# London's 'banana' zone reveals stark housing price divide and lifestyle contrast



The concept of the "London banana" has come to define a distinctive pattern of high house prices in the capital, encompassing a large arch-shaped swathe of central and inner London boroughs recognized for their desirability and premium property market. This area, coined by author Saul Sadka, stretches from west to east across London and captures much of the city's most sought-after residential locations. According to a recent feature by The Standard, properties within this banana-shaped zone command significantly higher prices compared to those on the periphery or outside it, reflecting a concentration of affluent demand, quality amenities, and socio-economic factors.

At the centre of this "banana," average asking prices for homes reach eye-watering levels, starkly contrasted by boroughs on the edge where prices are almost half as much. For instance, Tower Hamlets, which lies close to the eastern edge of the banana, shows an average asking price of £592,006. Lewisham, further southeast, registers even lower average prices at £529,045. Croydon, situated on the southern edge and notable for its relative affordability, presents average asking prices of £486,341. These figures are supported by comprehensive housing data from the Office for National Statistics, which highlights annual trends in Tower Hamlets and Lewisham’s housing markets, offering insight into how these boroughs compare with wider London averages.

The lower price points in boroughs like Croydon tend to make these areas attractive for buyers seeking affordability within reach of the capital, a dynamic The Standard explores while detailing Croydon’s evolving property market. Croydon is among the more affordable boroughs in London for buyers in 2023, accommodating a range of property types that appeal to first-time buyers and middle-income families, contrasting with pricier boroughs nestled in the heart of the banana where property types are often more expensive and competitive.

The "London banana" also encapsulates contrasting experiences of living quality and amenities. Residents within its boundaries often cite benefits ranging from better public services and transport links to vibrant cultural and commercial offerings. By contrast, those living just outside the banana’s confines highlight a quieter, sometimes more affordable lifestyle but with fewer immediate urban conveniences. This dichotomy in lifestyle and housing cost underscores a broader social and economic geography in London, where proximity to central hubs comes at a premium.

Industry data from property portals like MyLondon corroborates these patterns, ranking London boroughs by average house prices and painting a clear picture of the city's real estate landscape. The banana-shaped zone remains the epicentre of demand and inflated prices, driven by factors including transport accessibility, schooling options, employment hubs, and quality of life perceptions. Meanwhile, boroughs like Lewisham and Tower Hamlets, although within reach of the banana’s core, reflect intermediate price points that mirror their transitional character, somewhat balancing urban access with affordability pressures.

Overall, the "London banana" remains a useful conceptual tool to understand the distribution of housing costs and lifestyle in London. It highlights how geography intertwines with economic forces to shape residential patterns, marking clear divides between central high-value areas and more moderately priced, yet increasingly sought-after outskirts.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html), [[2]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html)
* Paragraph 2 – [[1]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html), [[4]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000023/), [[5]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000030/), [[6]](https://www.standard.co.uk/homesandproperty/buying-mortgages/croydon-london-zoopla-affordable-buy-house-b1121549.html)
* Paragraph 3 – [[6]](https://www.standard.co.uk/homesandproperty/buying-mortgages/croydon-london-zoopla-affordable-buy-house-b1121549.html), [[1]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html)
* Paragraph 4 – [[2]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html), [[1]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html)
* Paragraph 5 – [[3]](https://www.mylondon.news/news/property/every-london-boroughs-average-house-23009672), [[7]](https://www.mylondon.news/news/property/london-house-prices-cheapest-most-19733455)
* Paragraph 6 – [[1]](https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html), [[4]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000023/), [[5]](https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000030/), [[6]](https://www.standard.co.uk/homesandproperty/buying-mortgages/croydon-london-zoopla-affordable-buy-house-b1121549.html), [[7]](https://www.mylondon.news/news/property/london-house-prices-cheapest-most-19733455)

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

## Bibliography

1. <https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/news/london/london-banana-house-prices-b1245819.html> - An article from The Standard discussing the 'London banana', a term coined by author Saul Sadka to describe a desirable area in London. The piece explores residents' perspectives on living within this area and contrasts it with life outside its boundaries, highlighting differing opinions on the quality of life and amenities available.
3. <https://www.mylondon.news/news/property/every-london-boroughs-average-house-23009672> - A report from MyLondon detailing the average house prices across all London boroughs. It provides a comprehensive list, ranking boroughs from the most to least expensive, offering insights into the property market dynamics within the city.
4. <https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000023/> - An official report from the Office for National Statistics presenting housing prices in Lewisham. It includes data on average house prices, annual changes, and comparisons with London-wide trends, offering a detailed analysis of the Lewisham property market.
5. <https://www.ons.gov.uk/visualisations/housingpriceslocal/E09000030/> - An official report from the Office for National Statistics presenting housing prices in Tower Hamlets. It includes data on average house prices, annual changes, and comparisons with London-wide trends, offering a detailed analysis of the Tower Hamlets property market.
6. <https://www.standard.co.uk/homesandproperty/buying-mortgages/croydon-london-zoopla-affordable-buy-house-b1121549.html> - An article from The Standard discussing Croydon as one of the most affordable London boroughs for homebuyers in 2023. It provides insights into property types, median values, and affordability metrics, highlighting Croydon's position in the property market.
7. <https://www.mylondon.news/news/property/london-house-prices-cheapest-most-19733455> - A report from MyLondon detailing the cheapest and most expensive boroughs to buy a home in London. It includes average asking prices, required household incomes, and common property types for first-time buyers, offering a comprehensive overview of the London property market.