

# Location Deep Dive: Manchester



**ETHIRA**  
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# The North's Leading Growth Market

**Manchester is the UK's leading regional growth city, outperforming most markets over the past decade.**

Known for its strong economy, youthful population, and global connectivity, it has become a top destination for both domestic and international investors.

While headlines often focus on affordability compared with London, **the real story is Manchester's balance of income and growth. Yields remain attractive, regeneration continues at scale, and demand still far exceeds supply.**

**This guide explains where the opportunities lie, and how to secure them with confidence.**





# Manchester - Still Relevant?

It's tempting to think Manchester is already “done” as an investment story. **The truth is that it remains one of the most investable UK cities, with powerful fundamentals driving long-term demand.**

Population growth has surged by nearly 10% in the past decade, and forecasts suggest another 70,000 residents by 2035. Global firms such as **Amazon, Siemens, and fintech scale-ups have relocated here, adding thousands of high-quality jobs.** Meanwhile, young professionals and graduates are fuelling a deep rental pool.

**Supply, however, lags far behind.** Despite new towers and apartment blocks, Manchester remains chronically undersupplied, with rental demand still far outpacing completions. Tenant enquiries per property are up 11% year on year in some central postcodes, and **average rents have grown by over 20% since 2020.**

