Property Pulse:

Quarterly snapshot of GCC demand for UK residential properties

Q2 2025

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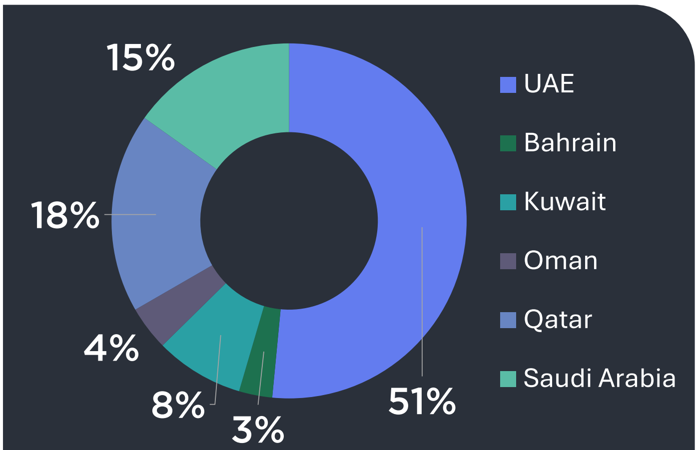
Introduction

Welcome to the second iteration of Nomo Property Pulse, which looks at the levels of demand from Gulf Cooperation Council (GCC) countries for UK residential properties. In this update, we analyse Rightmove search data from Q2 2025 to see how GCC demand for UK property has evolved since Q1, both in terms of overall activity and where buyers are focusing their searches. We'll also provide insights from our data to provide a holistic view of GCC residential property investment into the UK.

Layla Hamidian, Head of Property Finance Sales and Servicing at Nomo says, "We continue to see strong interest from GCC residents in the UK property market, with the UAE leading the way. While London remains a key destination, buyers are increasingly exploring opportunities across the UK, drawn by strong yields and growth potential. Market adjustments over the past year have created particularly attractive opportunities in the new-build sector, and we expect demand for both purchases and refinancing to remain strong throughout the rest of 2025."



Percentage of property searches from GCC countries - Q2 2025

Where are searches coming from?

In Q2 2025, the majority of property searches from the GCC came from the United Arab Emirates (UAE), accounting for 51% of total searches. Although down seven percentage points from Q1, searches from the UAE continued to far outpace those from other GCC countries. The second highest level of searches came from residents in Qatar, making up 18% of searches, followed by Saudi Arabia at 15%. Total searches peaked in April, followed by a slight dip in May before rising again in June.

Where are people looking to purchase a property?

While GCC residents continue to favour London when looking for properties to purchase, the gap with the rest of the country has narrowed. In Q2, an average of 24% of GCC residents looked for properties in the UK's capital, compared with 21% targeting the North West, followed closely by Scotland.

How has GCC interest evolved in Q2 2025?

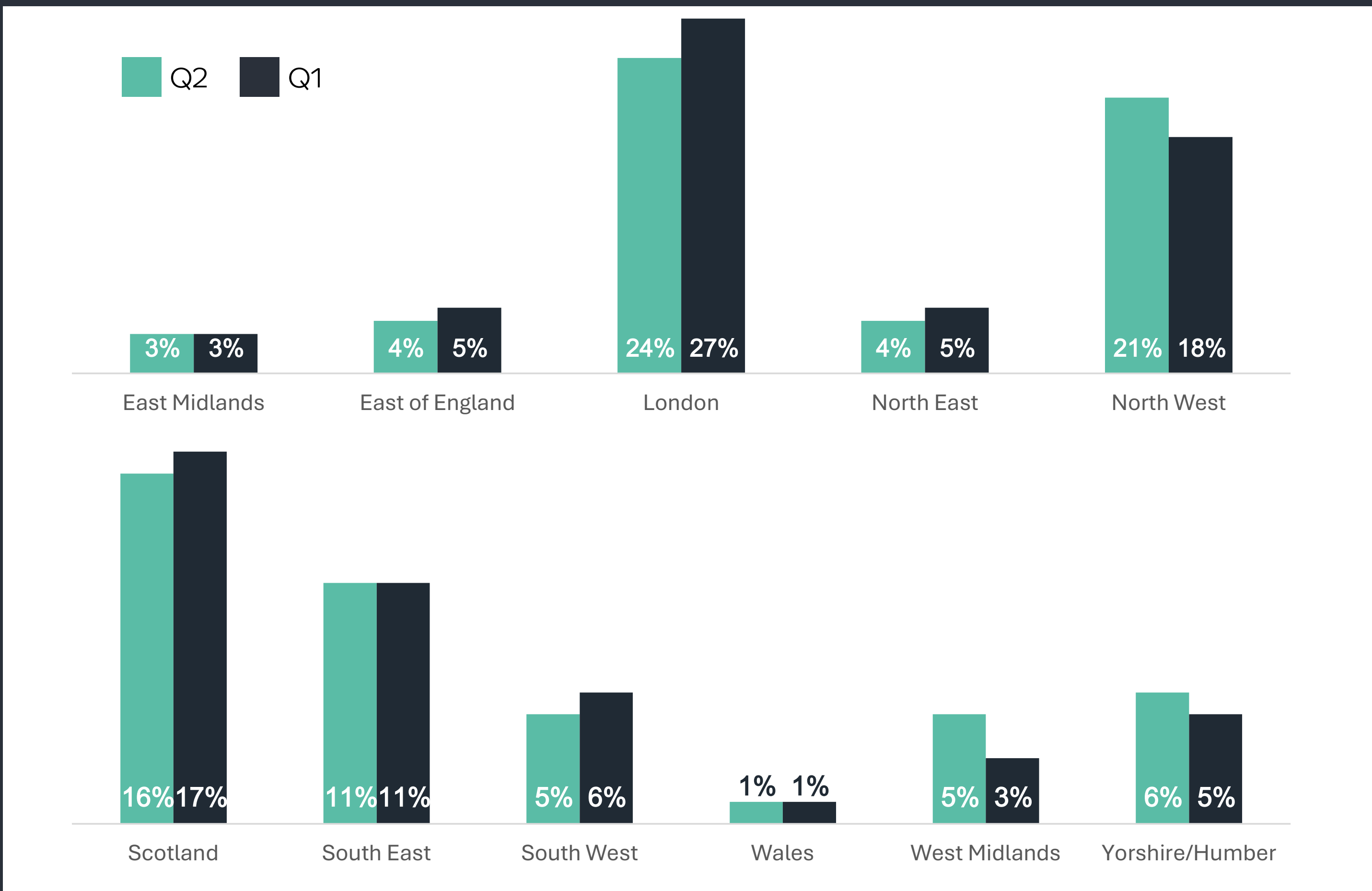
In Q2 2025, GCC search interest in London dropped by three percentage points compared with Q1, while searches for the North West rose by three percentage points. London previously accounted for nearly 30% of GCC searches with a significantly larger gap between the capital and other regions. The latest data suggests that GCC interest is becoming more regionally balanced, with buyers exploring opportunities beyond London. This reflects the broader appeal of the UK regional market, where affordability and stronger rental yields outside the capital are attracting growing attention.

What does this mean for the remainder of 2025?

The Bank of England carried out a series of interest rate cuts in Q2 2025, with rates now sitting at 4%, the lowest in over two years. With economists predicting rates will remain unchanged for the remainder of the year, purchases and refinancing activity will likely remain steady.

We are also likely to see continued divergence in GCC national attitudes to the UK residential property market. The UAE has a more mature and internationally focused property sector, meaning residents are more accustomed to investing overseas. As a result, they continue to drive the majority of GCC demand for UK property. Although KSA buyers have traditionally had a strong focus on domestic markets, we're now seeing them increasingly turn their attention towards international opportunities, including the UK.

Average GCC search locations: Q1 vs Q2 2025



Source: Bank of England Average 2 year fixed rates at 75% LTV

T&Cs apply. Nomo accounts are not currently available to UK residents. Your property may be at risk if you do not keep up the payments on your Nomo property. Properties in England and Wales only.

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Customer case studies

In 2025, we've seen GCC residents looking for properties across the UK. Below are some examples of purchases Nomo has helped to finance.

UK national living in Saudi Arabia bought a new build property in Bradford. Property value totaled £170,000 (Property Finance with Nomo £127,000).

Qatari royal family client secured a Property Finance facility with Nomo in London for the purchase of a holiday home in the UK. Property value totaled £1.65m (Property Finance with Nomo £1.24m).

Qatari national bought a 2-bedroom BTL apartment in London through a SPV. Property value totaled £800,000 (Property Finance with Nomo (£560,000).

Saudi national bought three Buy-to-Let (BTL) properties and one holiday home in London through a Special Purpose Vehicle (SPV). Property values totaled £2.43m (Property Finance with Nomo £1.77m).

If you'd like to get in touch with the Nomo team to discuss a property purchase or refinancing an existing property, visit our website for more information: **Nomo Bank | UK Sharia-compliant digital banking**