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Analytical Report

Rent Market Analysis (February, 2026)

Greater London

Intelligence Team

Overview

The following report represents information on rental properties in various postcode districts in Greater London.

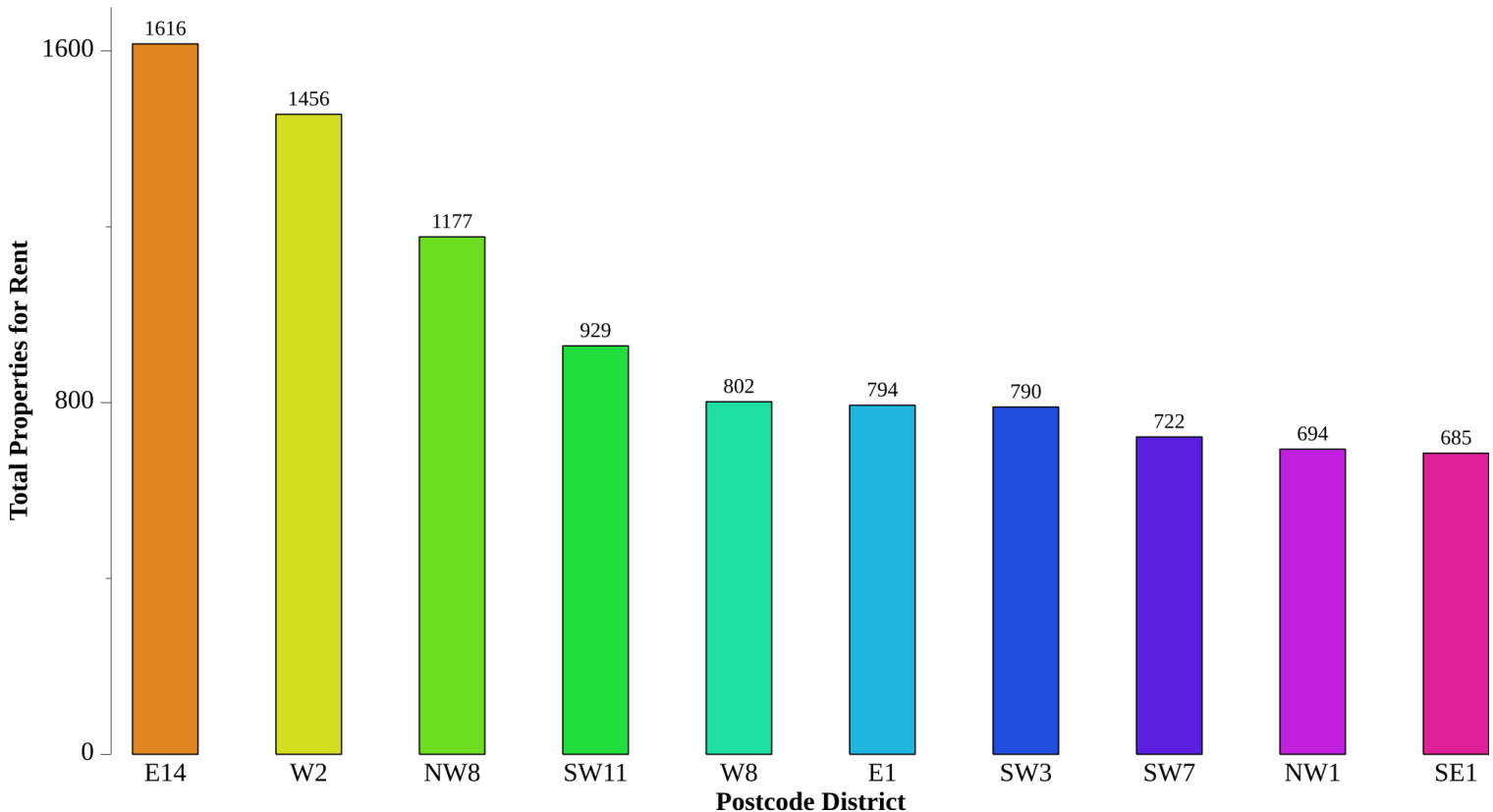
Key Metrics

- Total properties for rent : This value indicates the total number of properties available on the market for rental purposes in a month.
- Average transactions per month : The average number of properties rented out per month.
- Months of inventory : The amount of time it takes for the said “total properties for rent” to be rented out.
- Turnover percentage per month : The proportion of properties that change hands each month.
- Days on the market : The average number of days it takes for a property to be rented out.
- Market Rating : This value provides a qualitative assessment of the market type based on certain criteria including demand, rental price etc.
 - Landlords Market : Market with high demand and less supply.
 - Balanced Market : Market with approximately equal demand and supply.
 - Tenants Market : Market with high supply and less demand.

High-level Analysis

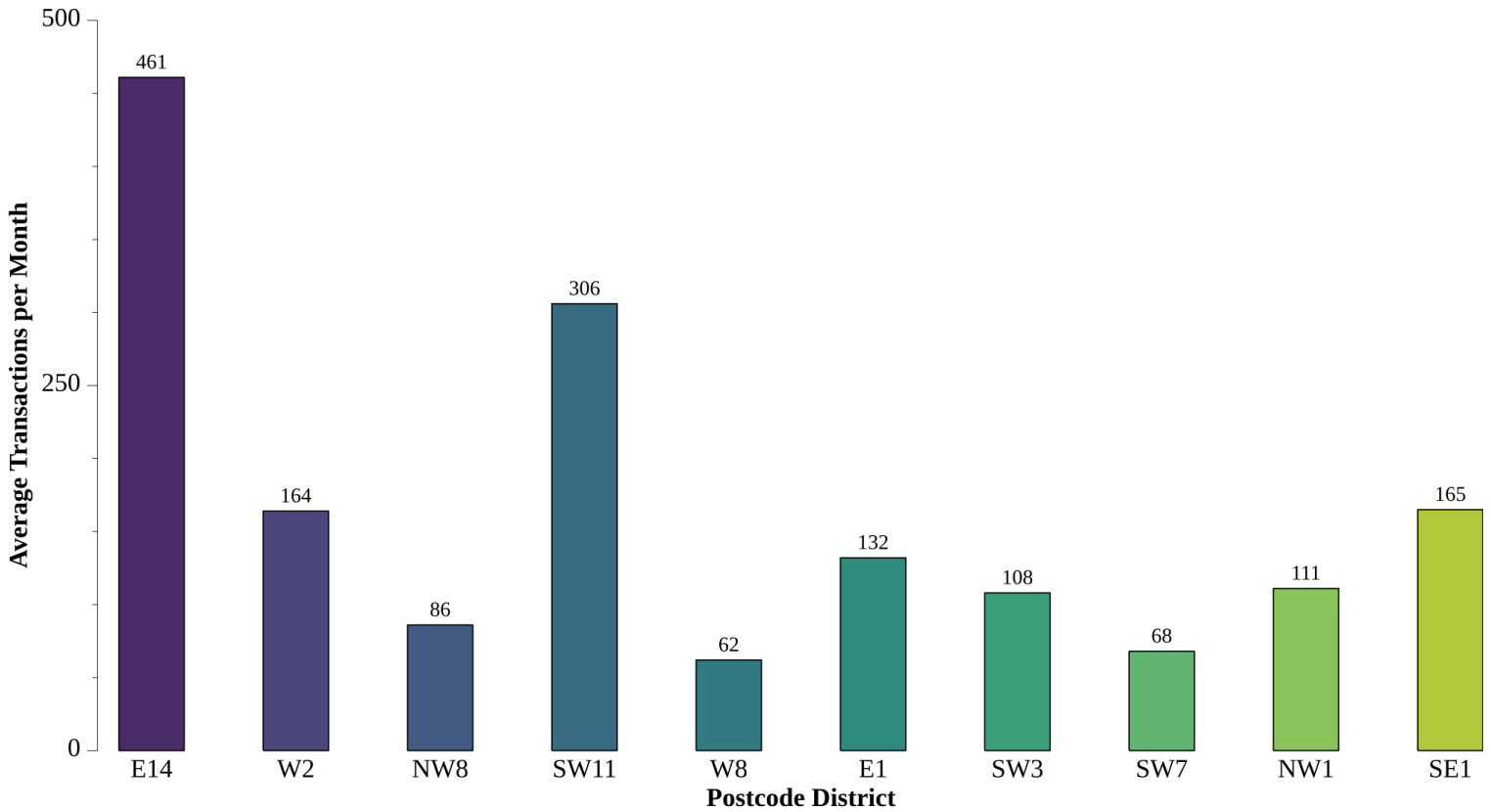
The following analysis provides an overview of the rental market in several postcode districts for February 2026.

Total Properties for Rent in Top 10 Districts - February 2026



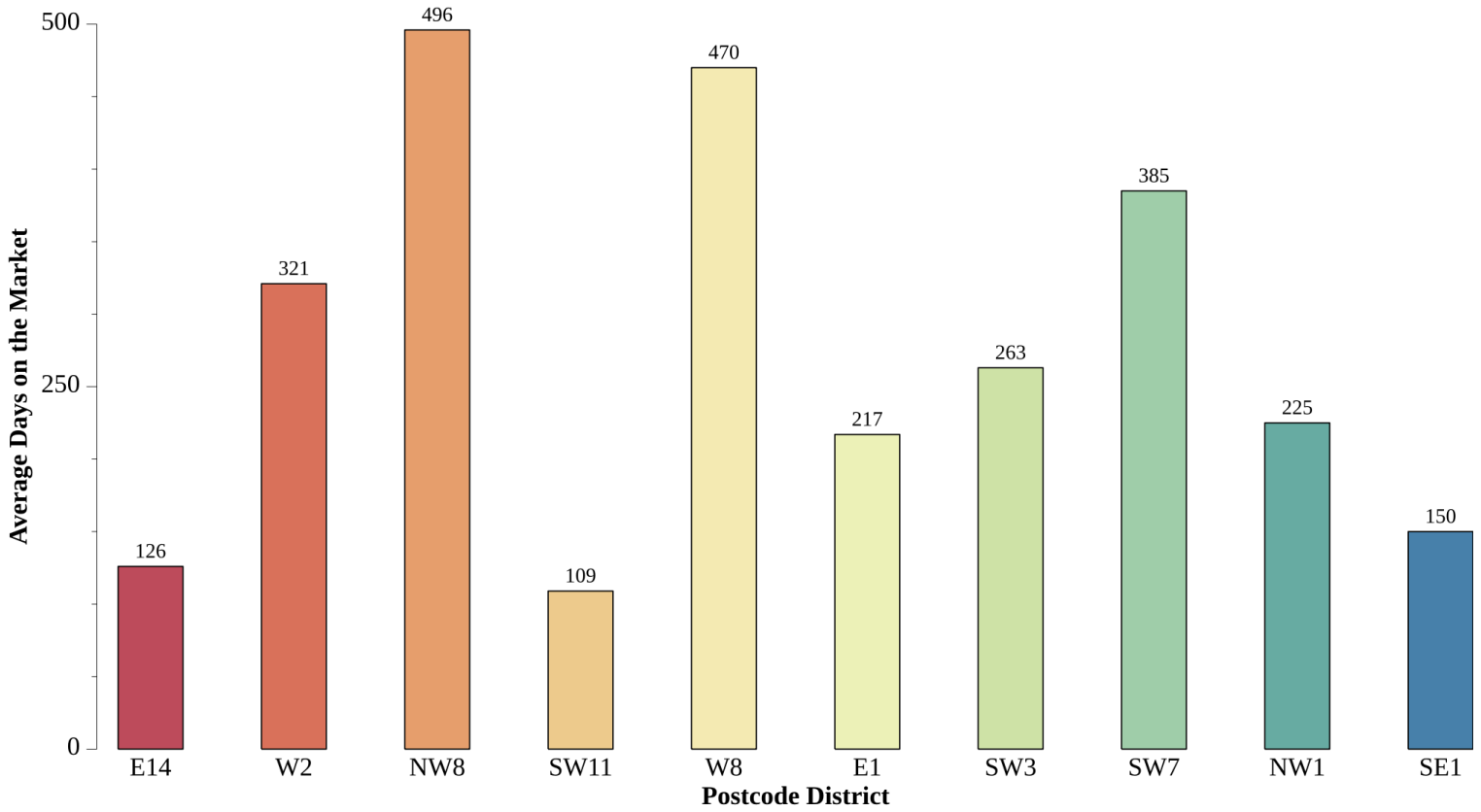
February signals a subtle power shift, with several previously firm districts tipping toward tenant conditions despite only modest rent changes. The key move is in flow: areas like SW11 and E14 still show strong recent listing activity relative to stock, suggesting landlords are testing pricing early in the year, while W2, NW8 and SW7 reflect weaker intake momentum and softer ratings. Overall, the market is not cooling uniformly, it is repricing selectively, with mid-market locations holding firmer than premium postcodes.

Average Transactions per Month in Top 10 Districts - February 2026



Postcode District	Turnover (%) per Month
E14	29
W2	11
NW8	7
SW11	33
W8	8
E1	17
SW3	14
SW7	9
NW1	16
SE1	24

Average Days on the Market in Top 10 Districts - February 2026

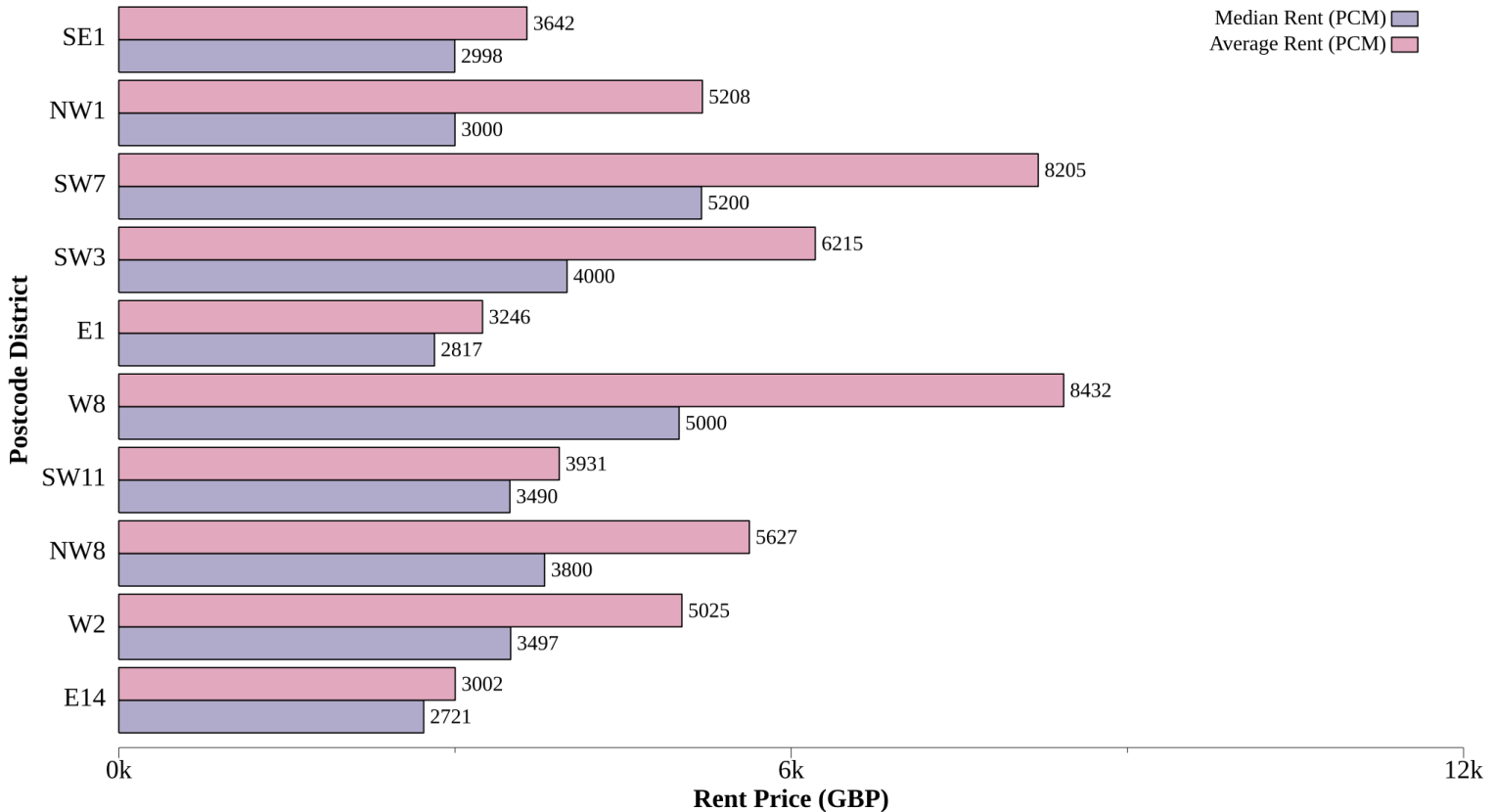


Postcode District	Months of Inventory
E14	3.5
W2	8.9
NW8	13.8
SW11	3
W8	13
E1	6
SW3	7.3
SW7	10.7
NW1	6.3
SE1	4.2

Average & Median Prices Analysis

The following analysis provides an overview of the rental market in several postcode districts for February 2026.

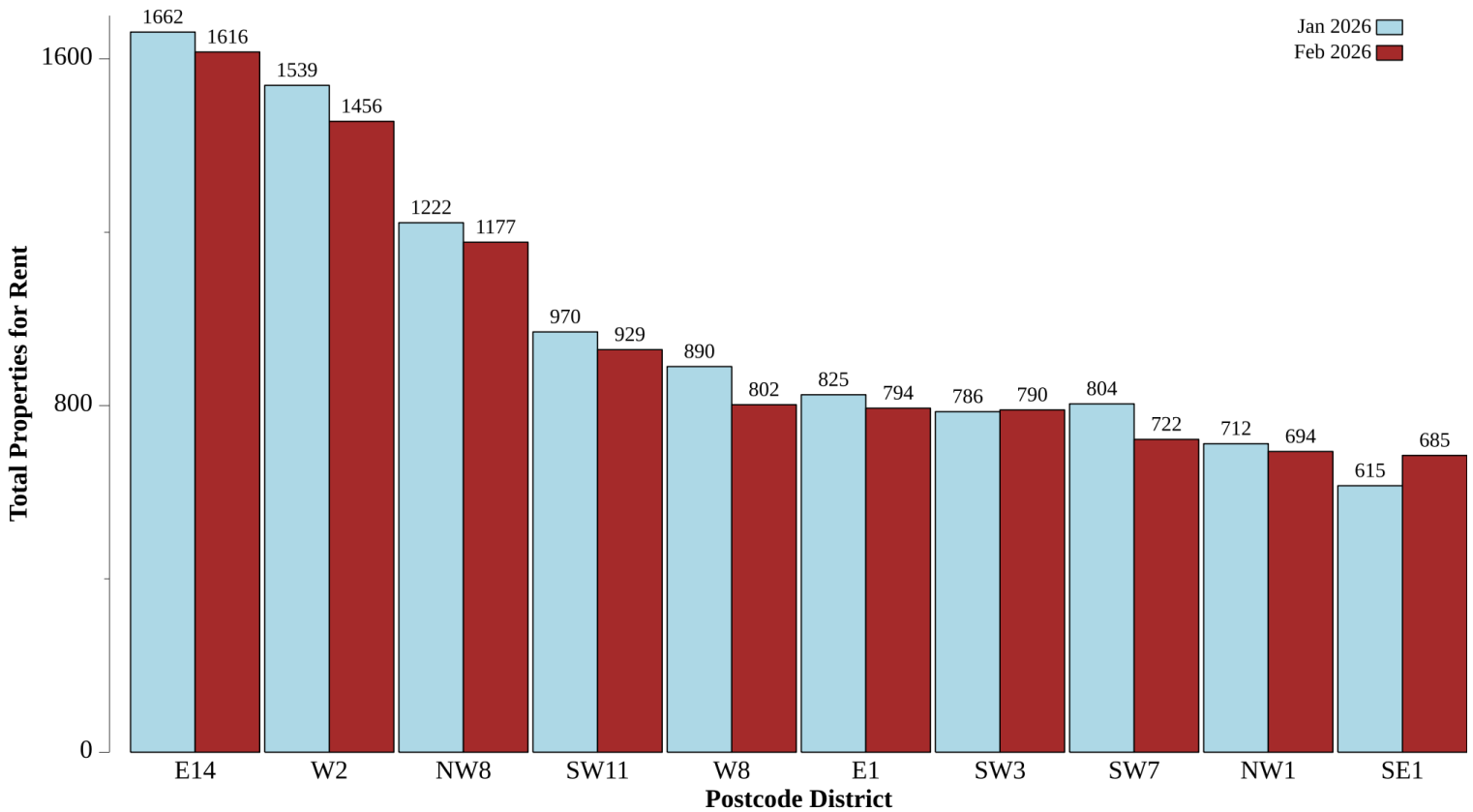
Average and Median Rent Prices (February 2026)



February shows pricing resilience only where rent levels sit close to the median tenant budget, as seen in E14 and SW11 where landlord conditions persist. In higher-priced districts like W8, SW7, SW3, NW8 and W2, large gaps between mean and median rents align with tenant-favourable ratings, signalling resistance at the top end rather than broad weakness. Balanced areas such as E1 and SE1 suggest the market is clearing near true affordability thresholds, with limited room for further upward price stretch.

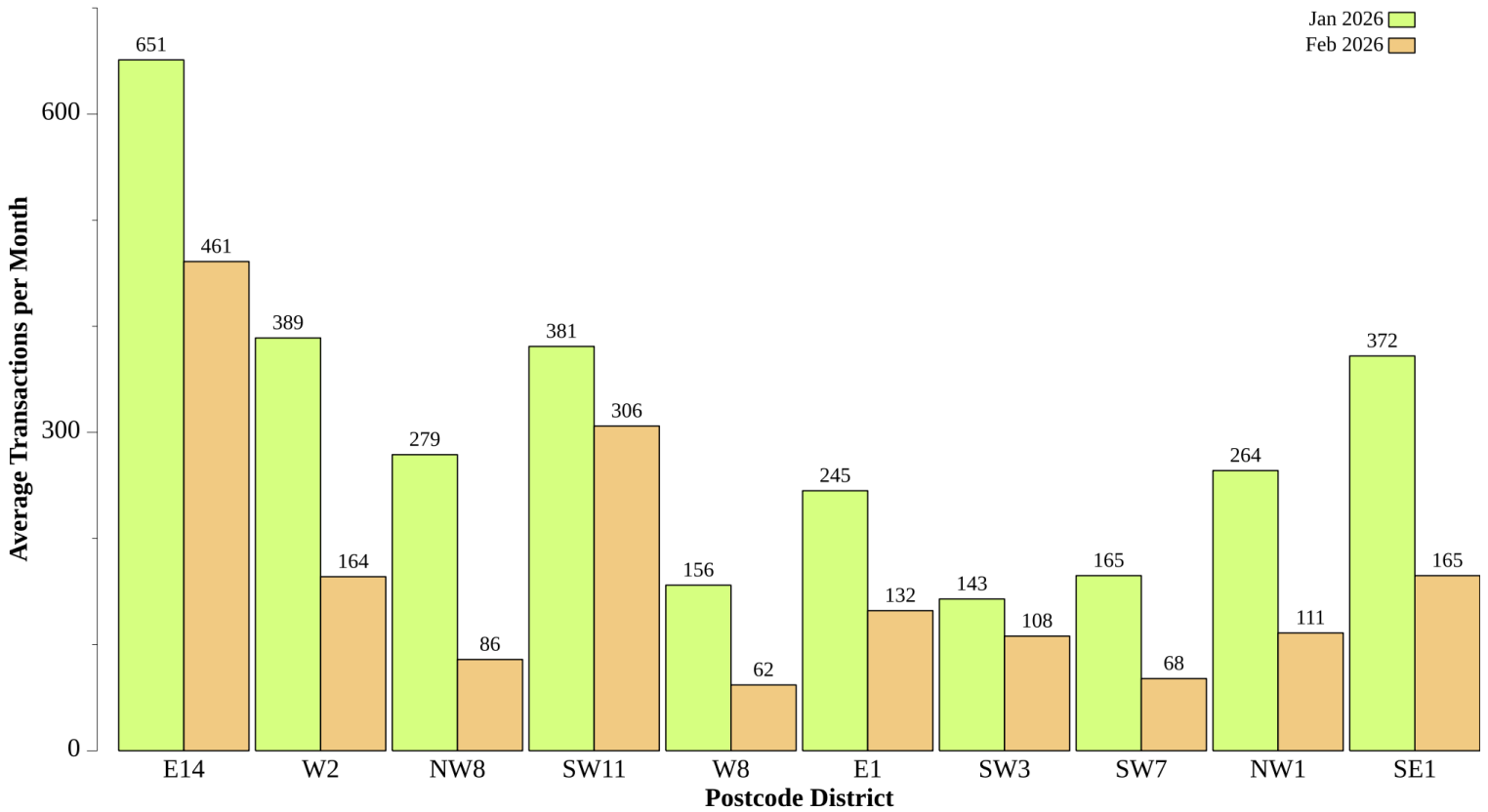
Comparison: Jan 2026 vs Feb 2026

Comparison of Properties for Rent in Top 10 Districts - January 2026 vs February 2026

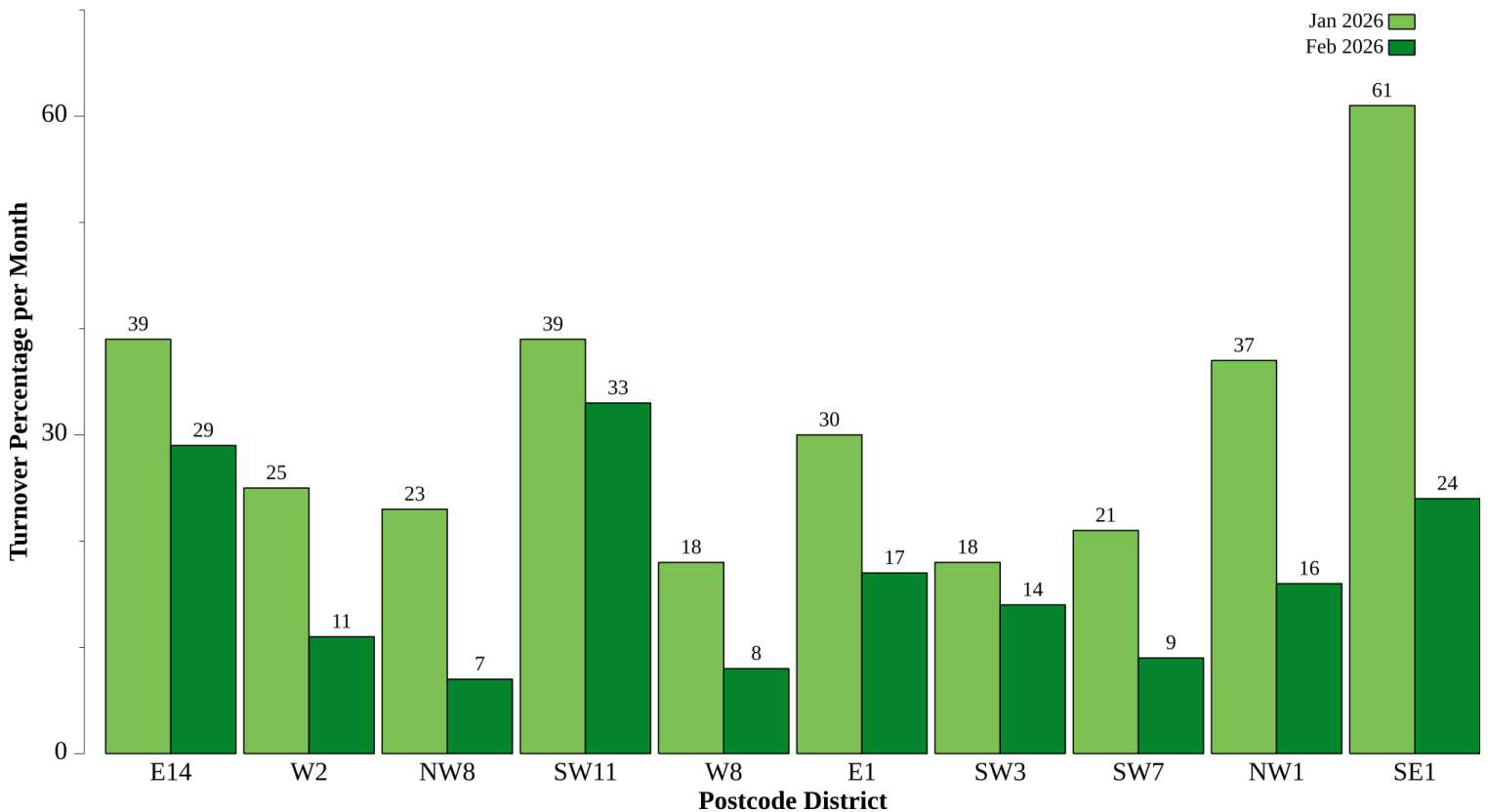


February shows a sharp contraction in transactional intensity across almost all districts, with turnover roughly halving in areas like NW8, W8, NW1 and SE1, indicating demand paused faster than supply adjusted. Even strong January performers such as E14 and SW11 saw meaningful drops, suggesting early-year momentum was front-loaded rather than sustained. The scale of decline in higher-priced districts implies demand there is more sentiment-driven, while mid-market areas are slowing more gradually rather than collapsing.

Comparison of Average Transaction per Month in Top 10 Districts - January 2026 vs February 2026



Comparison of Turnover Percentage per Month in Top 10 Districts - January 2026 vs February 2026



Insights – February 2026

Market Trends and Dynamics

Liquidity has become the clearest dividing line: SW11 and E14 still recycle stock within 3–3.5 months, while NW8 and W8 now carry nearly a year of supply, signalling structural overshoot rather than short-term slowdown. The market is rewarding realistic mid-level pricing and penalising aspirational top-end positioning. Depth of tenant demand is proving more important than headline rent strength.

Market Fluctuations and Variability

Higher-rent districts show extreme volatility in absorption, with days on market stretching beyond 400 in some cases, meaning small demand shifts create long vacancy tails. Mid-market zones fluctuate less dramatically because they serve needs-based renters rather than discretionary movers. Seasonally, February appears to have exposed fragility that January momentum temporarily masked.

Market Possibilities and Opportunities

Tenant leverage is strongest where inventory exceeds 7–10 months, creating room for negotiation, incentives, or repositioning strategies. In balanced areas like E1 and SE1, modest price corrections could quickly restore momentum due to moderate supply levels. For landlords, resilience lies in aligning rents close to the median, where transaction flow still exists and void risk remains controlled.