# Americans boost Cotswolds property market while raising local affordability concerns



In recent years, a noticeable trend has emerged as Americans gravitate towards the picturesque Cotswolds, often dubbed the 'Hamptons of England.' With properties in this idyllic region being approximately 40 percent more affordable than equivalent homes in the U.S., it's no surprise that this charming countryside landscape is witnessing a surge in popularity among American expatriates. Nestled within rolling hills and renowned for its honey-coloured limestone cottages, the Cotswolds offers a plethora of attractive features, including quaint villages, vibrant community life, and stunning natural beauty.

Local business owner Jesse D'Ambrosi, originally from Boston, has embraced her new environment, highlighting the region's allure with its "terribly beautiful" scenery. After moving to the Cotswolds five years ago, D'Ambrosi established her store, D'Ambrosi's Fine Foods, which has become a hub for both locals and American expats alike, dishing out classic American snacks that are hard to find elsewhere in the UK. The strong demand for these products reflects a broader cultural shift, as American lifestyles and tastes increasingly find a home in this tranquil enclave. "It's also comparable to going upstate, though it's a bit more rural and bucolic," she remarked, underlining the parallels between the Cotswolds and the affluent escapes of Long Island, aside from the absence of a seaside.

The local real estate market continues to benefit from American interest, with high-end estate agents noting a significant uptick in American buyers over the past five years. According to Camilla Dell, founder of Black Brick property consulting firm, around 25 percent of their clients hail from the U.S., typically looking to invest between $1 million and $10 million in a second home. Dell attributes the increase in property inquiries to several factors, including a favourable exchange rate following Brexit and a stagnant London market, which has prompted many to explore options further afield.

Interestingly, this influx of American buyers is melding with the Cotswolds' long-standing appeal, which has historically attracted affluent buyers from London seeking a weekend retreat. Councillor Joe Harris noted that many locals are now familiar with American residents, so much so that an American has even taken a seat on the local council. This shift towards a diverse community is further reflected in the rise of private members' clubs, mirroring the exclusivity often associated with the Hamptons. Establishments like The Lakes by Yoo alongside Estelle Manor offer a taste of luxury and leisure that caters to this new demographic.

The demographic shift towards a larger American expatriate community has transformed local businesses as well. Sarah Kirk, a Maryland native, shares her experiences of raising her children in the Cotswolds, accentuating the relaxing pace of life and the beautiful landscapes that define the region. She appreciates the enchanting environment that fosters a more spacious and peaceful upbringing for her children, contrasting starkly with her previous urban lifestyle in cities such as New York and Washington, D.C.

However, this rising demand for property in the Cotswolds also poses challenges for local residents, as escalating prices can create barriers to homeownership for many in the community. Properties in the area often average around £411,000, and local officials are increasingly concerned about affordability for first-time buyers. As Councillor Harris has indicated, there is a pressing need for more low-cost housing to accommodate locals who find themselves priced out of this picturesque region.

Despite these concerns, the Cotswolds retain their charm not merely as a luxury escape but as a community that welcomes diversity while striving to preserve its unique character. Local councillor Sandra Smith reflects on the differences between the Cotswolds and the Hamptons, emphasising the former's inclusivity and less ostentatious flair. "It can be upper class if you want it to be, but you can do it cheaply as well," she noted, highlighting the balance between luxury and affordability that can still be found amidst the region's rising profile.

In conclusion, the Cotswolds' reputation as the 'Hamptons of England' is cemented not just by the influx of American buyers but also by their contributions to the local culture and economy. As the region grapples with the challenges of maintaining its historic charm amidst growing interest, it remains poised as a sanctuary for those seeking an English countryside experience coupled with convenient access to London and beyond.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.propertyguides.com/uk/news/countryside-prime-property/), [[5]](https://www.chartwellnoble.co.uk/blog/the-rise-of-american-buyers-in-the-uk-prime-property-market/41459)
* Paragraph 3 – [[2]](https://www.ft.com/content/40dd631a-51cf-4816-895b-d36479f30d04), [[4]](https://www.propertyguides.com/uk/news/countryside-prime-property/)
* Paragraph 4 – [[5]](https://www.chartwellnoble.co.uk/blog/the-rise-of-american-buyers-in-the-uk-prime-property-market/41459), [[6]](https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.ft.com/content/6b1f2126-210c-4b8b-961a-fe8484a1421a)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.bbc.com/news/uk-england-gloucestershire-66498511)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/real-estate/article-14728669/americans-moving-hamptons-england-cost-property-falls.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.ft.com/content/40dd631a-51cf-4816-895b-d36479f30d04> - The rural housing market, which boomed during the pandemic, is now experiencing a significant slowdown as higher mortgage rates and the end of widespread remote work take effect. Buyers who moved to the countryside during Covid are facing tough conditions to sell their properties, as prices in prime regional markets have fallen and sales are taking longer. For instance, properties in Swanage, Dorset, and St Ives, Cornwall are experiencing significant delays in finding buyers. Many rural homes are now selling below the asking price, and locals are still struggling with high property prices. However, some areas like Rutland and the Cotswolds are defying the trend, maintaining or even increasing their property values. Estate agents see a potential market recovery with falling inflation rates and possible interest rate cuts, but sellers need to be realistic about pricing to attract buyers.
3. <https://www.ft.com/content/6b1f2126-210c-4b8b-961a-fe8484a1421a> - The Cotswolds, renowned for its picturesque landscape and honeyed stone cottages, has maintained its allure from ancient Roman times to today. While some areas have become fashionable and highly sought-after, boasting private clubs and upscale local shops, there's also the less celebrated CV36 postcode gaining traction. Located at the northern end of the Cotswolds, around Warwickshire, CV36 encompasses villages like Ilmington and Whichford. Despite being considered less posh, the appeal of CV36 lies in its authentic charm and better value for money. Property prices here, while rising, offer a more affordable alternative compared to prime Cotswolds areas. This region provides strong community vibes, excellent school options, and accessible transport links to major cities and airports. Ultimately, the Cotswolds' enduring attraction remains its outstanding natural beauty, offering a serene antidote to urban hustle, irrespective of specific postcodes.
4. <https://www.propertyguides.com/uk/news/countryside-prime-property/> - Rising interest in prime real estate in the South West, particularly the Cotswolds, from wealthy American buyers has been identified by high-end estate agency Chartwell Noble. A specialist in the region, the agency notes how US demand is spreading from London, with buyers drawn to the South West’s combination of stunning landscapes, historic estates, and accessibility to the capital and international connections. According to official data provided by LonRes and reported in The Times, Americans accounted for a staggering 25% of purchases in London’s £15m+ super-prime segment in 2024, surpassing other international groups such as Middle Eastern and South Asian buyers. This trend reflects the broader cross-Atlantic migration of wealth and has significant implications for the UK property market, not just in London, but in key regional hotspots such as Central England and the Cotswolds.
5. <https://www.chartwellnoble.co.uk/blog/the-rise-of-american-buyers-in-the-uk-prime-property-market/41459> - As the global property market evolves, one trend has become increasingly clear: the growing influence of American buyers in the UK’s prime and super-prime property markets. In 2024, Americans accounted for a staggering 25% of purchases in London’s £15m+ super-prime segment, surpassing other international groups such as Middle Eastern and South Asian buyers, according to official data provided by LonRes and reported in The Times. This trend reflects the broader cross-Atlantic migration of wealth and has significant implications for the UK property market, not just in London, but in key regional hotspots such as Central England and the Cotswolds.
6. <https://www.theguardian.com/business/2025/may/10/were-in-the-hamptons-of-england-trump-sends-wealthy-americans-fleeing-for-the-cotswolds> - Wealthy Americans are increasingly flocking to the Cotswolds, often referred to as the 'Hamptons of England,' seeking a more tranquil lifestyle amid concerns over the political climate in the United States. The region's picturesque villages, historic charm, and proximity to London make it an attractive destination for those looking to escape the hustle and bustle of city life. Local businesses and real estate agents have noted a significant uptick in American clientele, with many expressing a desire to immerse themselves in the quintessential English countryside experience.
7. <https://www.bbc.com/news/uk-england-gloucestershire-66498511> - House prices in the Cotswolds have been significantly influenced by buyers from London, with properties in the area averaging £411,000—14 times the local average annual salary. The influx of London buyers has kept prices high, leading to concerns about affordability for local residents. Councillor Joe Harris has called for more low-cost housing to be built to ease the pressure on first-time buyers, highlighting the challenges faced by locals in securing affordable homes in the region.