

2025 Greener Homes Report

A study looking into the challenges and changing behaviours on the journey to more sustainable homes





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Foreword

Now in its fourth year, Rightmove's Greener Homes Report tracks the progress towards more sustainable homes, using our leading datasets.

It outlines the current obstacles, suggests ways the green transition could be accelerated, and reveals the latest opinions of thousands of homeowners, renters, and landlords.

Is progress being made?

Our latest analysis from over the past decade of over 17 million EPC certificates and almost 30 million property listings on Rightmove, shows a slow but steady improvement in EPC ratings.

Back in 2015, 29% of resale properties and 41% of rental properties in Great Britain were rated with an EPC of C or above. Fast track to 2025 and 46% of homes currently for sale and 58% of homes for rent are rated EPC C or above.

Much of this progress was made between 2015 and 2020, with limited progress over the past five years. Over the past year, both markets have seen a 3% increase compared to last year, showing it's moving in the right direction.

However, given the legislation in place from 2020 for rental homes to be at least an EPC rating of E, with various proposals to move that up to an EPC rating of C, we would have expected the pace of progress to have been faster in the rental market.

The reality has been similar progress in both the rental and resale markets, although of course the rental market started with more energy efficient stock overall. It underlines the scale of the challenge and the fact that there needs to be more certainty on upcoming proposals for improvements to accelerate.

The green sceptic

This year's report reveals a disconnect between awareness and adoption. While there's some general awareness of energy efficiency, being able to act remains limited. Half of homeowners (50%) don't know their own property's EPC rating, rising to 63% of renters.

Plus, even with some financial support offered via government grants, many homeowners still say they wouldn't make green upgrades to their home.

There needs to be clearer information and better incentives to build confidence for homeowners and landlords to take the first step to make greener changes.






We hope you find our latest analysis and the opinions from experts to everyday people insightful.

Colleen Babcock

Property expert at Rightmove



Key takeaways

-  **84%** of people think EPC ratings are important
-  But **half of homeowners**, and **63% of renters** don't know their home's rating
-  Average annual energy bills are **£571** for homes rated EPC A
-  Rising to **£6,368** for EPC G
-  **46%** increase in property listings mentioning heat pumps over the past year

For those who have made or are considering making green improvements to their home, what are their reasons?

58%

For a better quality of life

30%

To add value to their home

19%

To make their property more attractive to buyers

11%

Access to grants





The green sceptic

Britain's journey toward greener homes is progressing, but slowly. It is being held back by scepticism, despite years of government schemes, industry innovations, and rising public awareness.

While more people now recognise energy-saving measures like heat pumps and solar panels, many people still don't know the EPC rating of their own home.

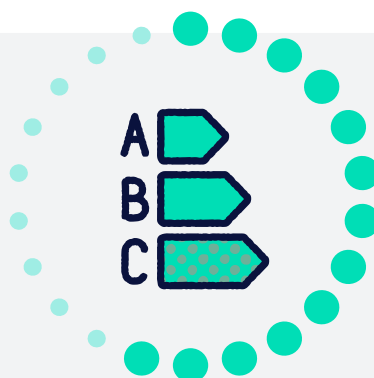
EPC awareness remains low

50%
of homeowners

told us they don't know
their home's EPC rating

63%
of renters

didn't know the rating of
the home they live in



Saving money on energy bills continues to be the biggest motivator for making green upgrades, with 83% saying it is their main motivation. A smaller 42% cite carbon footprint reduction as their driver.

However, plans to act remain limited. Over six in ten (63%) say they have no plans to make green upgrades to their home in the next 12 months. Plus, only one in ten (11%) have made, or are considering making green improvements to their home to benefit from access to grants.

This reluctance persists despite a wide range of government schemes and incentives available. Recent findings on the failure of some of these schemes has only added to the green scepticism.

The top three reasons people gave for putting off installing green technology were questioning if it's too expensive (52%), worth doing (34%), and if the installation would be a big hassle (25%).



Success stories are starting to shift the narrative. Stories like Megan's show how green living can be both practical and empowering, helping homeowners save money, improve comfort, and unlock new opportunities.

"I used to think green tech was unreliable, expensive, and only for wealthy or eco-conscious households. But it's been the opposite. My home stays comfortably warm and cool, and I don't pay for heating, hot water or electricity because everything runs on green technology. It's 100% worth it. It saved me money and even helped me get on the property ladder, as my lender could see I wouldn't have high energy bills."

Megan, London (Solar panels and biomass CHP)

There are signs of optimism. Almost six in ten (58%) people say they are motivated to make green improvements for a better quality of life, almost a third (30%) believe green upgrades add value to their home, and nearly one in five (19%) feel adding green technology makes their property more attractive to future buyers.

These positive drivers suggest that while financial and practical barriers remain, lifestyle and long-term value are emerging as compelling reasons to act.

"It's concerning that half of homeowners are in the dark about their EPC rating, especially when it directly impacts energy bills and could have an impact on their property value. Understanding and improving your home's energy efficiency isn't just good for the planet, it's good for your pocket too."

Colleen Babcock, Property Expert at Rightmove





A decade of uneven progress

Ten years of EPC data across Great Britain reveals a slow but steady shift toward greener homes, yet progress remains uneven across regions, property types, and tenures.

Back in 2015, 29% of resale properties and 41% of rental properties in Great Britain were rated with an EPC of C or above. Fast track to 2025 and 46% of homes currently for sale and 58% of rentals are rated EPC C or above.

The regional divide

A regional breakdown reveals a patchwork of energy efficiency progress across Great Britain. While all regions have improved their EPC ratings across resale and rental over the past decade, the pace and scale vary significantly.



London: Leading the charge

London continues to set the benchmark for energy efficiency:

- Rental sector: C or above EPC ratings increased from 47% in 2015 to 66% in 2025
- Resale market: Homes for sale improved their energy efficiency (EPC C or above ratings) from 32% to 56%, making London the fastest-improving resale region over the decade



Scotland: A mixed picture

Scotland started strong in 2015, especially in the resale market (38%), but saw the slowest EPC improvement in that category, increasing just 10 percentage points to 48% by 2025.

EPC progress in rentals was steadier, climbing from 43% to 57%.



South West: Lagging in rentals

Despite moderate gains, the South West had the slowest EPC improvement in rentals over the past decade, increasing by just 11 percentage points from 42% to 53%.



North West: Rental sector champion

The North West saw the largest energy efficiency improvement in rentals over the last decade, with EPC C or above ratings rising from 35% to 58%, a 23-percentage point gain, outpacing all other regions.

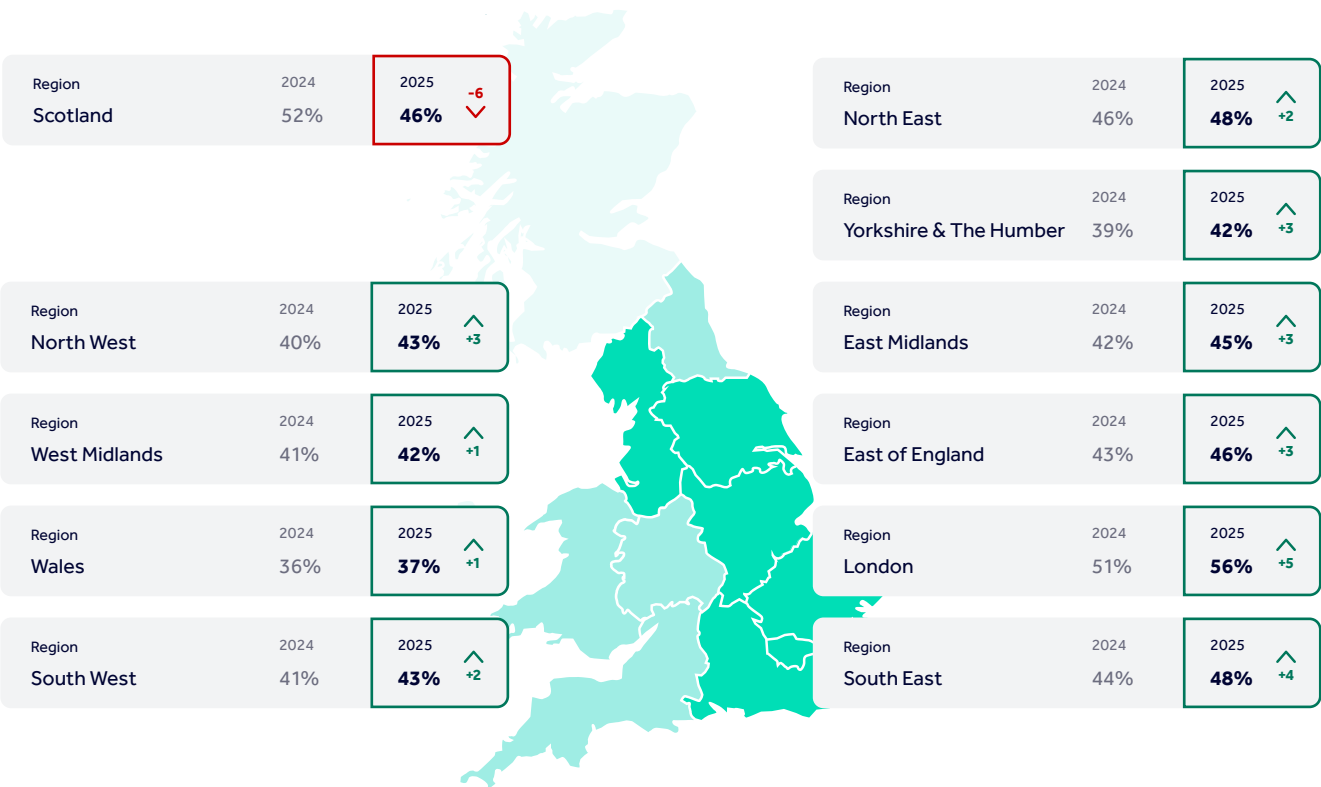


As we shift from a decade-long view to a snapshot of the current market, the 2025 data reveal how regions now compare in terms of energy efficiency across both resale and rental sectors.

This helps highlight where progress has landed, and where gaps remain.

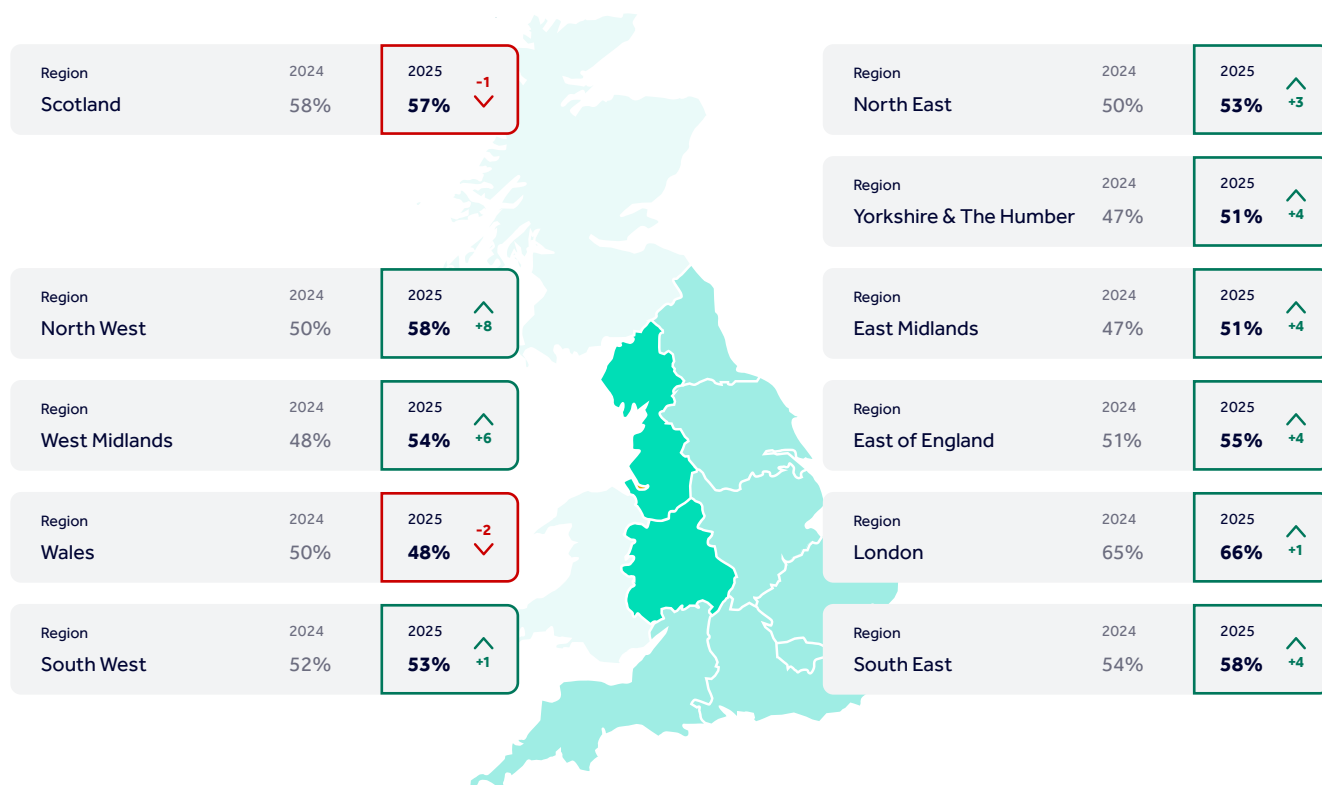
Regional sales progress by EPC ratings

% of properties for sale which are EPC rated A-C vs. previous year



Regional rent progress by EPC ratings

% of properties for rent which are EPC rated A-C vs. previous year



When comparing the 2025 data side by side for resale and rental, a clear trend emerges. Every region has a higher percentage of rental properties rated EPC C or above than resale properties.

Given the additional rules around letting out a property and proposals to move that up to a C rating, we may have expected rentals to grow faster.

Notably, the North West and South East show strong performance in both categories, while Wales and Yorkshire and The Humber continue to trail behind.



The retrofit roadblock

Over the years, government policy and proposals have targeted the rental market, requiring landlords to improve energy efficiency.

Key interventions include:



Minimum EPC E requirement (2020)

Landlords must ensure properties meet EPC E or face fines up to £5,000.



Proposed EPC C mandate (2030)

All rentals must reach EPC C. Not law yet, but already shaping landlord decisions.



Landlord upgrades

- Over a third (38%) of renters say their landlord has either made or discussed energy efficiency upgrades
- The top three are installing double or triple glazing, upgrading the boiler system, and adding smart home technology

Policy pressure has helped drive steady improvements in the rental market, but the pace of change hasn't accelerated.

Between 2015 and 2020, the average proportion of rental homes with an EPC rating of C or above rose by 11% across Great Britain. In comparison, from 2020 to 2025, the rate of improvement slowed to a 6% rise.

While the sector continues to make progress, this suggests that the 2020 policy shift did not accelerate energy efficiency upgrades.

“While policy ambition has grown louder, its real-world impact has been far more muted. Between 2015 and 2020, much of the progress came from low-hanging fruit, simpler, cheaper upgrades that were easier to implement. But from 2020 to 2025, the pace slowed, despite new policy pushes, because the remaining challenges are harder and more costly. Retrofitting Britain’s housing stock is a monumental task that can’t be solved with short-term schemes or one-size-fits-all incentives. To accelerate progress, we need tailored solutions for different property types and energy problems, and a long-term commitment that goes beyond policy headlines.”

Christian Balshen, Director of Agency Partnerships at Rightmove





Landlords at a crossroads

As green mandates tighten, landlords across Britain are reassessing their portfolios, their priorities, and in some cases, their place in the market.

Energy efficiency remains a key consideration, especially as new compliance deadlines loom and retrofit costs rise. This, along with a number of other factors, has prompted many landlords to weigh up whether to invest, adapt, or exit.

Our lettings research reveals a sector under some pressure:

35%

of landlords are actively considering exiting the market at some point in the future

64%

say it's harder to be a landlord now than a decade ago

66%

feel unsupported by the government

27%

cite EPC requirements as a growing challenge in managing their properties

This sentiment is translating into action.

In London, more than a quarter (26%) of homes listed for sale in 2025 were previously rental properties, up from 18% in 2020 and 15% in 2015.

Across Britain, the share of ex-rental listings reached 16% in 2025, compared with 11% in 2020, and 12% in 2015.





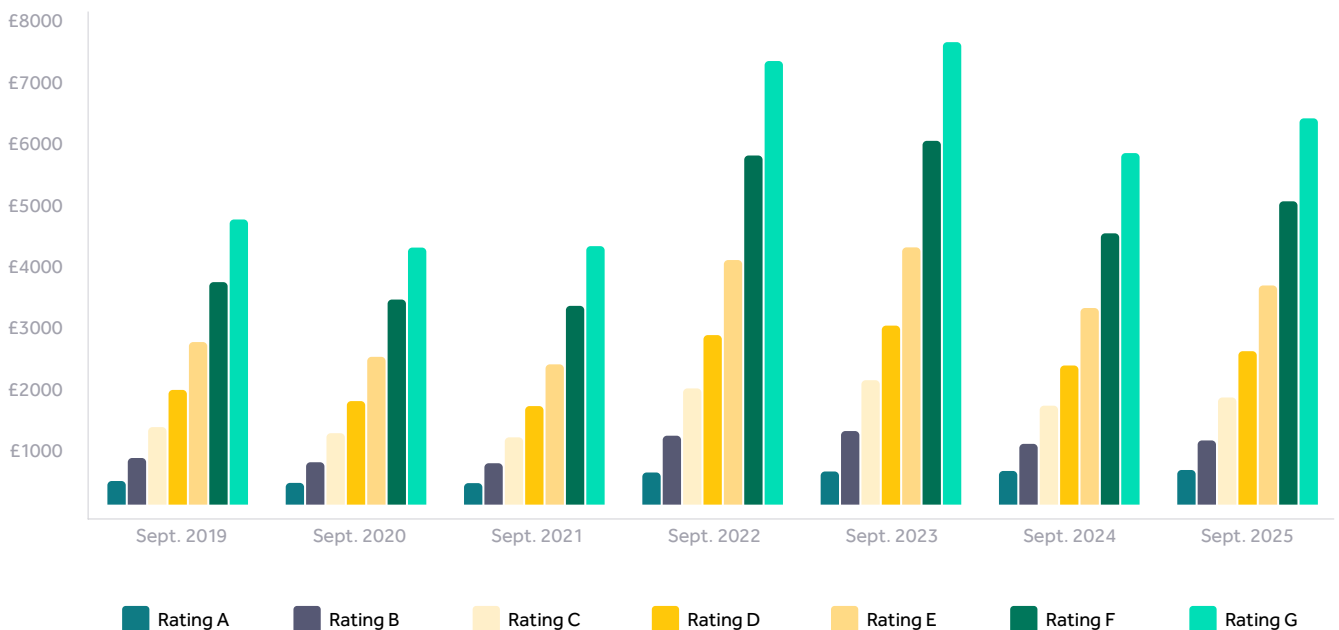
From EPC to ROI

Rightmove's Energy Bills Tracker shows that in September 2025, the average annual energy bill across all homes was £2,305, more than four times higher than homes rated A (£571).

The financial case for energy efficiency is clear, homes rated A-C consistently show lower bills, while G-rated homes carry the steepest costs, with average annual bills reaching £6,368.

Average energy bill for a typical home based on EPC rating

Sept 2019 - Sept 2025



To illustrate how these savings play out in real life, Matt shares his experience:

"We didn't choose solar, it came with the property, but when we saw how much power the panels generated and that excess was sold back to the grid, it felt like a real bonus. On a sunny summer's day, we don't pay for electricity between 7am and 8pm. In peak months, we made over £300 by selling excess power back to the grid. It's hassle-free, low-maintenance, and gives you a real kick when the sun's shining, you're saving money and CO2, and even making a bit back."

Matt, West Sussex (lives in a home with solar panels)



Mentions of green technology in property listings on Rightmove are climbing. Heat pumps are up 46% and solar panels are up 37% year-on-year. The most common green features in for-sale listings were an EPC rating of C, double glazing, and solar panels. For rental properties double glazing and EPC B were the top two.

Upgrading a home from EPC E to C can cost between £6,000 and £15,000, depending on the property type. While simple changes like LED lighting or draught-proofing can help, more impactful upgrades like heating systems require significant investment. This is especially true for landlords, who face a proposed minimum EPC C requirement by 2030, with a proposed £15,000 cost cap per property.

Renters, too, are increasingly aware of energy efficiency, but often face barriers. Over half (56%) of renters report hitting permission issues when trying to make green improvements, which may explain the growing demand for energy-efficient rental listings.

To help home-movers identify properties that deliver real savings, Rightmove has partnered with Octopus Energy to launch a dedicated 'Zero Bills' tag on property listings. This label highlights homes equipped with Octopus' world-first smart tariff and green technology package, typically including solar panels, a heat pump, and battery storage, guaranteeing no energy bills for up to ten years.

Confidence remains a barrier, but success stories help. Octopus Energy research shows nine in ten homeowners with heat pumps are glad they made the switch, and 94% say their homes are as comfortable, or more so, than with a gas boiler.

For sceptics, these figures highlight that when upgrades are done well, the payoff can be real. But as explored in chapter six, cost and complexity still deter many, and reassurance through clear guidance and relatable examples is key.

By making these homes easier to find, the partnership aims to bridge the gap between growing interest in green features and the practical challenge of achieving meaningful savings.

"Most people now know someone benefitting from a cost slashing electric car, and savvy homeowners are starting to search for houses with solar panels and heat pumps too.

We're delighted to team up with Rightmove to help their homemovers spot the greener homes of the future."

Greg Jackson, Founder and CEO



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Awareness to adoption

Public awareness of greener living is high but turning that awareness into action remains a challenge. While many people understand the benefits of energy-efficient homes, the journey from intention to adoption is often blocked by practical concerns.

What motivates people



83% want to save on their bills



58% are chasing a better quality of life



42% are driven by reducing their carbon footprint



30% see green upgrades as a way to add value to their home



19% want to make their property more attractive to future buyers



18% want to keep up with the latest home tech



Just **11%** say they benefit from access to government grants

The motivations are clear, but not always compelling enough to drive change. These figures show that while financial and lifestyle benefits are strong motivators, they don't always translate into action, especially when the perceived effort or cost is high.

Hearing more about real-life experiences could help to bridge this gap, showing that the rewards often outweigh the initial concerns.

"We were drawn to green tech for the energy savings and protection from price hikes, but we were nervous about the upfront cost and whether it would be worth it. The difference has been incredible. We now run the house and an electric car for a fraction of the cost thanks to smart meters and off-peak tariffs. Our total bill for gas, electricity and car charging is around £100 a month, and we even get paid for selling excess solar power. If you're considering it, take the plunge, you won't be disappointed."

Malcolm, West Cumbria (Battery storage and solar panels)



What's holding people back

The most common barriers are practical, not ideological:



52% say cost is the biggest hurdle



34% are unsure if green upgrades are worth the investment



25% cite installation hassle

Bridging the gap

To move from awareness to adoption, people need more than motivation, they need clarity, simplicity, and support. That means:

- **Clearer guidance on which upgrades are most effective**
- **Information on cost expectations and return on investment**
- **Easier access to trusted installers and funding options**
- **Real-life examples of successful upgrades in similar homes**

Bridging this gap will be key to unlocking meaningful change and helping more people take the first confident step toward a greener home.

"People are motivated, 83% of those who have made or would consider making green improvements to their home is to save on energy bills, and over half are chasing a better quality of life, but that motivation often stalls when faced with cost, complexity, or confusion. With 52% citing expense as the biggest barrier and a third unsure if upgrades are worth it, it's clear that good intentions alone aren't enough.

What's missing is confidence. Buyers and renters need clearer guidance, trusted installers, and relatable success stories to feel empowered to act. At Rightmove, we're working to bridge that gap, making energy efficiency more visible in listings and easier to understand, so more people can turn awareness into action."

Colleen Babcock, Property Expert at Rightmove





Building trust

Many people understand the benefits and show interest in making changes, but they're held back by cost concerns, installation hassle, and uncertainty about the payoff.

The challenge isn't a lack of will, it's a lack of clarity, simplicity, and support to help people move from intention to adoption.

What would help?

Our research shows that confidence is key:

58%

say clearer government guarantees, protections and policy certainty would boost their willingness to act

35%

say they would be more confident if they had access to more reliable and trustworthy information

31%

say that seeing others successfully install green technology would boost their confidence to do the same

Younger audiences, in particular, are calling for simpler explanations and local experts who can guide them through the process.

Industry voices echo this need for reassurance, stressing that confidence often comes from clear communication and quality installation.

"Customers want to move away from fossil fuels and switch to heat pumps, but they often start with worries. 'Will my water be hot enough?' or 'Will I be warm enough in winter?' Once they convert to a well-designed, professionally installed system, often with solar PV and battery storage, their expectations are exceeded. They enjoy stable comfort, lower running costs, and a future-proof solution. But it's crucial to choose an experienced, MCS-registered installer who offers a personal approach and builds confidence in the technology."

Phil Clarke, Head of Operations and System Design at PCL, Cumbria





Helping people make informed decisions

At Rightmove, we're working to support this journey by providing clearer information to help people make more informed decisions. From surfacing EPC ratings and green features in listings, to offering practical explainers we are aiming to make energy efficiency more visible and accessible.

Our expert content covers everything from low-cost upgrades to retrofit funding options.

Looking ahead

Building trust isn't just about policy, it's about visibility, clarity, and support. It could be showcasing success stories, simplifying the jargon, or helping people see the financial upside.

By making energy efficiency easier to understand and act on, more people can take their first step towards a greener home.

"Confidence is the missing link. Our research shows that 58% of people would be more likely to act if government guarantees were in place, and over a third want clearer, simpler information. Renters and landlords alike are keen to make greener choices, but they need support that feels practical, not overwhelming."

Christian Balshen, Director of Agency Partnerships at Rightmove



Conclusion

From scepticism to action

This year's report paints a complex picture. Progress is happening, but slowly and unevenly across Great Britain. The rental sector has responded more quickly to policy changes, but even here, momentum is stalling. Buyers remain cautious, some landlords are reassessing, and the promise of green living is being met with some doubt.

Yet the data also shows opportunity. Energy-efficient homes offer clear financial benefits, and awareness is high. What's missing is confidence. Confidence in the systems, the schemes, and the support available to make green upgrades feel achievable.

To move forward, there needs to be long-term policy commitments, clearer communication, practical and financial help for homeowners, landlords and renters.

The journey from scepticism to action won't happen overnight. But with the right tools, the right support, and the right stories, more people could be encouraged to take that first step towards a greener home.

Thank you for reading this year's report. We hope it provides a clear picture of the progress Great Britain is making towards greener homes, what challenges lie ahead, and how we might accelerate progress in the future.

Colleen Babcock,
Property expert at Rightmove



All copy and commentary in this report was published on Friday 12th December 2025.

Special thanks to Rightmove analysts Ioan Pettit, Juno Wild, Chloe Daniels, and Rob Murphy for their contributions to the analysis in this report.

Need more information?

If you are a journalist and would like more info or an interview with Colleen Babcock, you can contact press@rightmove.co.uk.

If you would like to discuss green datasets and how they could help your business, you can contact datasupport@rightmove.co.uk.



EPC ratings of homes and improvement over time nationally and by region: analysis of all homes for sale and to rent on Rightmove, Sept 2015 and Sept 2024 vs. Sept 2025

Mentions in property descriptions: Rightmove listings data September 2025

Rightmove Energy Bills Tracker: September 2025

Insights from Living Room: (Rightmove's research panel) based on responses from 1288 UK consumers. July-August 2025

This report is based on 2 online surveys conducted with Rightmove newsletter subscribers in England (April-May 2025):

- **Landlords:** n=963, including full-time, investment, and accidental landlords
- **Tenants:** n=2,375, covering a range of ages, regions, and property types

Statistical differences between key groups (e.g. age, region, etc) are highlighted where significant.