

This spring's housing buzz: Top keywords, homes & hotspots



Australia's property market is entering spring with buyers searching for homes that reflect shifting priorities – from lifestyle staples to affordability pressures and distinctive local quirks.

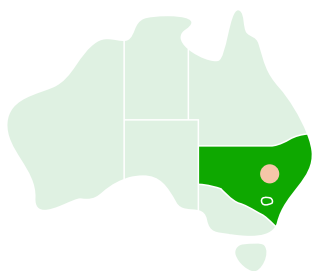
Across the capitals, the data reveals a mix of design preferences, affordability trade-offs, and surprising search patterns:

- **Sydney** is being reshaped by flexibility and income potential, with “granny flat” now the number one search term.
- **Melbourne** buyers are chasing architectural character, where “warehouse” conversions sit alongside “heritage” and “art deco” as top searches.
- **Brisbane** remains lifestyle-led, but this year also marks the return of the city – and the rise of the “shed” as a distinctly Queensland must-have.
- **Adelaide** shows how affordability keeps shaping behaviour, with “stamp duty” unexpectedly cracking the top 10 searches.
- **Perth** blends lifestyle and versatility, where “granny flat” and “shed” rank alongside “pools” and “waterfronts” at the top of the wishlist.
- **Canberra** is the only capital where “study” remains a top-three search, while “north” takes first place, reflecting the city's unique focus on orientation and sunlight.

Together, the spring data highlights how Australians are rethinking what matters most in a home – whether it's space for extended family, period charm, outdoor amenities, or upfront savings.



Sydney



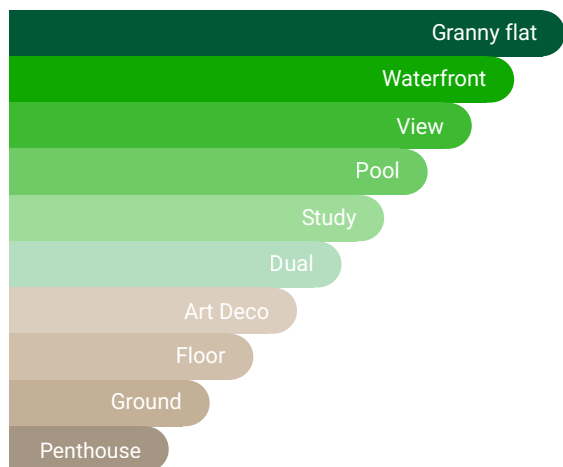
Beyond the pool: Sydney's shift from lifestyle to practical

Sydney buyers are heading into spring with functionality at top of mind. "Granny flat" has surged into the number one spot, as demand grows for homes with rental income potential, multigenerational living or flexible space.

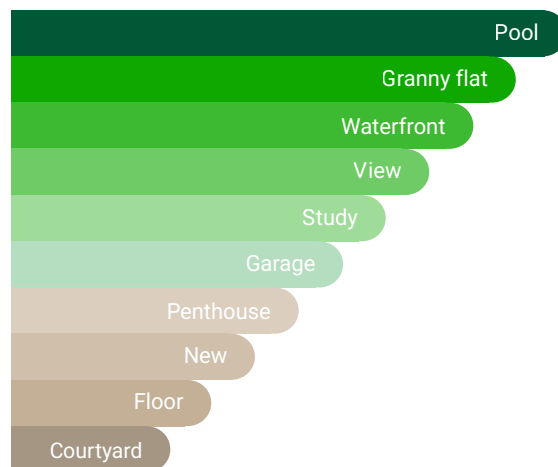
Lifestyle is still influential – "waterfront" and "view" remain highly ranked – but "pool" has slipped to fourth, a sign buyers are re-prioritising. Character is also making a comeback: "art deco" climbed from 12th to seventh place, showing renewed demand for homes with heritage appeal. And while "study" has held steady in fifth place, it highlights that work-from-home features remain valued, even if no longer dominant.

Top buyer search terms

2025







2024



Property type and price realities

Houses remain the most popular, capturing 74.1% of buyer searches – but that's one of the lowest shares nationally. Sydney shows the strongest appetite for units, clear evidence that buyers are adjusting to the city's steep price ladder.

	Property	Search share	Median price
	Houses	74.1%	\$1.8m
	Townhouses	26.6%	\$1.2m
	Units	26.5%	\$900,000
	All	-	\$1.3m

Some buyers consider multiple property types, therefore, figures won't add up to 100%.



Most wanted homes

Sydney's spring wish list is led by three-bedroom houses (\$1.7 million), the city's benchmark search. Two-bedroom houses (\$1.5 million) follow, showing how buyers are scaling back on size to remain in the detached market.

At the same \$1.5 million search price, buyers are also targeting three-bedroom townhouses – creating a clear trade-off: land with fewer bedrooms versus more space in medium-density living. Two-bedroom units (\$900,000) provide the most common entry point, while two-bedroom townhouses (\$1.2 million) round out the top five, reinforcing the shift toward medium density as a mainstream option.

Key insight: Sydney buyers are trading land for space – choosing between smaller detached homes and larger townhouses at the same price point. Units remain the only significant affordability relief, while townhouses are emerging as a credible family alternative.

Rank	Property	Beds	Median search price
1		3	\$1.7m
2		2	\$1.5m
3		2	\$900,000
4		3	\$1.5m
5		2	\$1.2m

Location hotspots

Competition will be fiercest in Sydney's character-rich, well-connected Inner West, with Leichhardt and Marrickville-Sydenham-Petersham listings attracting more than four times the average buyer views. Prestige suburbs remain in the mix – Eastern Suburbs, North Sydney-Mosman, and Manly all feature strongly.

The Inner West's strength highlights demand for neighbourhoods that blend character, connectivity and relative value compared to Sydney's most exclusive harbourside markets. Interestingly, Sydney Inner City also makes the top 10, signalling renewed appetite for high-amenity apartment living close to jobs and lifestyle hubs.

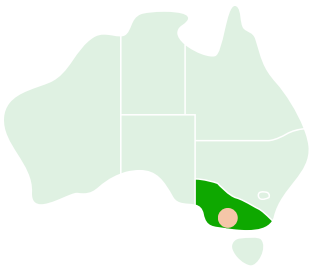
Rank	Top areas of demand
1	Leichhardt
2	Marrickville-Sydenham-Petersham
3	Eastern Suburbs-North
4	North Sydney-Mosman
5	Manly
6	Eastern Suburbs-South
7	Strathfield-Burwood-Ashfield
8	Pittwater
9	Chatswood-Lane Cove
10	Sydney Inner City

Spring snapshot

Sydney's spring market is defined by practical priorities, rising demand for character homes, and fierce competition in connected, high-demand suburbs. Buyers are flexing across property types and price points, but the battlegrounds are already set.



Melbourne



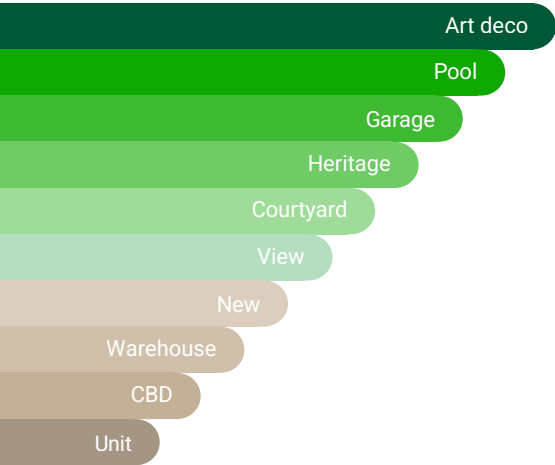
From pools to period charm: character takes the lead

Melbourne buyers are entering the spring market with a clear tilt towards heritage and design. "Art deco" has climbed to the top search term, overtaking "pool" as Melbourne's most sought-after feature. Reinforcing this character focus, "heritage" jumped from 12th to fourth, reflecting growing demand for period architecture and distinctive design.

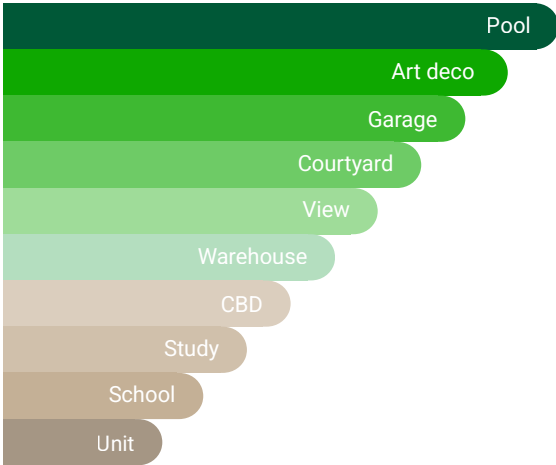
Industrial style remains firmly on the radar — "warehouse" has held steady near the top rankings — while practicality also plays a role, with "garage" consistent in 3rd place. On the flip side, the decline of "study" from the top 10 highlights the ongoing shift away from dedicated home office spaces.

Top buyer search terms

2025







2024



Property type and price realities

While houses still dominate Melbourne searches at 78.7%, the standout trend is the city's exceptional interest in townhouses – at 38% of searches, the highest nationally. Units are also strongly represented at 24.7%, second only to Sydney. This mix reflects Melbourne's openness to higher-density and medium-density living as buyers adjust to affordability pressures.

	Property	Search share	Median price
	Houses	78.7%	\$1m
	Townhouses	38%	\$800,000
	Units	24.7%	\$600,000
	All	-	\$850,000

Some buyers consider multiple property types, therefore, figures won't add up to 100%.



Most wanted homes

Melbourne's top search is for three-bedroom houses (\$1 million). Just below that, two-bedroom houses (\$850,000) and two-bedroom townhouses (\$800,000) cluster closely, showing detached and medium-density options competing at a similar price. Two-bedroom units (\$650,000) anchor affordability, while three-bedroom townhouses (\$1 million) overlap directly with houses, reflecting Melbourne's strong appetite for character and space in both formats.

Key insight: The equivalence between three-bed houses and three-bed townhouses at \$1 million shows buyers see medium-density as a genuine substitute for detached homes. Entry-level searches are tightly clustered around \$650,000-\$850,000, offering flexibility across property types.

Rank	Property	Beds	Median search price
1		3	\$1m
2		2	\$850,000
3		2	\$800,000
4		2	\$650,000
5		3	\$1m

Location hotspots

Melbourne's hotspots are concentrated in its heritage-rich inner core, perfectly aligned with its heritage and character-driven search trends. Stonnington-West leads buyer demand with almost three times as many views per listing as the average, followed by Yarra and Stonnington-East. The top five is rounded out by Darebin-South and Boroondara, reinforcing a clear preference for heritage-rich, amenity-dense neighbourhoods with cultural and city connectivity.

Demand also extends into lifestyle precincts such as Brunswick-Coburg and Port Phillip, with a mix of period homes and higher-density options. Nillumbik-Kinglake makes a surprise entry into the top 10, suggesting buyers are also considering green-belt, semi-rural alternatives.

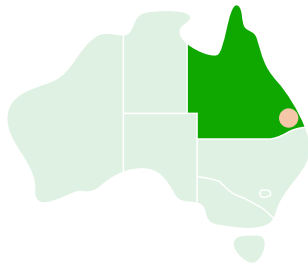
Rank	Top areas of demand
1	Stonnington-West
2	Yarra
3	Stonnington-East
4	Darebin-South
5	Boroondara
6	Brunswick-Coburg
7	Port Phillip
8	Glen Eira
9	Nillumbik-Kinglake
10	Bayside

Spring snapshot

Spring snapshot: Melbourne's spring market is defined by character and design. Buyers are drawn to heritage-rich neighbourhoods, and townhouse demand is almost equal to detached houses at key price points. What's different this year is the rise of quirky architectural searches: "warehouse" joins "heritage" and "art deco" in the top tier, confirming Melbourne's reputation for distinctive, design-led living.



Brisbane



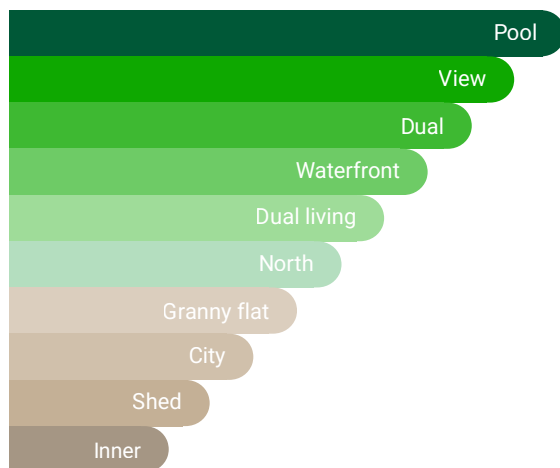
Pools, views and the return of the city

Brisbane's spring market remains lifestyle-driven. "Pool" is the number one search term, followed closely by "waterfront" and "view" – reflecting the city's subtropical climate and strong outdoor culture. These features consistently dominate Brisbane buyer wish lists, reinforcing how central lifestyle is to property choice.

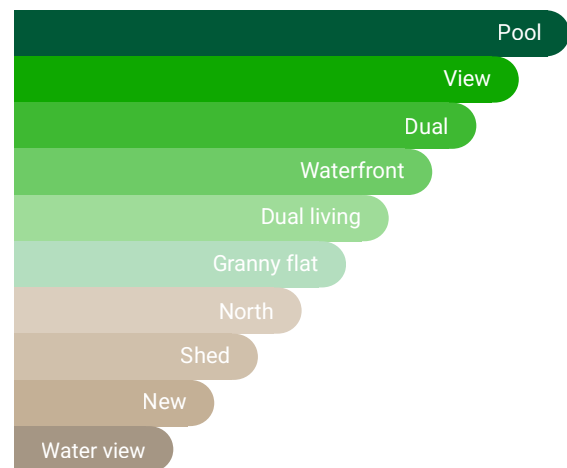
But lifestyle isn't the only story. "Dual living" and "granny flat" also sit inside the top 10, highlighting growing demand for homes that can support dual occupancy – whether that's multigenerational households, self-contained secondary dwellings, or a split block. Notably, "city" has entered the top searches for the first time, signalling a renewed desire for urban amenity and proximity after years when suburban and outer-ring areas dominated.

Top buyer search terms

2025



2024



Property type and price realities

Detached houses are still the backbone of Brisbane searches, accounting for three-quarters of all buyer activity (75.5%). But medium-density options are firmly on the radar: townhouses (22.6%) and units (21%) now command meaningful shares, showing growing acceptance of higher-density living.

	Property	Search share	Median price
	Houses	75.5%	\$950,000
	Townhouses	22.6%	\$800,000
	Units	21%	\$750,000
	All	-	\$850,000

Some buyers consider multiple property types, therefore, figures won't add up to 100%.






Most wanted homes

The spring wish list is led by three-bedroom houses (\$900,000), with two-bedroom houses (\$750,000) also strongly in demand as buyers downsize their expectations to stay in the detached market.

Medium-density searches show a clear affordability ladder: Two-bedroom units and two-bedroom townhouses both centre on \$700,000, giving buyers parallel pathways into the market. At the upper end, four-bedroom houses (\$1.2 million) make the top five, reflecting family demand stretching budgets further.

Key insight: At \$700,000, buyers are equally searching for two-bedroom units and two-bedroom townhouses – a sign that affordability is steering them into medium-density homes. Meanwhile, the step up to four-bed houses highlights family demand anchoring the upper end of the market.

Rank	Property	Beds	Median search price
1		3	\$900,000
2		2	\$750,000
3		2	\$700,000
4		2	\$700,000
5		4	\$1.2m

Location hotspots

This spring marks the return of the city. Brisbane Inner West tops the rankings, joined by Brisbane Inner East, Brisbane Inner, and Brisbane Inner North in the top 10 – a clear sign of renewed appetite for inner-city living. The alignment with “city” breaking into top keyword searches reinforces that buyers want connectivity, culture and amenities close to the CBD.

At the same time, family-friendly middle-ring areas remain popular, with Kenmore-Brookfield-Moggill, Sherwood-Indooroopilly, and Holland Park-Yeronga all featuring strongly.

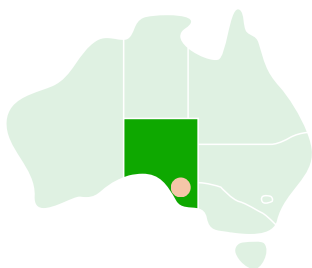
Rank	Top areas of demand
1	Brisbane Inner-West
2	Kenmore-Brookfield-Moggill
3	Brisbane Inner-East
4	Sherwood-Indooroopilly
5	Holland Park-Yeronga
6	Brisbane Inner
7	Brisbane Inner-North
8	Carindale
9	Centenary
10	Nathan

Spring snapshot

Lifestyle remains Brisbane's hallmark – “pools”, “views” and “outdoor living” dominate searches – but this spring also marks the return of the city, with “city” entering the top keywords and inner-Brisbane leading hotspots. At the same time, buyers are looking for distinctly local features: “shed” makes the top searches, reflecting demand for extra space, storage and multipurpose living that fits Brisbane's lifestyle.



Adelaide



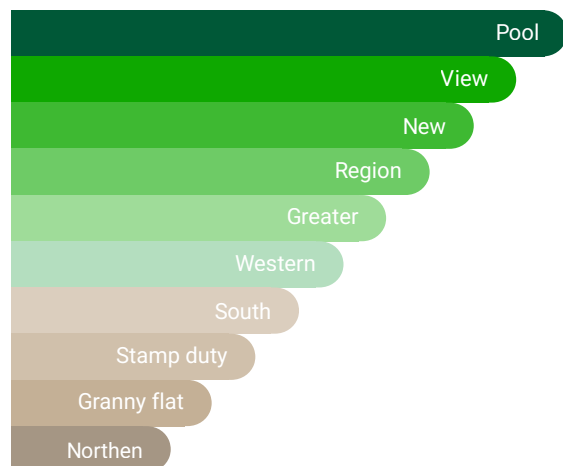
Lifestyle and quality in focus

Adelaide buyers are heading into spring with lifestyle and quality at the top of their search lists. "Pool" remains the number one search term, while "view" has climbed to second, showing buyers are placing a premium on outlooks and liveability. "New" ranks third, highlighting continued demand for turnkey homes that remove the uncertainty of renovation.

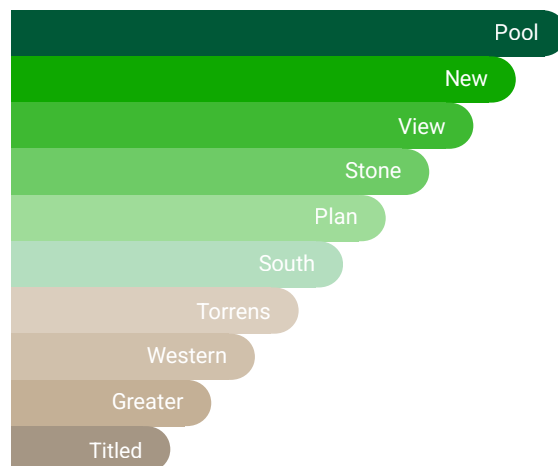
Other top terms – "region," "greater," and "western" – reflect buyer interest across metro and regional Adelaide, while "granny flat" suggests the impact of shifted affordability and the need for flexible living options. Notably, "stamp duty" also appears in the top 10, showing buyers are actively searching for properties flagged with concessions or developer incentives – evidence that affordability factors are front of mind even in a relatively accessible market.

Top buyer search terms

2025







2024



Property type and price realities

Adelaide has the strongest house preference nationally, with 82.3% of searches. This reflects both Adelaide's relative affordability and the continued preference for land and space.

	Property	Search share	Median price
	Houses	82.3%	\$900,000
	Townhouses	28.6%	\$800,000
	Units	22.2%	\$600,000
	All	-	\$850,000

Some buyers consider multiple property types, therefore, figures won't add up to 100%.








Most wanted homes

Adelaide buyers anchor their searches around three-bed houses (\$850,000), with two-bed houses (\$750,000) the next most common step down. Entry points cluster in medium-density: two-bed townhouses and two-bed units at \$700,000 and \$650,000, respectively. A premium three-bed, two-bath house also appears in the top five at \$1 million, signalling a clear uplift for extra amenities.

Insights

- **Amenity premium:** Buyers are willing to pay \$150,000 more for a three-bed house with a second bathroom, underscoring the value of extra amenities.
- **Flexible entry points:** Two-bed units and townhouses clustered at \$650,000-\$700,000 show buyers are open to multiple property types at this budget.
- **Detached persistence:** Two-bed houses at \$750,000 remain popular, showing demand to stay in a detached dwelling even at a modest premium over medium-density options.

Rank	Property	Beds	Bath	Median search price
1		3	-	\$850,000
2		2	-	\$750,000
3		2	-	\$700,000
4		2	-	\$650,000
5		3	2	\$1m

Location hotspots

Demand is concentrated in Adelaide's premium inner and eastern suburbs. Adelaide City leads, followed by Burnside and Unley, with Prospect-Walkerville and Norwood-Payneham-St Peters rounding out the top five – confirming the dominance of Adelaide's blue-chip core.

Lifestyle locations also feature strongly, with Holdfast Bay's coastal strip and Adelaide Hills both in the top 10. Family-friendly districts like Mitcham and Marion, along with the broader southern region of Onkaparinga, round out the list – showing demand extends from prestige through to lifestyle and affordability.

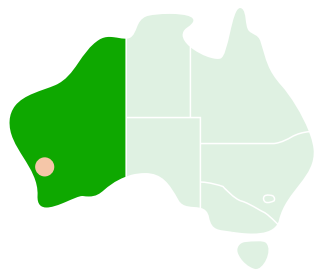
Rank	Top areas of demand
1	Adelaide City
2	Burnside
3	Unley
4	Prospect-Walkerville
5	Norwood-Payneham-St Peters
6	Holdfast Bay
7	Adelaide Hills
8	Mitcham
9	Marion
10	Onkaparinga

Spring snapshot

Adelaide's spring searches highlight both lifestyle and incentives. Pools, views and new homes dominate, but "stamp duty" also cracks the top 10 – a reminder that affordability and incentives remain front of mind. Buyer demand is concentrated in the city and eastern suburbs, with coastal and hills locations adding lifestyle appeal.



Perth



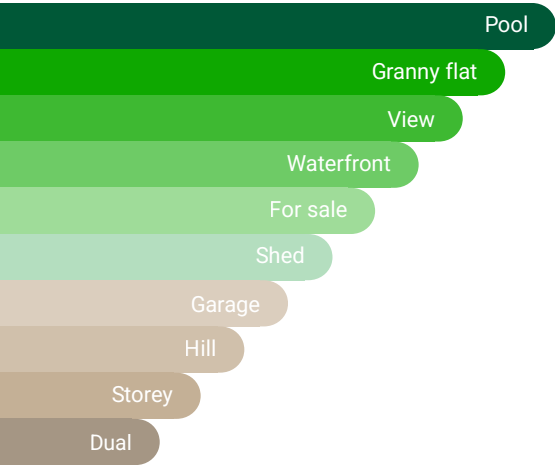
Pools, granny flats and coastal prestige

Perth buyers are heading into spring with lifestyle front of mind. “Pool” retains the top spot, while “view” and “waterfront” rank in the top four, underlining the enduring pull of outdoor living and coastal amenities.

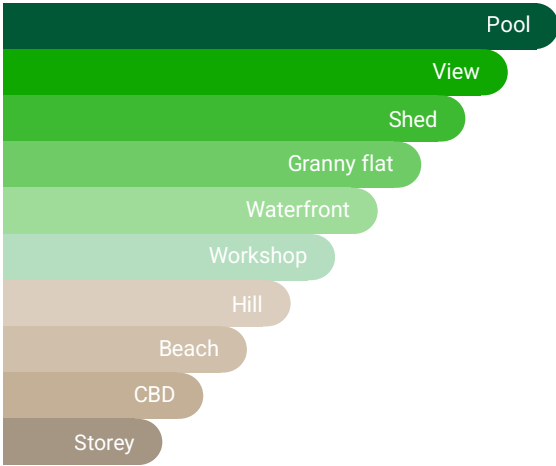
The standout change is “granny flat” rising to second place, signalling strong demand for homes that support extended families or generate rental income. Meanwhile, “shed” and “garage” also sit in the top 10, reflecting Perth’s appetite for space, storage, and versatility.

Top buyer search terms

2025







2024



Property type and price realities

Four out of five Perth buyers are still searching for houses, but strong house price growth is reshaping search behaviour. Almost a third of buyers are now looking at townhouses as a budget-friendly alternative, and their searched price sits at \$850,000, right alongside houses. Units at \$600,000 remain the entry point, keeping the overall searched median at \$800,000, still one of the lowest of any capital.

	Property	Search share	Median price
	Houses	81%	\$850,000
	Townhouses	29.5%	\$850,000
	Units	22%	\$600,000
	All	-	\$800,000

Some buyers consider multiple property types, therefore, figures won't add up to 100%.








Most wanted homes

This spring, Perth buyers are keeping searches firmly anchored to their budgets. Three-bedroom houses (\$850,000) remain the top choice, but demand at \$700,000 splits evenly between two-bedroom houses and two-bedroom townhouses – showing buyers are weighing land against medium density at the same price point.

At the premium end, three-bedroom, two bathroom houses (\$950,000) highlight the extra value placed on amenities, while two-bedroom units (\$600,000) remain the entry-level pathway into the market.

Key insight: Perth searches show parallel demand across houses and townhouses at the same budget, a reflection of strong house price growth reshaping choices. Units at \$600,000 keep the gateway open, anchoring the city's affordability.

Rank	Property	Beds	Bath	Median search price
1		3	-	\$850,000
2		2	-	\$700,000
3		2	-	\$700,000
4		3	2	\$950,000
5		2	-	\$600,000

Location hotspots

Perth's spring competition is centred on its premium lifestyle and cultural hubs. Cottesloe-Claremont leads demand, reflecting its prestige coastal appeal, followed by Perth City and Fremantle, which highlights the strength of urban and cultural centres. South Perth and Kalamunda round out the top five, showing the dual pull of riverside living and leafy hills locations.

The rest of the top 10 – Joondalup, Bayswater-Bassendean, Stirling, Melville, and Canning – underlines Perth's diversity, spanning northern coastal corridors, established inner suburbs, and family-friendly riverside communities.

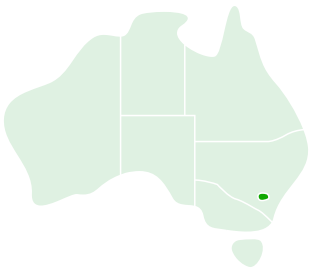
Rank	Top areas of demand
1	Cottesloe-Claremont
2	Perth City
3	Fremantle
4	South Perth
5	Kalamunda
6	Joondalup
7	Bayswater-Bassendean
8	Stirling
9	Melville
10	Canning

Spring snapshot

Perth blends lifestyle and versatility. "Pools", "views" and "waterfronts" lead searches, but "granny flats" has surged to second place and quirky features like "sheds" and "garages" also rank highly. Four in five buyers still search for houses, yet townhouses now sit at the same \$850,000 searched price, showing how rapid house price growth is reshaping choices.



Canberra

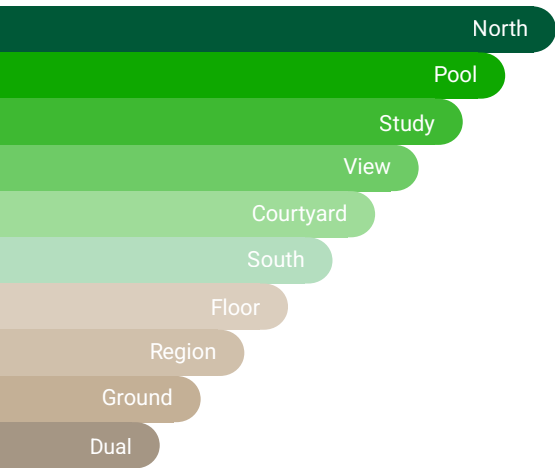


North-facing, studies and space efficiency

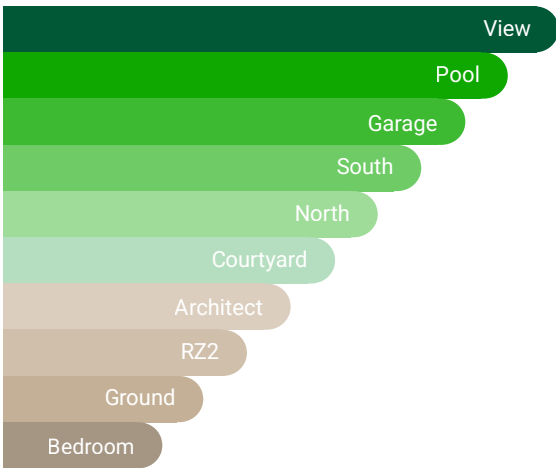
Canberra buyers are heading into spring with a clear sense of direction – literally. “North” is now the top search term, reflecting the premium placed on orientation and sunlight. “Pool” holds second place, while “courtyard” in fifth highlights the city’s appetite for private outdoor spaces despite its cooler climate. “Study” ranks third, making Canberra the only capital where home offices are still a top-five feature – a nod to its concentration of public service and professional workers.

Top buyer search terms

2025



2024



Property type and price realities

Canberra’s market is still house-led, with nearly three-quarters of searches including detached homes, but this is one of the lowest shares nationally. What makes Canberra stand out is the strength of townhouse demand, which captures more than a third of all searches – the second-highest share across the capitals and a clear reflection of the territory’s planning approach and buyers’ openness to medium-density living. Units, at just over one in five searches, play a secondary role.

Buyer-searched prices reflect this tiered demand: houses sit at \$1 million, townhouses at \$800,000, and units at \$650,000, creating a clear price ladder that buyers are navigating this spring.

	Property	Search share	Median price
	Houses	73.8%	\$1m
	Townhouses	35.1%	\$800,000
	Units	22.3%	\$650,000
	All	-	\$900,000

Some buyers consider multiple property types, therefore, figures won't add up to 100%.



Most wanted homes

Three-bedroom houses (\$1 million) lead Canberra's wish list, with two-bedroom townhouses (\$750,000) and three-bedroom townhouses (\$1 million) both ranking highly, underscoring strong demand for medium density. Two-bedroom houses (\$800,000) provide a detached alternative, while two-bedroom units (\$700,000) sit at the affordability entry point.

Key insight: Canberra searches highlight a blend of density and space – with three-bed houses and three-bed townhouses competing at the same \$1 million mark, while two-bed options across all property types cluster tightly at \$700,000-\$800,000.

Rank	Property	Beds	Median search price
1		3	\$1m
2		2	\$750,000
3		3	\$1m
4		2	\$800,000
5		2	\$700,000

Location hotspots

South Canberra is the most in-demand district this spring, with renewed interest in the premium inner south as buyers seize the chance to purchase below record highs and ahead of lower borrowing costs. At the other end of the spectrum, Belconnen and Tuggeranong rank second and third, confirming that Canberra's most affordable regions are also attracting strong competition. Together, the results show buyer demand stretching across the full spectrum of budgets, from high-end prestige to entry-level affordability.

Rank	Top areas of demand
1	South Canberra
2	Belconnen
3	Tuggeranong
4	Weston Creek
5	North Canberra
6	Woden Valley
7	Gungahlin
8	Molonglo

Spring snapshot

Canberra's spring market stretches from prestige to affordability. South Canberra's premium Inner South leads demand, while Belconnen and Tuggeranong take second and third as the buyers seek affordable hubs. Keywords make Canberra unique: "north" tops the list and "study" ranks third, reflecting buyers' focus on orientation, sunlight and dedicated home office space.

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