

LONDON SNAPSHOT: MARKET FUNDAMENTALS



£408bn

London's GVA of £408 billion accounts for **23% of UK total**



31m

London welcomes in excess of 31 million tourists annually

40,000

London is home to some 40,000 digital tech firms



London has an average of 58 tech firms per square kilometre; UK average is 1.2



LONDON IS HOME TO MORE COMPANIES WORTH \$1 BILLION THAN ANY OTHER CITY IN EUROPE

GVA PER HEAD OF £46,482 IN 2016 – HIGHEST LEVEL OF ANY UK REGION



£429,000

Average London house price is **£429,000**

£3,151

Average asking rent stands at £3,151 pcm as at November 2018



47%

Only 47% of Londoners own their own home (63% nationally)



250

London was only city in world to attract more than 250 FDI projects in 2017



24%

24% of inner London residents are aged 25-34



JUST UNDER 20% OF NEW BUILDS IN LONDON ARE BOUGHT BY OVERSEAS BUYERS



8,173,941

UK'S LARGEST CITY WITH 8,173,941 GREATER LONDON POPULATION

35th

Largest city in world; 5th largest by GDP



510 TALL BUILDINGS IN THE PIPELINE, ACCORDING TO 2018 LONDON TALL BUILDINGS SURVEY



Just 26% of Londoners currently aged 20-39 projected to own their own home by 2025

24.4%

PwC predicts a rise of 24.4% in private renting in London by 2025 (compared with 14.5% nationally)