

Plymouth Sales Market: Resilient Demand, but Buyers Still Hold the Upper Hand



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The Plymouth sales market has entered spring in better shape than many expected, with activity holding up well and pricing remaining comparatively resilient. Improved affordability earlier in the year helped restore confidence, and Plymouth continues to benefit from being one of the more accessible city markets in the South West. Even so, this is not an overheated market. Buyers still have choice, and sellers who want

the best result need to be disciplined from the outset.

Nationally, Rightmove reports that average new seller asking prices rose by 0.8% in March to £371,042, but the number of homes for sale is at an eleven-year high for this time of year, limiting stronger price growth. Sales agreed were just 2% below the strong market of last year and 5% ahead of 2024, while Zoopla says the average UK house price is now £269,900, up 1.3% annually, with agreed sales running at the fourth-strongest February level of the past decade. At the same time, Zoopla notes that supply is up 6% year on year, keeping the market competitive and price growth subdued.

Plymouth's local picture is encouraging. Rightmove's city data puts the average asking price in Plymouth at £242,267 in March 2026, with average annual asking price growth of 1% and an average of 46 days to find a buyer, slightly faster than many larger southern markets. ONS data is firmer still on achieved values, showing the average house price in Plymouth at £218,000 in January 2026, up 4.5% year on year, with first-time

buyer prices up 4.6% to £195,000. Those figures suggest that while headline growth is modest, the city continues to attract committed buyers in the more affordable end of the market.

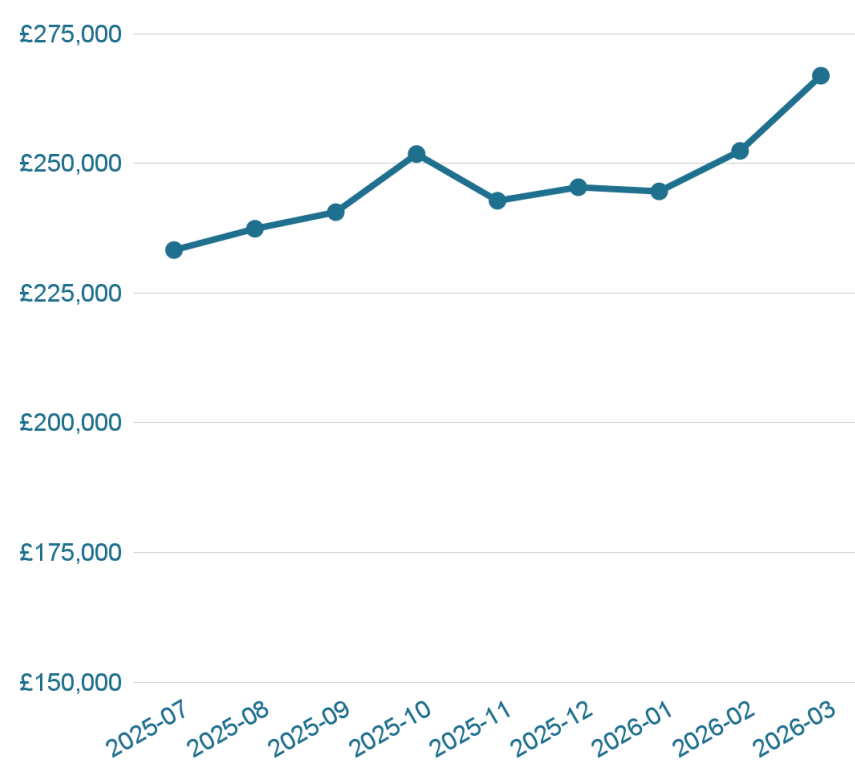
"Plymouth has the advantage of affordability, but in a competitive spring market, smart pricing still matters more than sentiment."

- Chris Whitaker

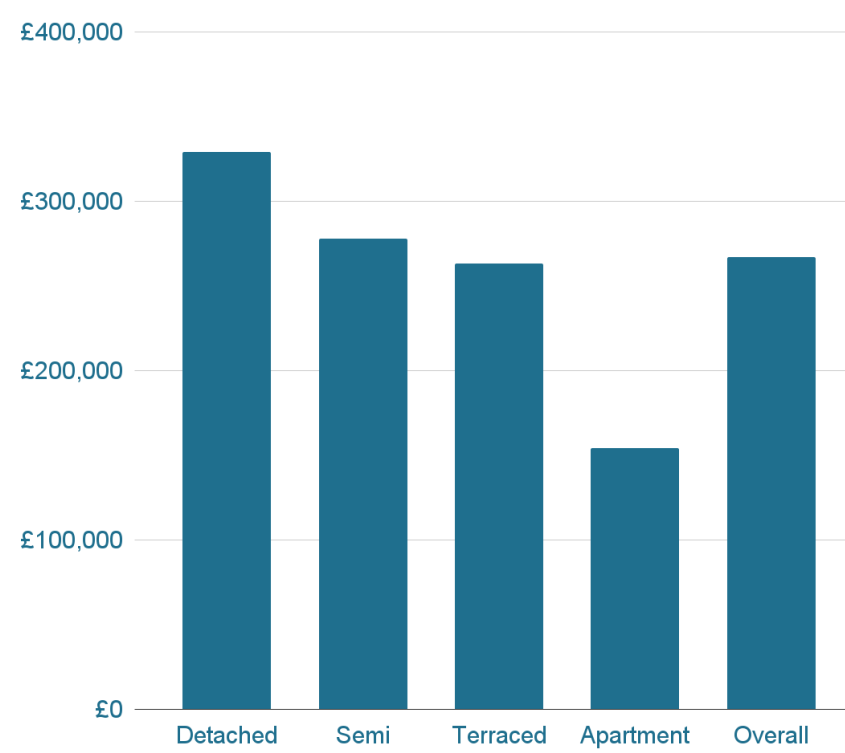
Affordability remains Plymouth's main advantage. Zoopla says 40% of homes for sale nationally are now cheaper to buy with a mortgage than to rent, and buyer borrowing power improved as mortgage rates fell below 4% earlier in the year. More recently, however, late-March market volatility pushed up some fixed mortgage pricing, with Rightmove's daily tracker showing the average two-year fix rising to 4.51%. That does not derail the market, but it does reinforce the need for realism among both buyers and sellers.

The outlook for Plymouth is therefore positive, but measured. The city looks well placed to outperform pricier southern locations because its values remain more manageable and the pool of first-time and mid-market buyers is still active. Sellers can be optimistic, but not casual: presentation, pricing and local positioning will make the difference between an early sale and a property that lingers. In a market like this, buyers and sellers are best served by working with a local expert who understands what is happening street by street, not just nationally.

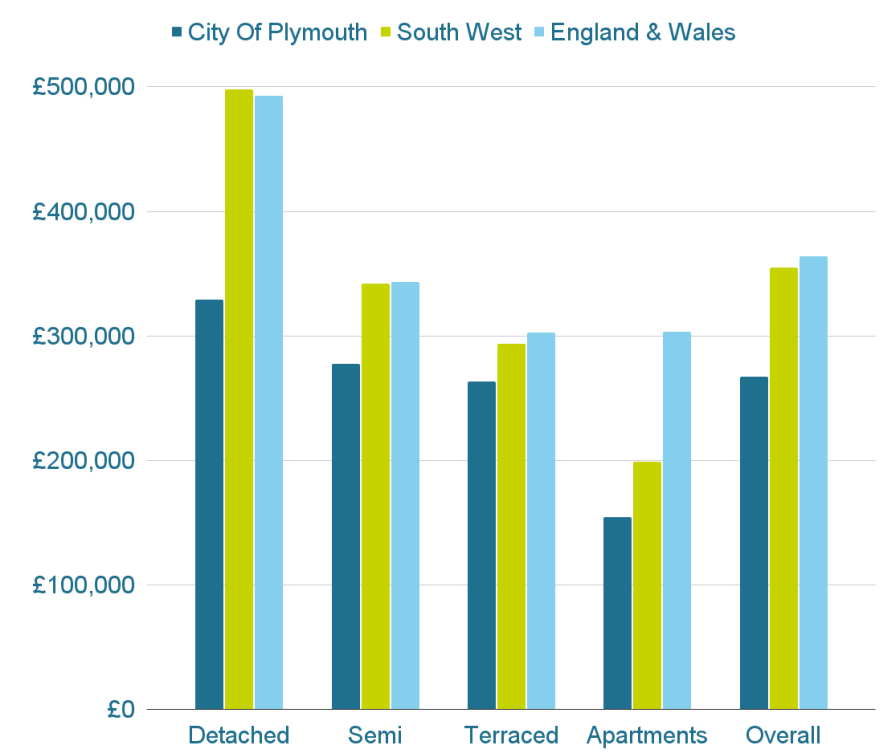
Overall prices over time



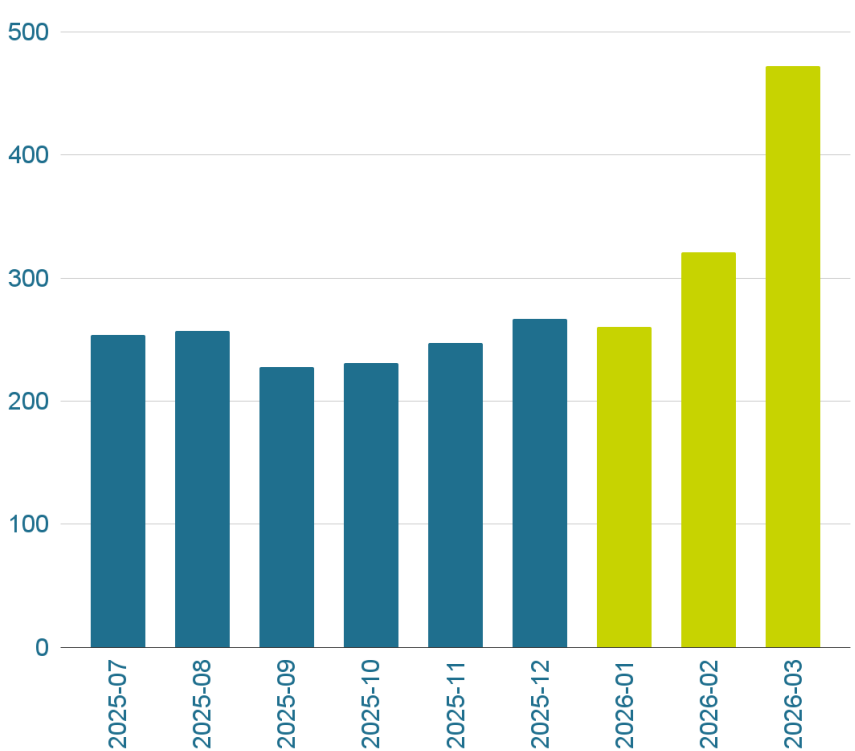
Prices by property type



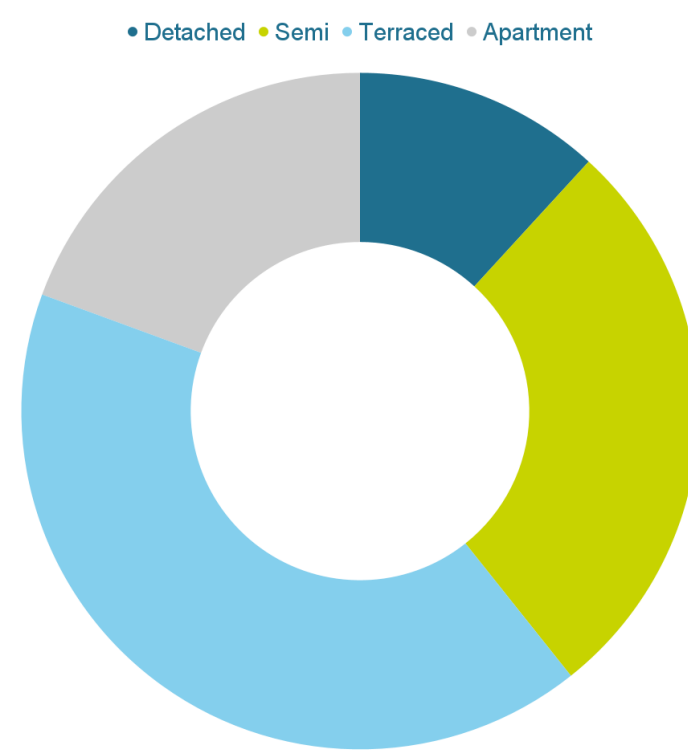
Local vs regional prices



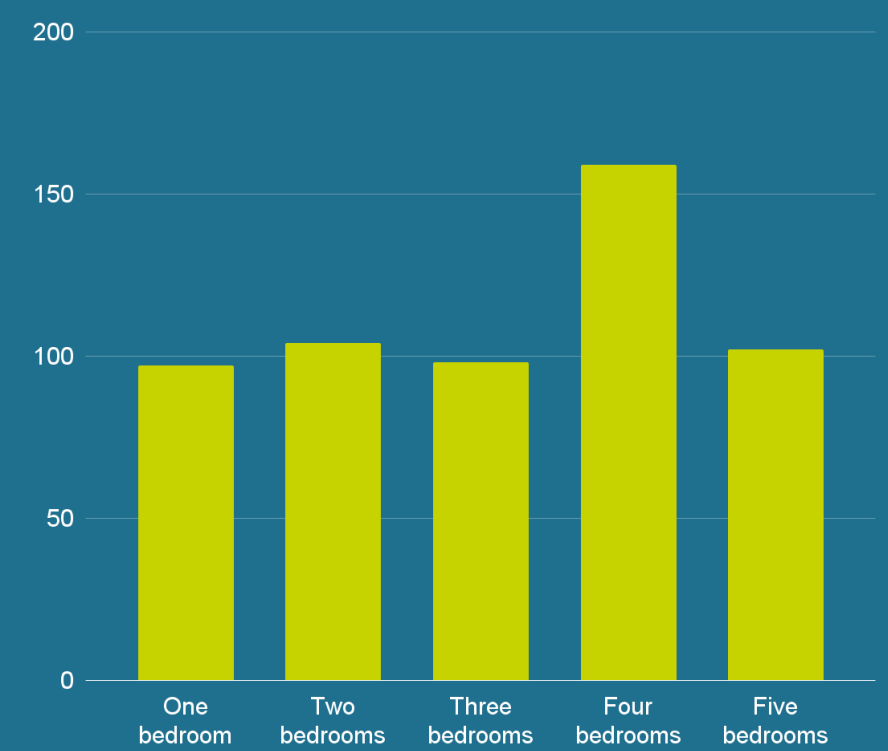
Number of sales



Proportion of sales



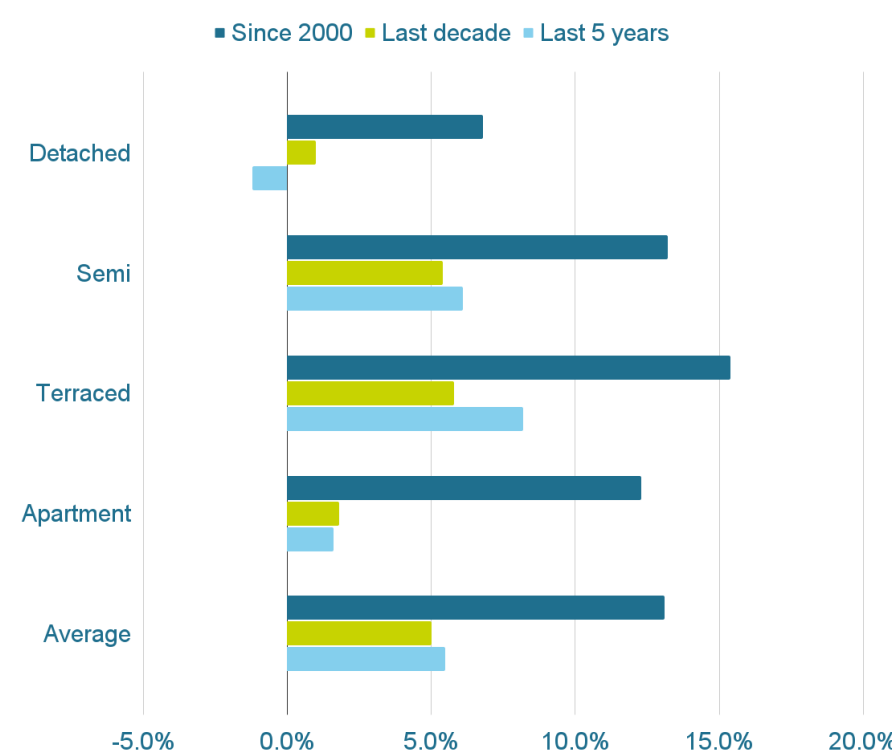
Average days on market



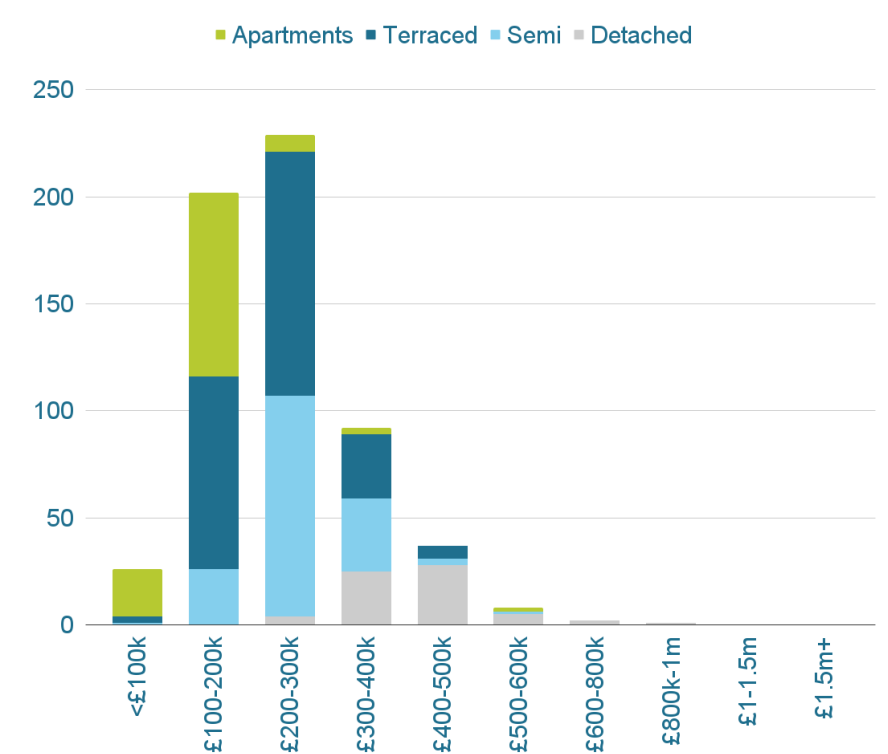
Rents PCM by bedrooms



Annual growth levels



Sales by price band & type



Source: This report has been made by ResiAnalytics for Martin&Co Plymouth. The data in this report comes from HM Land Registry, Office for National Statistics and ResiAnalytics. The last three months of sales data displayed are projections based on historical data. Disclaimer: This property market report is for informational purposes only and should not be used as a substitute for conducting your own research when making a property purchase decision. Please consult with a qualified professional to ensure all factors are considered in your investment choices.



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