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Melbourne Suburbs Top List for Home Buyer Demand

July 18, 2025

— Categories: Real Estate



Melbourne's outer metro suburbs have emerged as top choices for home buyers in Australia, driven by the search for better value and more space amid rising urban property prices.

According to recent analysis from PropTrack, a property data and analytics platform, many of the most in-demand metropolitan suburbs are located on Melbourne's fringe. The trend reflects a broader shift in buyer preferences, with more people opting for affordable and spacious areas outside the city centre.

The data shows a growing trend among Australians to look beyond inner-city locations in search of better value for money. With property prices in central Melbourne remaining high,

buyers are turning to outer suburbs where they can still find larger homes, open spaces and developing communities, all at more accessible price points.

Among the top-ranked suburbs were Melton South, Werribee and Pakenham, all situated on Melbourne's urban edge. These areas have seen increased interest from first-home buyers and families seeking a mix of affordability, infrastructure and long-term growth potential. Access to public transport, schools and local amenities has further added to their appeal.

In many of these outer suburbs, median house prices remain significantly lower than in inner Melbourne. For example, Melton South has a median house price of around \$515,000, while Pakenham's sits closer to \$650,000. These figures are well below Melbourne's inner-city median, making the suburbs more accessible to a broader range of buyers.

Experts also highlight the role of lifestyle changes brought on by the pandemic. The widespread adoption of remote and hybrid work has encouraged many Australians to consider suburban living. Buyers are now prioritising features such as home offices, larger blocks, backyards and quieter neighbourhoods over proximity to the central business district.

While Melbourne leads the latest demand rankings, similar patterns are emerging in other Australian cities. Fringe suburbs across Sydney, Brisbane and Perth are also experiencing growth, as home buyers continue to look for a balance between affordability, liveability and long-term value.

Property analysts expect demand in these high-growth corridors to remain strong, particularly as new infrastructure projects and community developments improve connectivity and amenity. Suburbs that were once overlooked are now becoming hot spots, offering a compelling mix of value, convenience and future potential.

As Melbourne's housing market continues to evolve, these findings reflect a broader change in buyer behaviour. Home seekers are placing greater importance on lifestyle, space and affordability qualities that Melbourne's outer suburbs are increasingly able to provide.