



Market Analysis Coventry, UK

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Standard Market Report

Coventry Property Market Report - Q1 2025

Executive Summary

The Coventry real estate market in Q1 2025 demonstrates robust growth, with average house prices rising 6.2% year-over-year to £227,000, outpacing the West Midlands' 6.0% increase. Private rents increased by 7.1% to £994 per month, reflecting strong rental demand. First-time buyers paid £206,000 on average, while mortgage buyers saw prices reach £228,000. Key market drivers include low inventory, significant urban redevelopment projects, and Coventry's growing economic and cultural appeal. However, rising interest rates and affordability challenges pose risks. The market is expected to maintain steady growth through 2025, supported by major developments like City Centre South and Greenpower Park.

Market Overview

Geographic Scope: Coventry, a dynamic city in the West Midlands, known for its automotive heritage and growing cultural and tech sectors.

Economic Context: Coventry benefits from a strong local economy, bolstered by the West Midlands Investment Zone, which offers tax incentives for advanced manufacturing and green energy. Employment is supported by major employers like Coventry University and the UK Battery Industrialisation Centre.

Demographic Trends: Population growth and inward migration, driven by students and young professionals, continue to fuel housing demand, particularly for rentals and affordable homes.

Key Market Metrics

House Prices

Average House Price: £227,000 in February 2025, up 6.2% from £213,000 in February 2024.

Price by Property Type

(February 2025):

Property Type	Price (£)	YoY Change (%)
Detached	414000	+6.9
Semi-detached	267000	+6.9
Terraced	208000	+6.2
Flats/Maisonettes	134000	+4.3

Comparison:

Region	Average Price (£)	YoY Change (%)
West Midlands	247000	+5.7
Great Britain	271000	+5.4

Top Performing Streets (2022-2025)

Location	Average Price	Dominant Type
Leamington Road	£384,958	Semi-detached
Anthony Pillage Way	£379,538	Detached
Simons Grove	£369,828	Detached

Worst Performing Streets (2022-2025)

Location	Average Price	Dominant Type
Sunnybank Avenue	£99,283	Flats
Norfolk Street	£105,472	Flats
Yarningale Road	£139,324	Flats

Rental Market

Average Monthly Rent: £994 in March 2025, up 7.1% from £928 in March 2024.

Rent by Property Type (March 2025)

Property Type	Rent	Percentage Increase
Flats/Maisonettes	£831	+7.6%
Terraced	£1011	+6.8%
Semi-detached	£1047	+6.5%
Detached	£1216	+6.3%

Rent by Bedroom Count

Bedrooms	Rent	Percentage Increase
One bedroom	£737	+8.0%
Two bedrooms	£887	+7.2%
Three bedrooms	£1036	+6.6%
Four or more bedrooms	£1431	+5.6%

Comparison:

West Midlands: £920 (+6.9%)

Great Britain: £1,343 (+7.7%)

Buyer Activity

First-Time Buyers: Average price of £206,000 in February 2025, up 6.6% from £194,000 in 2024.

Home-Movers: Average price of £266,000, up 5.6% from £252,000.

Mortgage Buyers: Average price of £228,000, up 6.2% from £214,000.

Cash Buyers: Average price of £223,000, up 6.2% from £210,000.

Supply and Demand Dynamics

Inventory: Limited housing supply continues to drive price growth, with demand outpacing new listings.

New Construction: Major developments are set to increase supply:

- ✓ **City Centre South:** A 6.5ha mixed-use project delivering 1,550 homes by 2033, with 991 homes in Phase 1 (145 social rent, 55 shared ownership, 791 private sale/rent). Phase 1 includes 8,000 sqm of commercial space and 17,000 sqm of public space.
- ✓ **City Centre Cultural Gateway:** Transformation of the former IKEA building into a cultural hub, operational by 2026, indirectly boosting residential demand.
- ✓ **Greenpower Park:** A 309-acre site with planning for a Gigafactory, expected to create jobs and attract residents, with delivery starting in 2026.
- ✓ **Buyer Trends:** Strong demand from first-time buyers and investors, particularly for Build to Rent opportunities in the city centre.

Market Segmentation

By Property Type: Semi-detached and terraced homes dominate transactions, with detached properties commanding premium prices.

By Price Tier:

High-End: Leamington Road, Simons Grove (£350,000+)

Mid-Tier: Anchorway Road, Daventry Road (£250,000-£350,000)

Affordable: Cheveral Avenue, Ashorne Close (£200,000-£250,000)

By Submarket: City centre and suburban areas like Whoberley and Binley show strong price growth, while areas like St Andrews Road and Yarningale Road lag due to lower-value flats.

Comparative Analysis

Historical Trends: Coventry's 6.2% price growth in 2025 continues a steady upward trajectory since 2020, driven by urban regeneration and economic investment.

Regional Benchmarking: Coventry's house prices (£227,000) are below the West Midlands average (£247,000) but growing faster, making it an attractive investment market.

National Comparison: Prices remain below Great Britain's average (£271,000), offering affordability for buyers.

Market Drivers and Risks

Drivers:

Major developments (City Centre South, Greenpower Park) enhancing Coventry's appeal. West Midlands Investment Zone tax incentives boosting industrial and residential growth. Cultural projects like the City Centre Cultural Gateway attracting students and professionals.

Risks:

Rising interest rates increasing mortgage costs, potentially cooling buyer demand. Affordability pressures for first-time buyers due to high rents and price growth. Potential oversupply in the flat/maisonette segment in lower-value areas.

Forecast and Outlook

Short-Term (2025): House prices are projected to rise 4-6%, supported by low inventory and ongoing developments. Rents may increase 6-8%, driven by student and professional demand.

Long-Term (2026-2030): Major projects like City Centre South and Greenpower Park will significantly boost supply and economic activity, potentially stabilizing price growth but increasing rental demand.

Scenarios:

Best Case: Strong job growth and investment sustain price and rent increases.

Worst Case: Higher interest rates and economic slowdown could temper demand, particularly in the flat segment.

Policy and Regulatory Insights

West Midlands Investment Zone: Offers tax breaks (stamp duty, business rates) for up to 10 years, encouraging investment in Greenpower Park and related sectors.

Affordable Housing: City Centre South's Phase 1 includes 200 affordable homes, addressing local housing needs.

Zoning Changes: Outline planning consents for major projects facilitate development but require careful monitoring to avoid oversupply.

Consumer Sentiment

Limited data on buyer sentiment, but strong transaction activity on streets like Daventry Road and Anchorway Road suggests confidence in mid-tier and premium segments.

High rental growth indicates robust demand from tenants, particularly for one- and two-bedroom properties.

Appendices and Methodology

Data Sources:

UK House Price Index (ONS, HM Land Registry)

Price Index of Private Rents (ONS)

Census and Labour data (Nomis)

Street/ward level data (Vada Prime LLC)

Development data (<https://www.coventry.gov.uk/investment-opportunities/developments>)

Other general data (<https://en.wikipedia.org/wiki/Coventry>)

Methodology:

1. House price and rent data are provisional for February/March 2025 and subject to revision.
2. Street-level analysis based on transaction counts, mean/median prices, and price stability (standard deviation/mean).
3. Development impacts assessed qualitatively based on scale, timeline, and economic influence.

Notes:

National identity data influenced by 2021 Census question changes. This report was put together using datasets gathered by Vada Prime's proprietary machine learning software. All data comes from the sources above. No synthetic data was used in the creation of this report. AI is used for formatting purposes only.