# Taylor Wimpey faces sales slowdown amid fiscal uncertainty ahead of Autumn Budget



Taylor Wimpey, the Buckinghamshire-based housebuilder, has reported a decline in sales activity over recent months, highlighting the upcoming autumn Budget as a factor contributing to waning homebuyer confidence. The company recorded a net private sales rate of 0.65 homes per outlet per week in the nine weeks leading up to September 28, lower than the 0.7 rate seen during the same period last year. Its total order book value stood at £2.12 billion, slightly below the £2.15 billion recorded last year. Despite these subdued figures, Taylor Wimpey remains on track to meet its target of completing sales of between 10,400 and 10,800 homes in 2025, with an operating profit forecast of approximately £424 million.

The housebuilder attributed the dip in sales in part to the economic environment, particularly high inflation and borrowing costs, which have affected affordability for potential buyers. Additionally, the company expressed concerns that uncertainty around possible tax changes in Chancellor Rachel Reeves’s upcoming Budget, scheduled for November 26, could be causing prospective purchasers to delay decisions. There is speculation that the Budget might introduce increases in inheritance tax and capital gains tax, alongside potential reforms to property tax or the imposition of national insurance contributions on landlords’ rental income. Such fiscal measures are seen as potentially dampening short-term buyer sentiment.

Data from Nationwide Building Society released shortly before Taylor Wimpey’s report showed a modest 0.5% rise in average UK house prices in September, following a slight fall in August. Nationwide described these figures as indicative of positive underlying housing market conditions despite broader economic uncertainty, and predicted a gradual strengthening of market activity.

While Taylor Wimpey reported a downturn in recent sales rates, it expressed confidence in the fundamental need for new homes in the UK and its own capacity to improve profits amidst these challenges. The developer has also cautioned about rising construction costs throughout the year, as suppliers adjust to Budget-related tax changes and economic uncertainty. Nevertheless, it noted stronger footing entering 2025, buoyed by an uptick in sales in the latter half of the previous year. In 2024, the company completed the sale of 9,972 homes, a slight decline from 10,356 in 2023, but still within its previous guidance range.

Financially, Taylor Wimpey saw a 32% fall in pre-tax profit to £320.3 million in 2024 from £473.8 million in 2023, alongside a 3.2% drop in revenue to £3.40 billion. Meanwhile, the average selling price of privately sold homes in the UK decreased by 3.8% to £356,000 in 2024 from £370,000 the year before. Notably, despite these profit declines, the company highlighted a 21% increase in its UK net private sales rate to 0.75 homes per outlet per week in 2024 compared to 0.62 in 2023. Taylor Wimpey’s CEO Jennie Daly expressed optimism about the spring selling season, reporting robust demand and a positive outlook for the housing market.

Overall, Taylor Wimpey’s cautious tone underscores prevailing market fragilities, particularly the impact of cost pressures and fiscal uncertainty. Yet, the company’s continued confidence in the UK housing market’s long-term fundamentals reflects the enduring necessity for new housing supply amid economic headwinds and evolving tax policies.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html), [[3]](https://www.standard.co.uk/business/business-news/taylor-wimpey-buckinghamshire-rachel-reeves-b1250590.html), [[4]](https://www.standard.co.uk/business/business-news/taylor-wimpey-rachel-reeves-buckinghamshire-nationwide-building-society-b1250590.html)
* Paragraph 2 – [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html), [[2]](https://www.reuters.com/markets/europe/uks-taylor-wimpey-sees-drop-sales-rate-amid-market-challenges-2025-10-01/), [[3]](https://www.standard.co.uk/business/business-news/taylor-wimpey-buckinghamshire-rachel-reeves-b1250590.html)
* Paragraph 3 – [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html), [[4]](https://www.standard.co.uk/business/business-news/taylor-wimpey-rachel-reeves-buckinghamshire-nationwide-building-society-b1250590.html)
* Paragraph 4 – [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html), [[5]](https://www.standard.co.uk/business/business-news/taylor-wimpey-cautions-over-rising-construction-costs-amid-uncertain-market-b1205158.html), [[2]](https://www.reuters.com/markets/europe/uks-taylor-wimpey-sees-drop-sales-rate-amid-market-challenges-2025-10-01/)
* Paragraph 5 – [[6]](https://www.investingmatters.com/articles/taylor-wimpey-average-uk-selling-price-down-as-profit-falls-in-2024-iz6nf30he8rcr7o), [[5]](https://www.standard.co.uk/business/business-news/taylor-wimpey-cautions-over-rising-construction-costs-amid-uncertain-market-b1205158.html), [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html)
* Paragraph 6 – [[1]](https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html), [[2]](https://www.reuters.com/markets/europe/uks-taylor-wimpey-sees-drop-sales-rate-amid-market-challenges-2025-10-01/), [[5]](https://www.standard.co.uk/business/business-news/taylor-wimpey-cautions-over-rising-construction-costs-amid-uncertain-market-b1205158.html), [[6]](https://www.investingmatters.com/articles/taylor-wimpey-average-uk-selling-price-down-as-profit-falls-in-2024-iz6nf30he8rcr7o)

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## Bibliography

1. <https://www.independent.co.uk/news/business/taylor-wimpey-autumn-budget-rachel-reeves-buckinghamshire-chancellor-b2837088.html> - Please view link - unable to able to access data
2. <https://www.reuters.com/markets/europe/uks-taylor-wimpey-sees-drop-sales-rate-amid-market-challenges-2025-10-01/> - Taylor Wimpey, a UK homebuilder, reported a decline in its sales rate over the nine weeks to September 28, 2025, attributing the slowdown to high inflation and borrowing costs affecting affordability. The company also expressed concerns about potential stamp duty increases in the upcoming November budget, which could further impact demand. Despite these challenges, Taylor Wimpey maintained its forecast for home completions this year between 10,400 and 10,800 units, with an expected annual operating profit of around £424 million. ([reuters.com](https://www.reuters.com/markets/europe/uks-taylor-wimpey-sees-drop-sales-rate-amid-market-challenges-2025-10-01/?utm_source=openai))
3. <https://www.standard.co.uk/business/business-news/taylor-wimpey-buckinghamshire-rachel-reeves-b1250590.html> - Taylor Wimpey, the Buckinghamshire-based housebuilder, reported a dip in sales activity over recent months, citing the upcoming autumn Budget as a factor affecting homebuyer confidence. The company reported a net private sales rate of 0.65 per outlet per week in the nine weeks to September 28, down from 0.7 in the same period last year. Its total order book value stood at £2.12 billion, slightly down from £2.15 billion the previous year. Despite these challenges, Taylor Wimpey remains confident in the underlying fundamentals of the UK housing market and its ability to improve profits. ([standard.co.uk](https://www.standard.co.uk/business/business-news/taylor-wimpey-buckinghamshire-rachel-reeves-b1250590.html?utm_source=openai))
4. <https://www.standard.co.uk/business/business-news/taylor-wimpey-rachel-reeves-buckinghamshire-nationwide-building-society-b1250590.html> - Taylor Wimpey, the Buckinghamshire-based housebuilder, reported a dip in sales activity over recent months, citing the upcoming autumn Budget as a factor affecting homebuyer confidence. The company reported a net private sales rate of 0.65 per outlet per week in the nine weeks to September 28, down from 0.7 in the same period last year. Its total order book value stood at £2.12 billion, slightly down from £2.15 billion the previous year. Despite these challenges, Taylor Wimpey remains confident in the underlying fundamentals of the UK housing market and its ability to improve profits. ([standard.co.uk](https://www.standard.co.uk/business/business-news/taylor-wimpey-rachel-reeves-buckinghamshire-nationwide-building-society-b1250590.html?utm_source=openai))
5. <https://www.standard.co.uk/business/business-news/taylor-wimpey-cautions-over-rising-construction-costs-amid-uncertain-market-b1205158.html> - Taylor Wimpey has cautioned over pressure on construction costs this year as suppliers mitigate the impact of Budget tax changes and uncertain economic conditions. The developer nonetheless said it was beginning 2025 on stronger footing thanks to an uptick in sales over the second half of last year. It completed the sale of 9,972 homes in the UK over 2024, lower than the 10,356 completed in 2023 but at the upper end of its previous guidance range. This means its full-year operating profit is expected to meet a previous forecast of £416 million. The average selling price of a home, sold privately in the UK, was £356,000 last year, lower than the £370,000 average price in 2023, it revealed. ([standard.co.uk](https://www.standard.co.uk/business/business-news/taylor-wimpey-cautions-over-rising-construction-costs-amid-uncertain-market-b1205158.html?utm_source=openai))
6. <https://www.investingmatters.com/articles/taylor-wimpey-average-uk-selling-price-down-as-profit-falls-in-2024-iz6nf30he8rcr7o> - Taylor Wimpey PLC reported a 32% decline in pre-tax profit to £320.3 million in 2024, down from £473.8 million in 2023. Revenue decreased by 3.2% to £3.40 billion from £3.51 billion. The UK average selling price on private completions declined by 3.8% to £356,000 in 2024 from £370,000 in 2023. Despite these declines, the company highlighted a 21% increase in the UK net private sales rate to 0.75 homes per outlet per week in 2024 from 0.62 in 2023. CEO Jennie Daly expressed optimism, noting the start of the spring selling season has been robust, with good levels of demand for homes. ([investingmatters.com](https://www.investingmatters.com/articles/taylor-wimpey-average-uk-selling-price-down-as-profit-falls-in-2024-iz6nf30he8rcr7o?utm_source=openai))