Rettie Research Report

Perth and Kinross Market Briefing 2026

Perth and Kinross – *Town & Country Living*.

Introduction.

Perth & Kinross combines town and country living in a range of attractive locations, each with their own pull factors.

The area is anchored by the bustling city of Perth and offers a diverse range of living options, from attractive rural towns and picturesque villages to a wide selection of houses, traditional steadings and impressive farms and estates.

The area has seen sustained demand in recent years, driven in part by the shift towards hybrid working, which was propelled by the pandemic, with that trend continuing to support the market.

"The Perth & Kinross property market continues to show long term strength, supported by steady price growth, consistent levels of activity and enduring demand for its distinctive mix of town, country and lifestyle led living. Average values now sit at just under £252,000, placing the area among the highest priced local authority regions in Scotland and comfortably above the national average.

Perthshire remains a vibrant economic and cultural hub, complemented by a network of highly sought after towns and villages including Auchterarder, Braco, Errol, Scone and Crieff. Strong connectivity, high quality homes and access to outstanding countryside continue to attract buyers, with the shift towards hybrid working now firmly embedded and supporting demand across both urban and rural locations.

Market conditions remained positive throughout 2025, with nearly 3,000 transactions and rising market turnover reflecting sustained confidence. Continued prime and high value activity further reinforces Perth & Kinross's position as one of Scotland's most desirable places to live and invest.

In a market performing strongly and shaped by local nuances, expert guidance makes all the difference. For a free, no obligation market appraisal, or to benefit from our in depth, on the ground knowledge of Perth & Kinross, please don't hesitate to get in touch."

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Key *findings*.

01. Average prices continue growing and outpacing national averages.

Perth & Kinross has the 7th highest average house price of all local authority areas in Scotland. It has been growing steadily in recent years and remains well-above the national average. Over the last five years, the average house price in Perth & Kinross has increased by 16% and averaged around £252,000 in 2025.

02. Market activity remained positive and steady over 2025.

In 2025, there was a rise in both market turnover (value of property sold) and market transactions in Perth & Kinross. There were nearly 3,000 transactions in the area last year, up by a marginal 0.2% year-on-year.

03. Attractive lifestyle and settlements lead the way on growth.

Perth & Kinross is an attractive location for those wanting a mix of rural and urban lifestyles, offering fantastic sceneries, outdoor activities, high-performing schools and excellent transport links. Eight settlements in Perth & Kinross are in the top 100 in Scotland for average house price in 2025. Auchterarder is the leading settlement in the local authority area and within the top 25 in Scotland. It has an average price of around £332,000, followed by Braco (average price of just under £296,000).

Key findings *explored*.

01. **Average prices continue to grow and outpace national figures.**

The average house price has steadily grown in Perth & Kinross in the last few years and remains well-above the national average, ranking 7th among all Scottish local authority areas.

The average price in Perth & Kinross increased by 1.3% in 2025 to just under £252,000, nearly 8% higher than the national average of around £232,000.

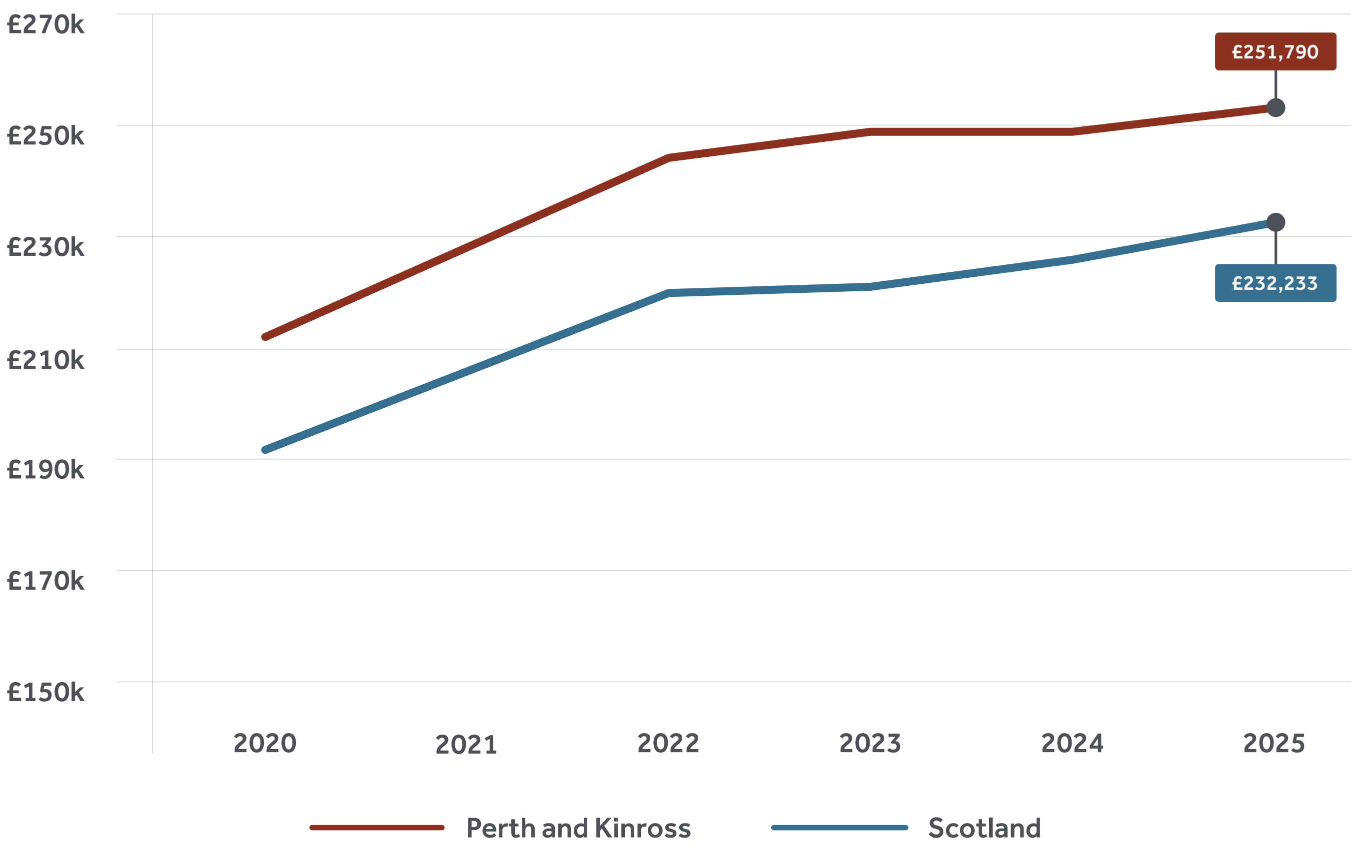
Since 2020, the average house price in Perth & Kinross has risen by around 16%, slightly behind the national rise of 21%.

£252k
Average Perth & Kinross House Price (2025)

+16.3%
Average Perth & Kinross House Price Growth (Last 5 Years)

The average house price in Perth and Kinross sits 9% above the national figure.

Average House Price in Perth & Kinross and Scotland, 2020-25



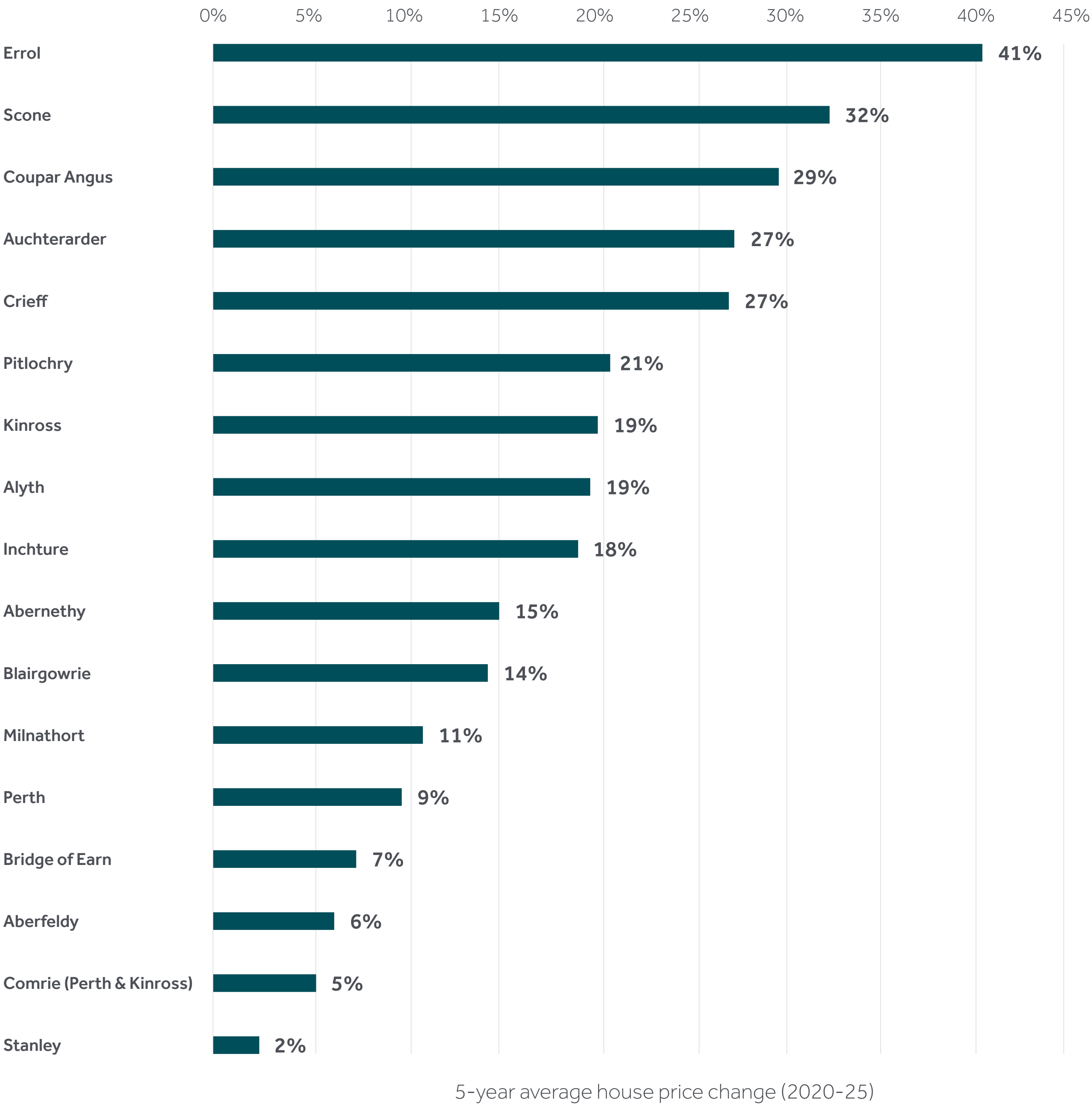
Source: Rettie & Co analysis of @Crown Copyright Registers of Scotland data

A breakdown of the settlements across the local authority area highlights those that have had the highest growth in average prices over the past five years. To be meaningful, only settlements with a population of at least 500 people and with 20 or more transactions a year have been included in the analysis.

Errol tops the list (41% rise) followed by Scone, Coupar Angus, Auchterarder and Crieff. Although price growth has been relatively low in some areas, it is positive across all settlements in Perth & Kinross.

All major settlements have seen a growth in their average house price in the last 5 years.

Average House Price Change by Settlements (20 or more sales), 2020-25



Source: Rettie & Co analysis of @Crown Copyright Registers of Scotland data

Key findings *explored*.

02. **Market activity rose in 2025.**

Market turnover (value of property sold) in Perth & Kinross increased by 1.5% in 2025 to £753 million, with transactions growing slightly (up 0.2%) to nearly 3,000.

In the last five years, there were over 18,000 sales in the Perth & Kinross market, representing a very steady pace of activity. This includes a clutch of prime sales in the second-hand market, with 29 second-hand sales exceeding £1million in this time.

This consistent number of house sales each year reflects the high levels of owner occupation in the area as well as other economic drivers such as employment and earnings.

2,990
P&K Market Transactions in 2025

£753m (+1.5%)
P&K Market Turnover in 2025

18,055
P&K Transactions in the last 5 years

29 > £1m
P&K Transactions of £1m+ in the last 5 years

Perth

Key findings *explored*.

03. **Attractive lifestyle**

The duality of urban and rural living, the range of lifestyle options, and the beautiful scenery in the area are some of the qualities of Perth & Kinross that attract people to live there.

From an abundance of lochs and rivers to high-attaining schools and accessible transport links, Perth & Kinross offers a highly sought-after work life balance. Out of 364 Scottish settlements with more than 20 transactions, 8 of the top 100 settlements by average house price are in Perth & Kinross.

Auchterarder has the highest average house price in the area, at just over £332,000, followed by Braco at just under £296,000. 6 out of the top 10 settlements achieved an average house price of over £250,000. The average house price in Braco has significantly grown in 2025 due to a few high value transactions located just outside the settlement.

Detached properties in most settlements averaged over £300,000. Auchterarder was at the top of the table in 2025, with an average detached house price of just under £395,000.

Auchterarder had the highest average house price in Perth & Kinross in 2025.

Top 10 Settlements in Perth & Kinross by Average House Price, 2025

Regional Rank (National Rank)	Settlement	Av. House Price
1 (24)	Auchterarder	£332,013
2 (40)	Braco	£295,837
3 (42)	Dunkeld and Birnam	£293,770
4 (76)	Pitlochry	£273,029
5 (80)	Kinross	£257,032
6 (84)	Comrie	£251,415
7 (90)	Scone	£248,768
8 (99)	Crieff	£247,439
9 (106)	Milnathort	£241,895
10 (108)	Abernethy	£240,402

Source: Rettie & Co analysis of @Crown Copyright Registers of Scotland data

Auchterarder

Most settlements in Perth and Kinross achieved an average detached house price of over £300,000.

Average House Price by Property Type in Selected Perth & Kinross Settlements, 2025 (20+ sales)

Settlement	Detached	Semi-Detached	Terraced	Flat
Auchterarder	£393,695	£346,909	£207,531	£204,313
Milnathort	£355,397	£252,097	£190,955	£177,200
Pitlochry	£346,583	£247,642	£181,675	£165,813
Aberfeldy	£338,548	£239,306	£179,060	£159,240
Crieff	£322,653	£219,658	£178,990	£157,371
Kinross	£314,973	£215,717	£174,009	£153,266
Comrie (Perth & Kinross)	£311,832	£212,309	£173,611	£145,710
Bridge of Earn	£307,096	£208,866	£165,154	£125,443
Abernethy	£306,778	£196,791	£163,181	£117,871
Scone	£306,713	£191,968	£162,569	£117,751
Perth	£299,202	£186,300	£161,267	£116,754
Errol	£281,775	£185,586	£155,755	£115,416
Blairgowrie	£273,564	£178,703	£153,972	£114,674
Inchture	£265,842	£173,321	£144,983	£111,330
Coupar Angus	£250,919	£169,064	£144,644	£106,403

Source: @Crown Copyright Registers of Scotland/Rettie

Here to *help*.

With price growth, steady levels of sales, and continued demand for both well-connected and lifestyle-driven locations, Perth & Kinross is cementing its place as one of Scotland's most desirable and dynamic property markets. Whether you are buying, selling, or simply exploring your options, expert local insight remains key to making the most of current conditions. We'd be delighted to help guide your next move.

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