Beko | The Appliance People

The Beko Housebuilder Index 2026

BEYOND FEATURES:

What Buyers Really Value in a New-Build Home

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01

Introduction

Today's buyers still care about location, design and build quality. But they're also thinking about what happens after move-in.

- How much will it cost to run?
- Will it help keep household bills under control?
- Will the products inside it make life easier?
- And will it still feel like good value years after moving in?

This is the first Beko Housebuilder Index. It explores the views of more than 500 recent and prospective new-build buyers across three areas: environmental impact, customer experience and innovation.





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Foreword

What does good value look like today?



Teresa Arbuckle
Managing Director, Beko UK & Ireland

Buying a new-build home is an exciting milestone. It's a chance to imagine your future and create a space that feels like your own. From the design and kitchen to the appliances and technology, every detail helps bring that vision to life.

But the experience doesn't stop when the keys are handed over. Once you're living there, the things that matter can become much more practical. What will it cost to run? Will it make everyday life easier? Will everything work as you expected?

Working with housebuilders across the UK every day, supplying appliances and supporting their customers long after handover, means we see what happens on both sides of that decision. We see what helps sell a new home and what matters once people are living in it.

What really stood out to me in this research is how much the practicalities of living in a new home matter to buyers. It revealed that build quality and energy-efficient heating and insulation remain buyers' leading priorities over the next five years, with a particular consideration for energy-efficient appliances.

But value isn't just about running costs and practicality. It's about creating a home people enjoy spending time in. Recent research from Hotpoint found 56% of Brits are spending more weekend evenings at home than they were a few years ago, while 32% find cooking at the weekend relaxing. The kitchen plays an integral part in that experience. The right appliances and features such as airfrying, grilling, and smoking capabilities can give people more ways to get excited when viewing a new home, while giving them more ways to enjoy cooking and entertaining once they move in.

But it's not about adding technology for the sake of it. It's about choosing features that make everyday life easier, whether that's preparing a quick midweek meal or enjoying a more relaxed weekend of cooking. An innovative oven might catch your eye when you're choosing a new home, but once you're living there, what matters is whether it makes everyday life easier and more enjoyable.

For housebuilders, that means thinking about what happens after the sale as well as what helps to make it. Are the benefits clear? What will help buyers use the technology with confidence? And who do they call when they need support? A feature can attract interest at a viewing, but its value is demonstrated in daily use.

So, what does good value look like today? A home that impresses at the viewing and continues to meet expectations for the years to come. This report is intended to support those conversations. At Beko, we're proud to work alongside housebuilders to help deliver homes that continue to meet expectations long after move-in day.

Buyers judge homes of the future by performance

When asked to rank the importance of different features in new-build homes of the future, the three highest-rated features were:



95% value high-quality insulation and windows



95% want high-speed broadband / Wi-Fi connectivity



93% say energy-efficient appliances are important

When asked which features they would most like to see prioritised in new-build homes over the next five years, the most commonly selected were:



36% value build quality



34% say energy-efficient heating and insulation



29% prioritise solar panels or other renewable energy

Customer insight

> Today's buyers expect more than just a high-quality home. They value a seamless, transparent and well-supported customer journey from their initial enquiry through to moving in and living in their new home.

Elliot Murphy
Head of Procurement, Elan Homes

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Environmental performance and future homes

"Environmental credentials matter, but buyers balance them against wider priorities."

Laura Selten
Sustainability Manager, Beko UK & Ireland

Environmental credentials are an important consideration for new-build buyers, but they are only one part of the decision. More than eight in ten (84%) say they are important when deciding whether to buy a new home. However, when it comes to what matters most, build quality (43%), affordability (41%) and location (40%) take precedence over energy efficiency (26%), low-carbon features (15%) and sustainability features (14%).

The picture looks different when buyers think about what they want from new-build homes in the years ahead. When asked which features they would most like housebuilders to prioritise over the next five years, build quality (36%), energy-efficient heating and insulation (34%) came out on top, followed by renewable energy generation (29%) and homes designed to cope with climate change impacts (28%).

While affordability, location and build quality remain central to purchasing decisions, environmental features also have an important role to play in buyers' expectations for future homes. For housebuilders, the opportunity is to demonstrate their practical benefits alongside the other qualities buyers value.



Cost, comfort and resilience

For many buyers, the appeal of energy efficiency comes down to what it means for everyday life. When asked about their main reason for wanting energy-efficient or low-carbon features in a new home, the potential to reduce household bills (28%) was cited as a key driver. Other key motivations included reducing environmental impact (17%), protection against future energy price rises (14%) and making the home more comfortable (14%).

These findings suggest consumers are most engaged with environmental features when the benefits are tangible and relevant to everyday life, particularly where features could contribute to lower running costs, greater comfort and confidence in long-term performance.

This is reflected in attitudes towards appliances. More than two-thirds of respondents (67%) say cost-of-living pressures have increased the importance of energy-efficient appliances when buying a new home, while energy efficiency and running costs remain among the most important considerations when selecting household appliances.

For housebuilders, this means helping buyers understand what efficient features could mean for buyer's household budgets and everyday comfort, rather than focusing solely on technical specifications.

Energy efficiency and perceptions of long-term value

Energy efficiency remains an important consideration for prospective buyers, with around eight in ten (80%) believing that good energy efficiency would positively influence a property's future resale value.

Consumers are likely to associate energy efficiency with a range of factors, including insulation, heating systems, ventilation, renewable technologies and the products installed within the home. Together, these elements shape expectations of how a property will perform over the long term.

Within this wider picture, energy-efficient appliances can support a home's overall efficiency credentials and reinforce expectations for modern, well-equipped homes. Rather than viewing individual technologies in isolation, buyers appear to assess how different features work together to support comfort, efficiency and future value.



93%

of new build buyers say energy efficient appliances are important

Energy-efficient appliances are an expected feature of modern homes

Energy-efficient appliances form part of consumers' expectations for future homes.

When asked about the importance of different features in the new-build homes of the future, 93% rated energy-efficient household appliances as important. High speed broadband/ WiFi (95%) and energy-efficient insulation and windows (95%) received slightly higher ratings.

When asked which environmental or low carbon features they would expect every new build home to have, energy efficient appliances came second (43%), following closely solar panels in top place (43%).

This would suggest that energy-efficient appliances are viewed less as a distinguishing feature and more as a standard requirement of a modern new-build home. This interpretation is supported by the finding that 88% of respondents agree that high energy-efficiency appliances should come as standard in every new-build property.

Overall, the findings indicate that consumers consider appliances as part of a broader assessment of home performance, alongside factors such as insulation, heating systems and other technologies that contribute to comfort, efficiency and day-to-day living.

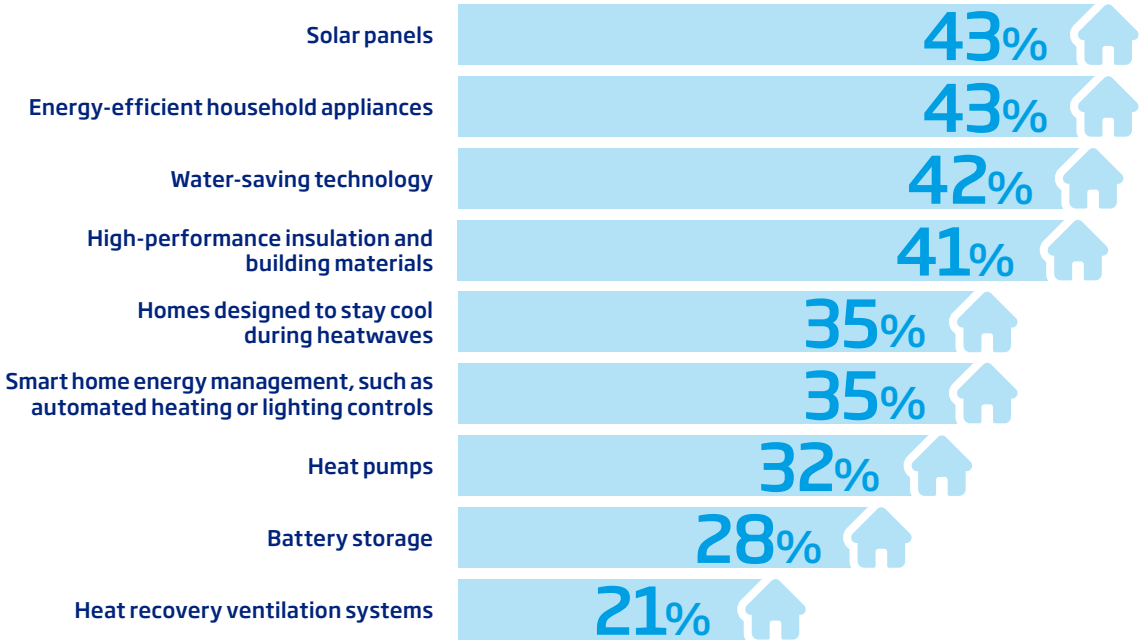
Long-term planning

The findings suggest that recent weather conditions are influencing buyer priorities. For instance, almost a third of respondents (28%) identified homes designed to cope with climate change impacts, as one of the features they would most like to see prioritised in new-build homes over the next five years.

This is reinforced by attitudes towards specific resilience measures. More than four in ten respondents (42%) say that homes that stay cooler in summer have become more important because of recent heatwaves and extreme weather, with 40% citing air conditioning, 35% better ventilation and 31% lower energy use for cooling.

Together, these findings highlight the role of climate resilience in buyers' expectations for new-build homes. For housebuilders, this means considering how building design, insulation, ventilation, heating systems and household technologies can work together to keep homes comfortable and efficient in changing weather conditions.

Environmental and low-carbon features buyers expect to become standard in new-build homes within the next 10 years:



Customer insight

> Buyers are looking for homes that are not just fit for today but ready for the future. Alongside the typically lower running costs associated with a new-build compared with many older properties, customers are becoming much more aware of sustainability and the long-term benefits that can come with an energy-efficient home – including the efficiency of the appliances installed within it.

> Rising energy costs have also undoubtedly been a major driver, with many buyers now placing far greater importance on the long-term running costs of a home rather than focusing solely on the initial purchase price.

Elliot Murphy
Head of Procurement, Elan Homes



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Customer experience



Lee Cumberland
Director, Head of Consumer Care, Beko

One of the most interesting findings in the research is that buyers continue evaluating quality long after moving in.

Almost two in five buyers say good aftercare and support gives them confidence that a new-build is high quality. Appliances and fittings from brands they know and trust can give them confidence too.

A housebuilder can finish constructing the home before the buyer has finished deciding how good it is. Get the specification, education and support right, and you're giving buyers more reasons to feel confident in the home you've built and the choice they've made.



Strong foundations

When it comes to buyer experience, the starting point for housebuilders is positive. More than four in five (81%) recent buyers are satisfied with their overall buying and moving experience, while 91% say they are likely to recommend their housebuilder.

That is a strong vote of confidence. But the research also gives us a closer look at what sits behind buyers' experience once the keys have been handed over.



of recent buyers are satisfied with their overall buying and moving experience



recent buyers rate their appliance quality positively

Trust is built in the details

Once buyers move in, the appliances specified in their home can play an important part in their impression of its overall quality.

More than four in five (86%) recent buyers rate their appliance quality positively, while almost a quarter (24%) say it is one of the biggest influences on their satisfaction with their new-build. Among 25 to 34-year-olds, that rises to 32%.

Brand recognition can play a big role too. More than a third (35%) say appliances and fittings from known and trusted brands give them confidence that a new-build is high quality. Among over-55s, that rises to 45%.

For housebuilders, these results show how individual specification choices can have a much bigger impact on how the home feels as a whole.



Handover is only the beginning

For housebuilders, the customer experience does not end when the keys are handed over. As new homes incorporate more energy- and water-efficient features and technology, helping buyers understand and use them confidently becomes an important part of the experience.

The good news is that most buyers already feel well equipped. More than three quarters (78%) say they are confident they understand common energy and water-efficiency features in new-build homes.

But confidence is not universal. Almost a third (31%) of over-55s say they are not confident in their understanding. This creates an opportunity for housebuilders to offer more tailored support, particularly for buyers less familiar with smart home technology, while building stronger relationships beyond handover.

This kind of aftercare pays off. The research shows it can shape perceptions of housebuilder quality long after move-in. Almost two in five (39%) buyers say good aftercare and support gives them confidence that a new-build is high quality, putting it alongside energy-efficiency credentials at 40%.

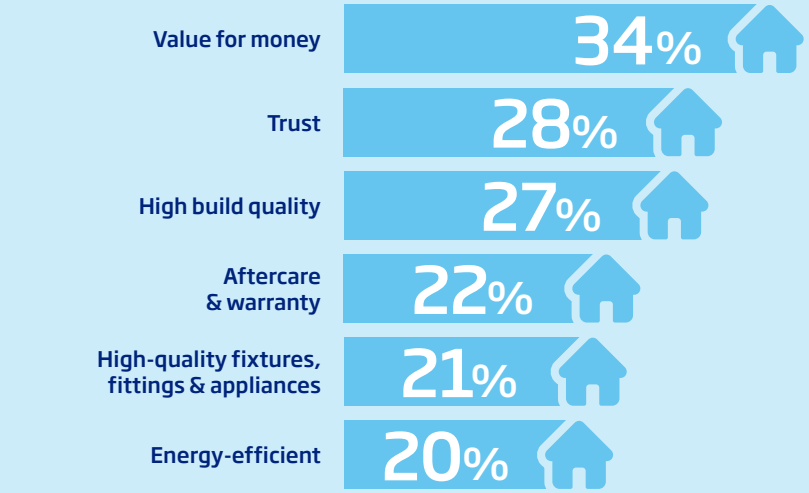
The implication is simple. Handover may mark the end of the buying journey, but it does not mark the end of the buyer's experience.

For housebuilders, delivering that level of aftercare also depends on the partners behind the products specified in the home. An appliance partner with the infrastructure to support homeowners beyond installation can help extend the customer experience beyond handover. Beko, for example, has a network of more than 1,100 engineers covering 99% of the UK, backed by a 450-person contact centre operating 364 days a year.

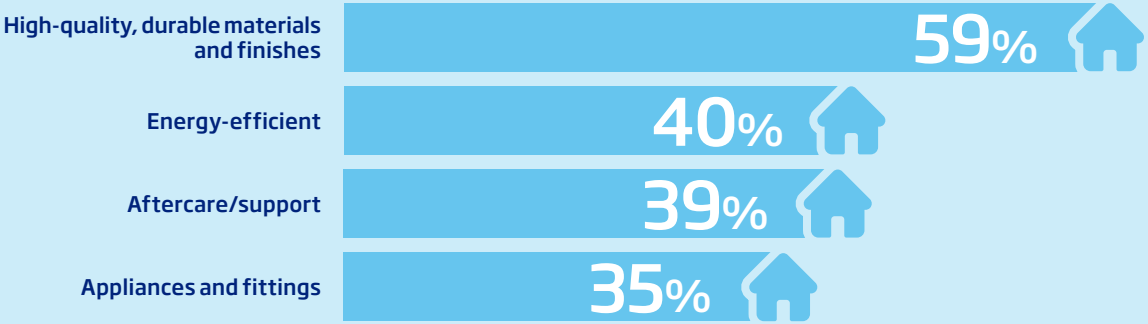


What buyers expect from housebuilders

What would make buyers choose a housebuilder again?



What gives buyers confidence in a new build?



Customer insight

> The opportunity for developers is to treat aftercare as part of the home-buying experience, not something that starts when something goes wrong. Clear guidance, tailored support and reliable maintenance can help buyers get more from the technology in their homes, strengthen perceptions of quality and build trust long after completion.

Lee Cumberland
Director, Head of Consumer Care, Beko

04

Innovation



Vijay Bhardwaj
Marketing Director, Beko UK & Ireland

"We're already used to the technology we own getting better over time. A software update happens in the background and suddenly a device can do something better than it did the day before. We barely think about it."

Why shouldn't we expect the same kind of progress from the technology in our homes? Our research reveals that buyers want smart features that can adapt to their routines, and appliances that can become more energy efficient over time. At the same time, almost half (47%) say smart appliances need to be simple and easy to use. The technology might be getting more sophisticated, but the experience shouldn't.

For housebuilders, that creates an interesting challenge when thinking about specification. It's not only about what a home can do on moving-in day, but how well its technology can continue to meet buyers' needs in the years that follow.



Smart has to feel simple

Buyers don't appear to want more technology. They want technology that does more for them. Their priorities are grounded in performance: build quality (36%), energy-efficient heating and insulation (34%), renewable energy (29%) and homes designed to cope with climate change (28%) all rank highly.

EV charging is another consideration for new-build buyers. While just one in six (16%) selected EV charging provision among the features housebuilders should prioritise over the next five years, more than two-thirds (68%) consider it important. This suggests that EV charging has a place in buyers' expectations of a new home, even if other features take precedence when they are asked to identify their top priorities.

Four in five (80%) say technology that can adapt to routines and improve energy efficiency is important, but almost half (47%) say smart appliances need to be simple and easy to use for them to feel confident using them.

Individually, features that improve energy efficiency, respond to household routines or make appliances easier to use may feel incremental. Taken together, however, they can make a meaningful difference to how a home performs – making it easier to live in, cheaper to run and better equipped for the future.



Specification is where innovation becomes tangible

Technology has an important role to play in meeting buyer expectations around efficiency, convenience and long-term value.

Just under half of buyers (46%) say technology that automatically manages and optimises household energy use, such as adjusting heating around daily routines or running appliances when energy is cheaper, would save them time in everyday life.

For housebuilders, this shifts the conversation from simply including more technology to choosing products that can make a meaningful difference once people move in.

For Beko, delivering that practical value is underpinned by continued investment in innovation. Approximately 1% of global turnover is invested in R&D, supported by 28 R&D centres and more than 4,500 patents globally, helping turn new technologies into practical and innovative solutions for the home.

Future-proofing the home: what buyers really value

What buyers want to see prioritised in new-build homes over the next five years:	
Priority	Percentage
Build quality	36%
Energy-efficient heating and insulation	34%
Solar panels or other renewable energy	29%
Homes designed to cope with climate change impacts (e.g. flood-resistant construction, passive cooling and sustainable drainage)	28%
Energy-efficient household appliances (e.g. refrigerators, washing machines and dishwashers)	22%
Private outdoor space (e.g. gardens, balconies)	21%
Better quality fixtures, fittings and appliances	19%
Smart technology that helps reduce energy use	18%
Storage solutions	17%
Sustainable building materials	16%
Electric vehicle charging provision	16%
Water-saving technology	15%
Reconfigurable work and living spaces	8%

Customer insight

> The features and technologies that make the biggest difference are the ones that genuinely improve everyday life for our homeowners.

> Feedback is that buyers love the convenience and flexibility of being able to control appliances or the heating using an app on their phone. The key is to keep it simple and focus on the benefits to the homeowner rather than getting too technical.

Elliot Murphy
Head of Procurement, Elan Homes



Vijay Bhardwaj

Marketing Director, Beko UK & Ireland

Buyers aren't asking housebuilders to put more technology into homes for technology's sake. They want homes that take some of the work out of everyday life. Technology that's intuitive, improves efficiency and can adapt as their needs change.

Housebuilders have the opportunity to focus on practical value: specifying features that are easy to use, easy to understand and capable of delivering benefits buyers can feel in their routines and running costs.

05 Key findings

Make value visible

Across customer experience and innovation, a common theme emerges: buyers value outcomes over features. The most successful homes are not simply those with the longest list of specifications, but those that clearly demonstrate the benefits they deliver in everyday life.



Make energy efficiency tangible

Energy efficiency matters to buyers, but the benefit needs to feel real. Show how features within the home can translate into lower running costs, reduced energy use and stronger long-term value.



Lead with the benefit, not the feature

Help buyers understand what specifications will do for them. Whether that is saving money, improving comfort, making everyday tasks easier or reducing bills.

Design for real life



Prioritise practical innovation

More technology does not automatically mean a better home. Focus specification on innovations that solve everyday problems, make routines easier and deliver benefits buyers can genuinely notice.



Keep smart simple

Buyers are interested in smart technology, but confidence depends on it being intuitive and easy to use. The best specification adds capability without adding complexity.

Think beyond handover



Extend support beyond handover

Clear guidance, demonstrations and ongoing aftercare can help buyers feel confident using the technology and features in their homes, while helping housebuilders maintain buyer confidence after move-in.



Use specification to build trust

Recognisable, reliable appliance and product brands can help reinforce perceptions of quality across the wider home.

06

Conclusion



Mark Biggar

Head of Kitchen and Contract, Beko UK & Ireland

"The research shows that buyers are placing greater importance on energy efficiency as they look for ways to keep household running costs down. For housebuilders, choosing energy-efficient appliances is an important part of meeting those expectations and helping homeowners manage their energy use."

"That also means the experience can't stop at handover. The products people use every day, how confident they feel using them and the support available afterwards all shape how they judge the quality of their home.

"And when it comes to innovation, useful beats clever. Buyers aren't asking for technology for technology's sake. They want features that reduce effort, help manage energy use and make the home easier to live in. The strongest innovations are those that earn their place through practical value."

Appliances may be only one part of a new home, but they are among the products homeowners rely on every day.

At Beko, our role extends well beyond installation. We support homeowners throughout the life of the appliance, helping them get the most from their products and giving housebuilders confidence that the support behind them is there for the long term.

For housebuilders, the better specification question is not simply, 'How long is the warranty?' It is, 'How will this product continue to add value over time?' That means looking beyond the features available on day one to consider how appliances can adapt, improve efficiency and remain easy to use as expectations change. The strongest specification combines innovation with ongoing support, helping products continue to deliver practical value throughout the life of the home.

Across all three themes, buyers place value on the things that shape everyday life after move-in: lower running costs, practical innovation and support they can rely on. Together, the findings highlight the importance of building homes that continue to deliver value long after completion.

The strongest message from this year's Housebuilder Index is that buyers expect homes to continue delivering value long after handover. For housebuilders, that creates a simple challenge: how do you build a home that keeps proving its worth?



Research methodology

The Beko Housebuilder Index 2026 is based on a survey of 500 UK recent and prospective new-build homebuyers, conducted between 28th August and 2nd September 2026.

The research explored buyers' views on energy efficiency, environmental and low-carbon features, household appliances, innovation and the new-build customer experience. Findings relating specifically to the experience of living in a new-build home are based on responses from recent buyers only.

The Beko Housebuilder Index 2026

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