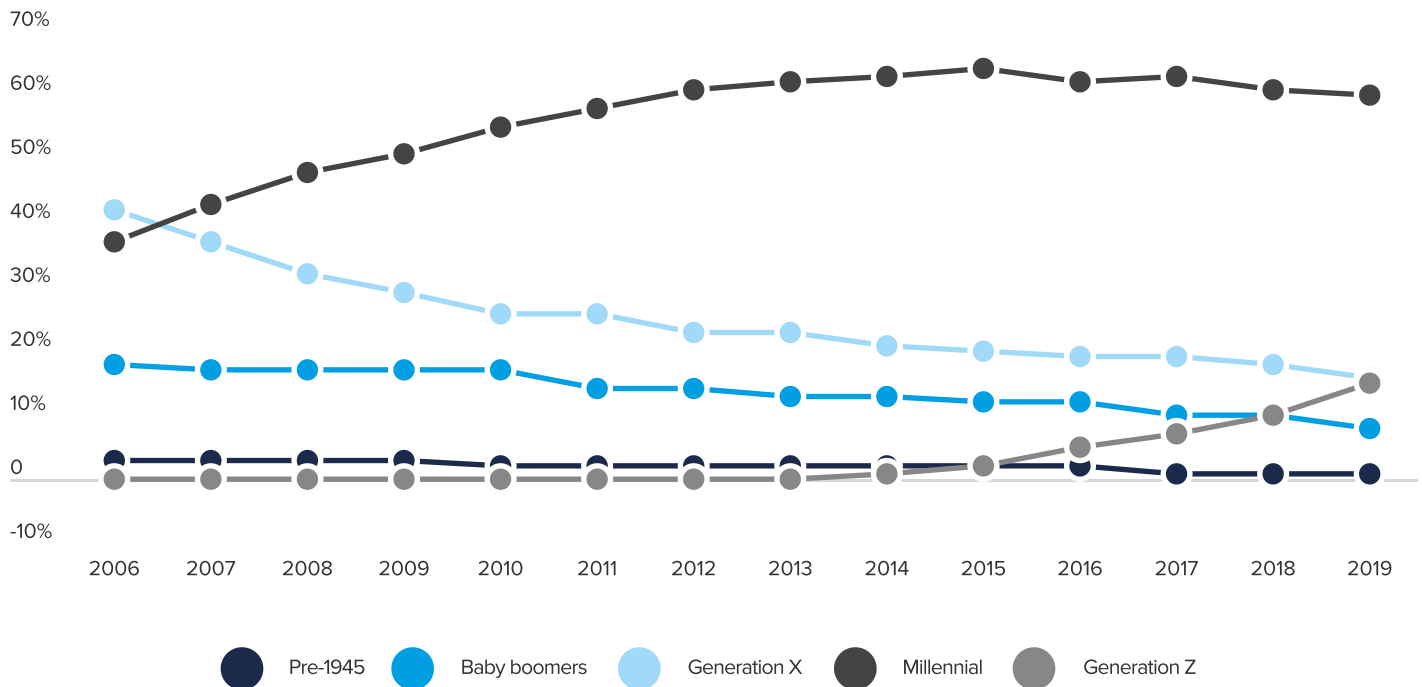


## 2019 total rent bill increased £3.1 billion on 2018

The proportion of rent paid by Millennials and Generation X falls as Generation Z pick up the baton

Proportion of total rent bill



Source: Hamptons International

Last year tenants across Great Britain spent a record £62.4 billion on rent, £3.1 billion more than in 2018. Rising rents and an increasing number of people calling the rental sector home resulted in the total rental bill increasing £27.9 billion (81%) since 2009.

Unsurprisingly it is the younger generations that make the biggest contribution to the rental bill, with Millennials (born between 1997 - 1995) paying the most. 60% of all rent paid in Great Britain or some £37.3bn came from Millennials last year.

But the lettings market is evolving and as Millennials become homeowners, the rental baton passes to Generation Z (born in 1995). This year we expect Generation Z (who paid a record £9.2bn in rent last year) to overtake Generation X (born between 1965-1976) for the first time.

While the younger generations contribute most to the rental bill, older tenants continue to play a significant role in the sector.

Last year Baby Boomers (born between 1946 - 1964) accounted for 8% of the total rent bill and paid £5.3bn. This was down 10% on 2018 when they paid £5.9bn in rent.



3.1 bn

increase in the total rent bill for 2019 compared to 2018

Source: Hamptons International

Many of the oldest generation - those born before 1945 - are homeowners, but they still contributed £0.5bn in rent in 2019, albeit it £0.2bn less than in 2018.

## Rental Growth

The average cost of a rental home in Great Britain rose to £999 pcm in December 2019. This was a 3.7% year-on-year increase, marking the strongest rental growth recorded in a December since 2014 (4.9%).

However, it is worth noting that average rents were particularly low in December 2018 and this boosted the year-on-year figure.

The South West continued to post the strongest rental growth, with the average rent here rising 5.6% year-on-year in December 2019. London followed, with 4.4% rental growth.

While every region recorded rising rents; Scotland posted the weakest rental growth at 1.7%

## Average rent

Region	Dec-19	Dec-18	YoY
Greater London	£1,783	£1,707	4.4%
South West	£824	£781	5.6%
South East	£1,078	£1,037	4.0%
East	£983	£ 955	2.9%
Midlands	£695	£679	2.4%
North	£ 645	£628	2.7%
Scotland	£653	£643	1.7%
Wales	£671	£648	3.5%
Great Britain	£999	£964	3.7%

Source: *Hamptons International*



**£999**  
**pcm**

Average cost of a rental home  
in Great Britain in December



**3.7%**

Year-on- year increase

Source: *Hamptons International*