95
Separation of generations	38 321 000	93
Moving together of generations	21 389 000	68
Moving into smaller	45 700 000	107
Moving into bigger	36 790 000	70
Sale of inherited property	28 373 000	82
Divorce	30 156 000	81

■ December 2022 ■ December 2023

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.

## QUALITY PREFERENCES

In Q4 2023, buyers in the capital were mostly looking for properties in a very good condition, while in the country properties in a good condition were the most popular. Buyers' propensity to renovate was the lowest in the capital and in Eastern Hungary, at 7%, compared to 8-12% in County Pest and in Western Hungary.



## TURNOVER SPEED (TIME NEEDED TO SELL)

By the end of 2023, the property rotation rate has slowed down significantly compared to the same period of the previous year. Regardless of region and property type, the sales process took longer, with the average time to sell a concrete block unit in the East and in the West being just over three months. The time it took to close a transaction has doubled for Budapest apartments, up to more than 4 months on average. The time it took to sell brick and mortar homes in the country has also increased to 4.5 months on average from the date the ad was published to the date of signing the final contract. As far as brick and mortar homes in the capital are concerned, selling a home in the city centre took the longest, 5 months on average, while in Buda and Pest 4.5 months were needed for a successful sale.

### BLOCK

#### TIME NEEDED OF SALE/DAY

	EAST	WEST	BUDA	PEST
December 2022	57	59	63	50
December 2023	86	105	128	119

### BRICK

#### TIME NEEDED OF SALE/DAY

	EAST	WEST	BUDA	PEST	INNER CITY
December 2022	121	113	97	86	118
December 2023	143	126	138	125	152

Data is assessed based on real estate sold by Duna House. Territorial distribution of transactions brokered by Duna House may differ from the territorial distribution of the market in whole. Duna House Holding carries out its real estate agency activities mainly in Budapest and major cities. Duna House Holding does not make corrections in relation of the territorial distribution of own and market transactions.



## **PERSONALIZED AND CUSTOMIZED REAL ESTATE MARKET STUDIES FROM DUNA HOUSE'S RESEARCH DEPARTMENT**

### **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-to-date 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!**

**[elemzes@dh.hu](mailto:elemzes@dh.hu)**





**DUNA HOUSE®**

H-1016 Budapest, Gellérthegy u. 17. • Phone: +36 1 555 2222 • Fax: +36 1 555 2220

**[www.dh.hu](http://www.dh.hu)**