

## Post-COVID Property Surge: One Million UK Homes See 50% Value Rise, With Northern and Coastal Areas Leading

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A new analysis of the UK property market reveals that more than one million homes have appreciated by at least 50% since the start of the COVID-19 pandemic. The figures underscore the strong performance of property in select regions, particularly outside

traditional metropolitan centres, as demand for space, lifestyle flexibility, and long-term investment continues to shape buying behaviour.

Data from property platform Zoopla shows that the most dramatic increases have been concentrated in northern England and coastal areas, where affordability, scenic value, and lifestyle appeal have attracted buyers in the post-pandemic world. Towns such as Burnley, Lancashire, and Scarborough, North Yorkshire, have witnessed significant appreciation, reflecting a broader trend of buyers re-evaluating priorities, especially with the rise of remote and hybrid working.

While the South East and London continue to command premium prices, their rate of growth has slowed compared to regional markets. The report suggests that the traditional commuter belt has become less dominant in driving price growth, with buyers no longer tethered to city offices five days a week.

Experts suggest that the Bank of England's low interest rate policy during the pandemic years played a key role in fuelling the initial property surge, allowing homeowners to remortgage cheaply and first-time buyers to enter the market with competitive rates. However, as interest rates stabilise, much of the sustained growth can now be attributed to real demand, particularly for properties with gardens, home office space, and proximity to countryside or coast.

Commenting on the findings, Zoopla's Executive Director, Richard Donnell, stated: "The pandemic brought about a significant shift in how people view their homes and where they want to live. We've seen exceptional value growth in markets that were historically more affordable but are now gaining strong attention."

This property appreciation also has implications for wealth distribution, home equity, and long-term retirement planning. Homeowners in these rapidly growing areas are now sitting on considerably more equity than they were five years ago, offering both flexibility and financial security amid broader economic uncertainty.

However, industry voices have also raised caution. While price rises may benefit existing owners, they risk further stretching affordability for first-time buyers, especially in once-overlooked areas now experiencing a boom. The balancing act between encouraging homeownership and managing price inflation remains a central challenge for policymakers.

As the housing market gradually adjusts to post-pandemic realities, the message is clear: Britain's property map is shifting. For now, the strongest growth is being seen not in the capital, but in the heart of the country and along its coasts, where value, space, and lifestyle are finding new priority among today's buyers.