

# The New Meaning of *Luxury*

Opinium thought leadership

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February 2026



Insights  
with impact



# Methodology

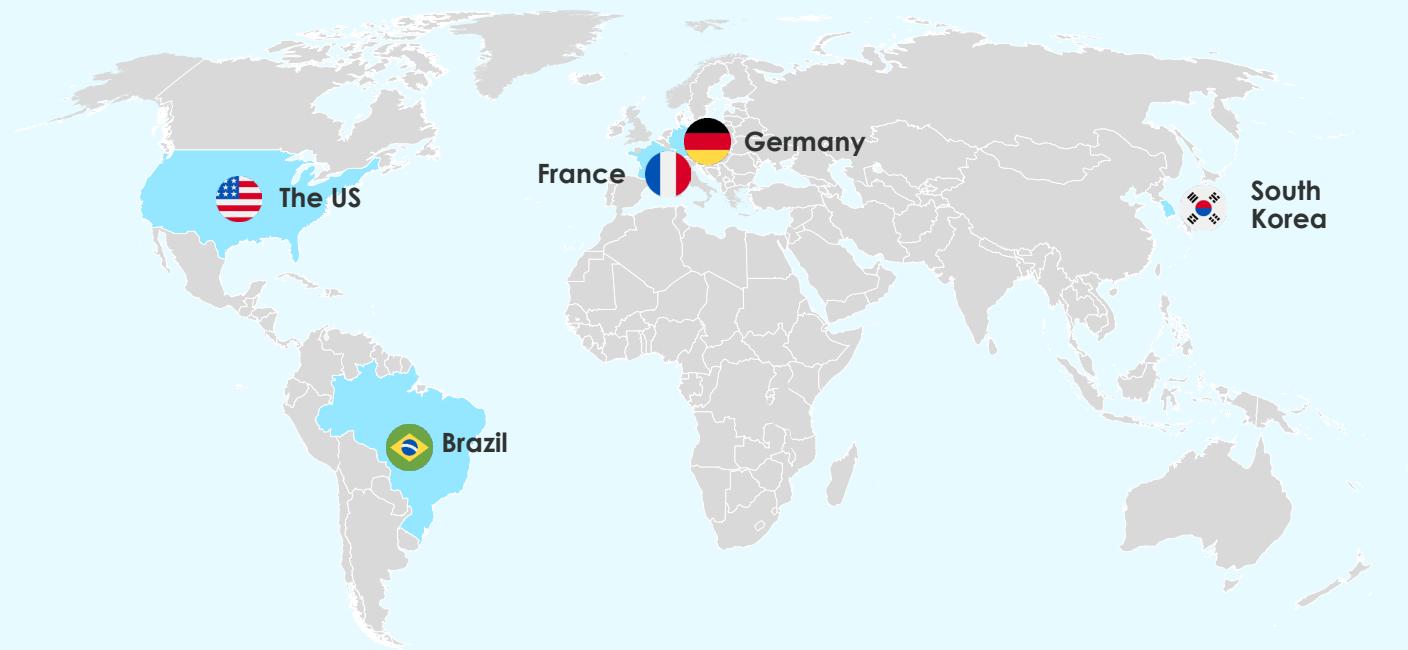
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## SAMPLE

- Quotas and weighting applied to ensure sample is nationally representative of the population of each market
- Markets: Brazil, USA, South Korea, Germany and France
- N=1,000 respondents per market, N=5,000 respondents overall

## FIELDWORK DATES

- 5th to 17th of September 2025



# Luxury aspiration is fading among older and European consumers

## Do not aspire to luxury

**"I don't aspire to luxury – it doesn't really matter to me whether something is considered luxury or not"**



**"I actively prefer to buy/experience products or experiences that I don't think are considered luxury"**



**"I sometimes aspire to own luxury, but it's not that important to me"**



**"I strongly aspire to own/experience luxury products or experiences"**



## Do aspire to luxury

## Luxury loses appeal with age

**Aspiration fades over time** - 19% of 18–34s strongly aspire to luxury vs just 5% of those aged 55+.

Nearly half of older people say **it doesn't matter** whether something is considered luxury or not.

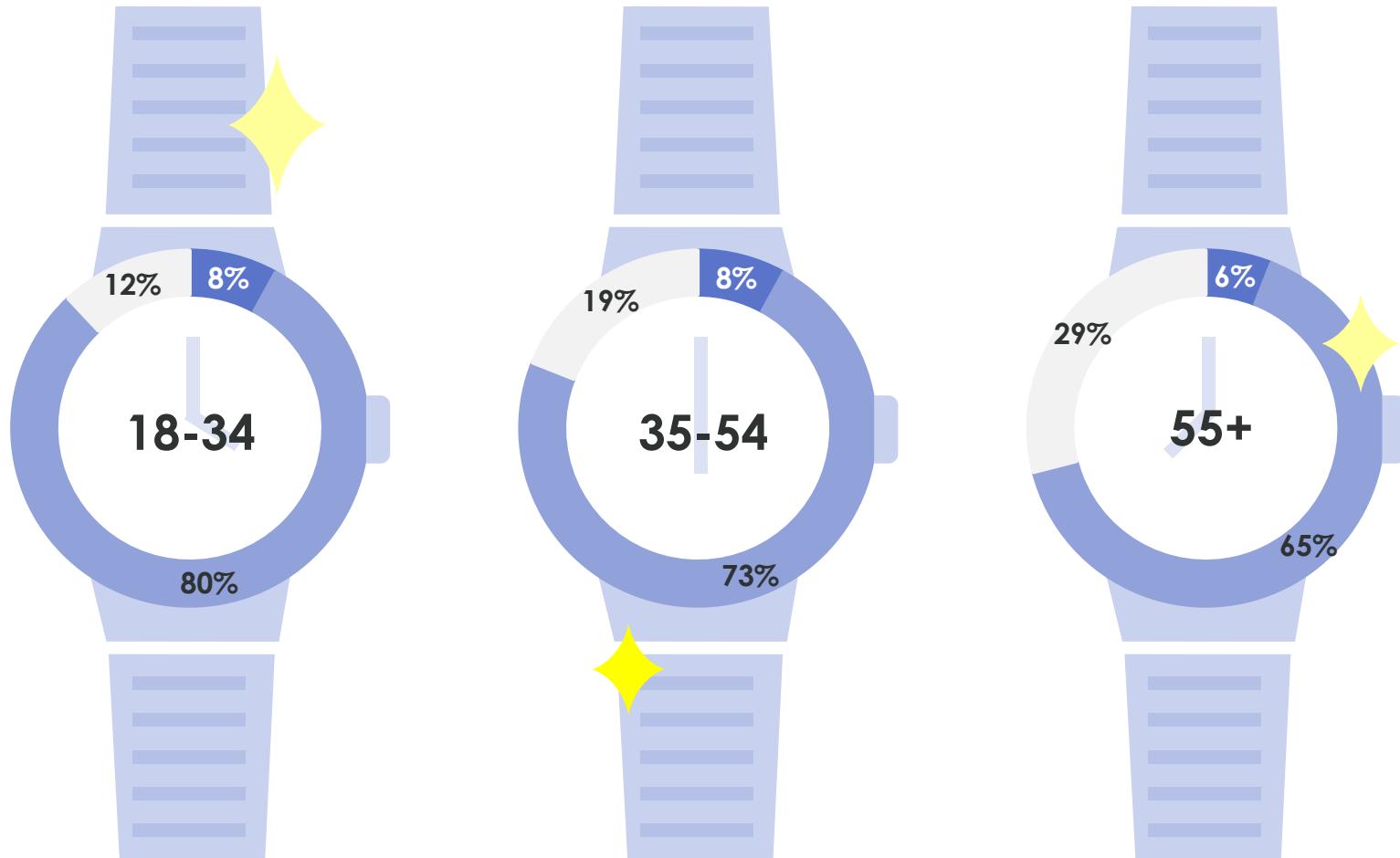
## Emerging markets crave luxury, with detachments in Europe

Luxury remains aspirational in Brazil (18%) and the US (19%) but far lower in Germany (7%) and France (8%), where 40–45% say they **don't aspire to luxury**.

## How important is high price in defining something as luxury today?

**With age,  
luxury is  
defined less by  
high prices**

- Essential
- Important
- Not at all important

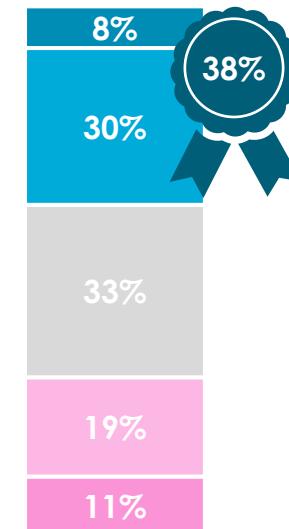
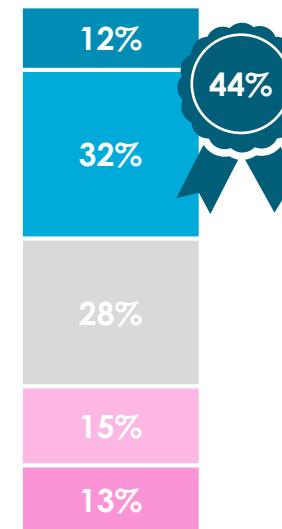
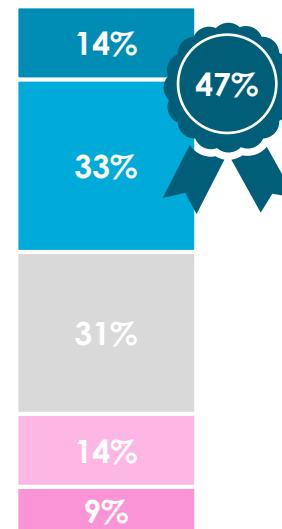
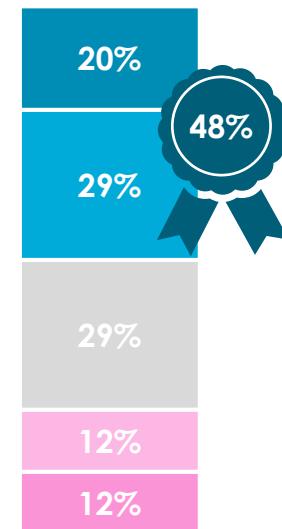
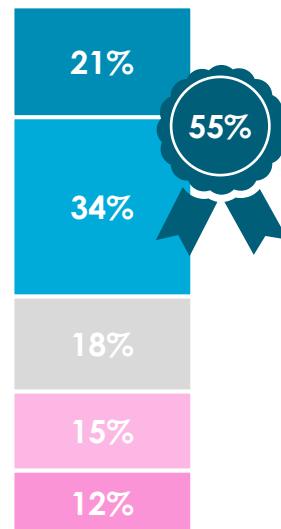
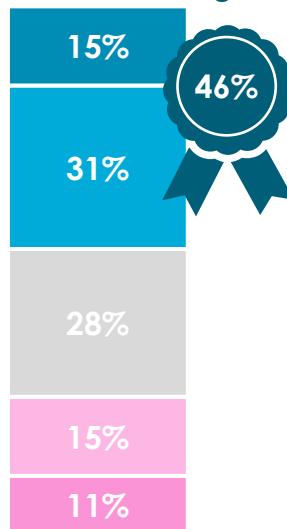


# While exclusivity is no longer the hallmark of *luxury*

How much do you agree that... 'A product or experience should be exclusive or inaccessible to the majority to be considered luxury'?

Strongly / slightly agree  
Neither  
Strongly / slightly disagree

NET:  
Agree



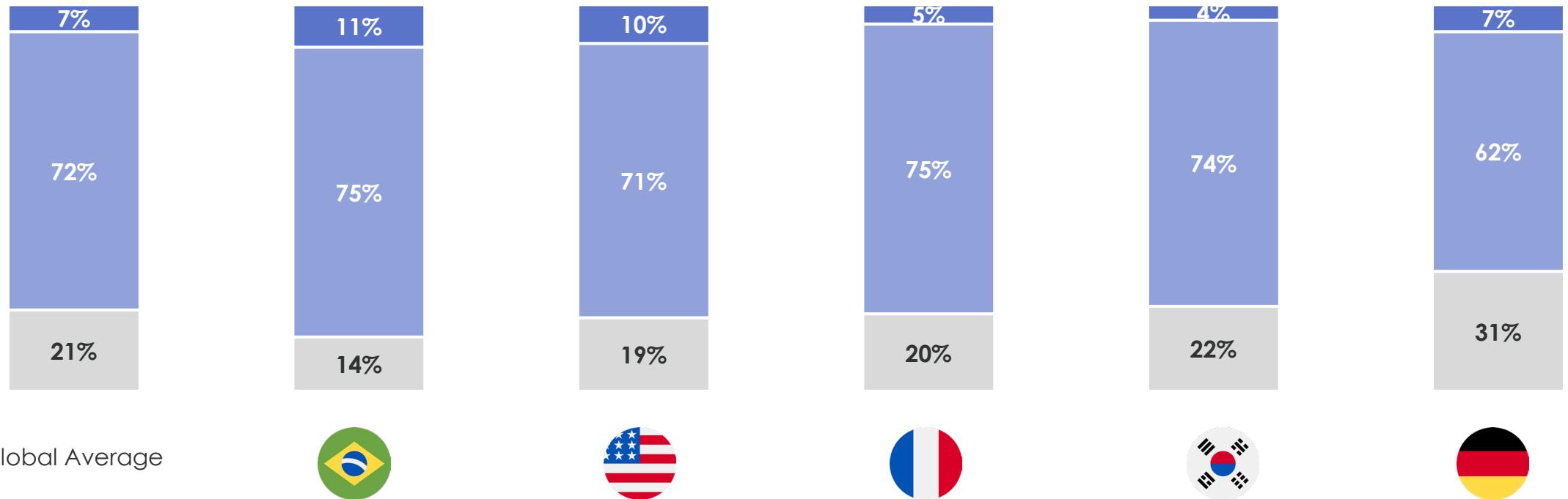
Global Average



# As the value of *luxury* now lies beyond costs

How important is high price in defining something as luxury today?

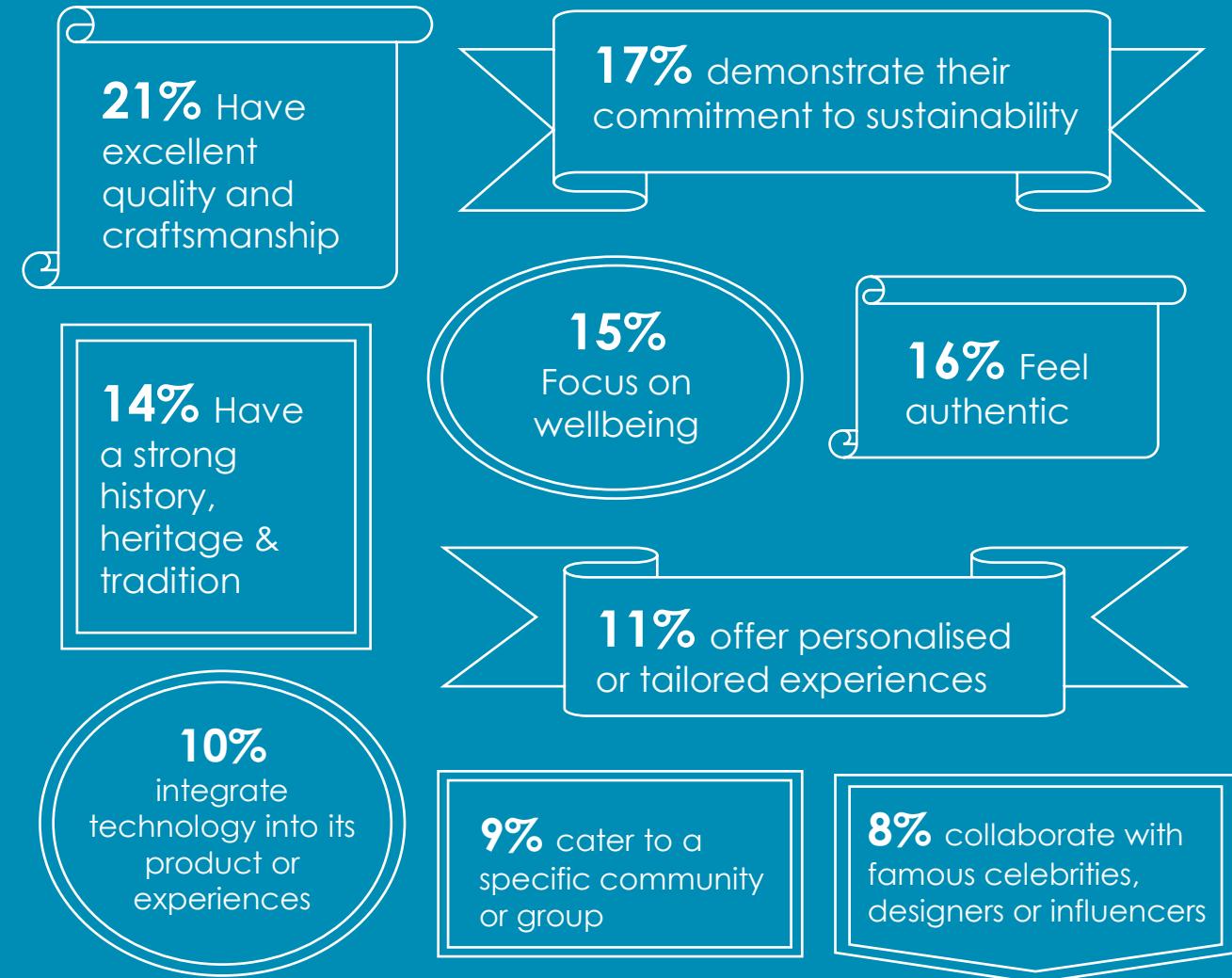
Essential  
Important  
Not at all important



# Modern *luxury* is a blend of quality, sustainability and authenticity

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In order to be considered luxury, it is essential for a brand to...

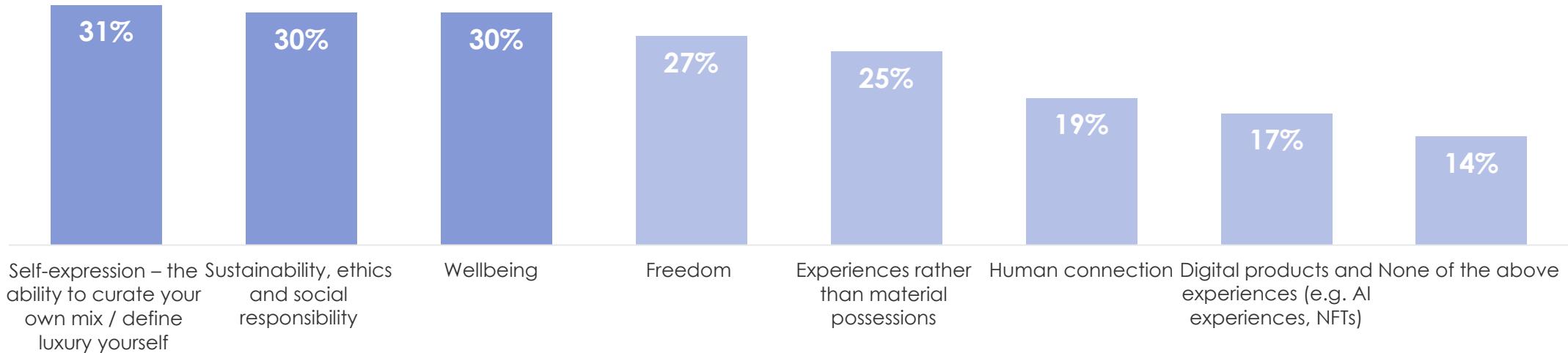


C5. Thinking about luxury brands, how important do you feel the below statements are in defining luxury today?  
Base: All respondents (5,000)

# While the future of *luxury* lies in self-expression, social conscience and personal wellbeing

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I believe luxury will be more focused on...



# Rethinking *Luxury...*

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## Luxury as more personal and identity-driven

Is luxury shifting from ownership to curation? Mixing high-end with everyday brands and becoming part of the story, not the whole one?

## Ethical & sustainable credentials more core to luxury

Will stories of origin and craft, combined with responsible sourcing and durable goods, become increasingly central, rather than an optional add-on?

## Luxury as a feeling

Is luxury shifting from exclusivity to emotion? Offering feelings such as relaxation, connection, and presence beyond label prestige?

## Legacy through a modern lens

Heritage remains important, but is now more closely linked to authenticity, wellbeing, and relevance. Will traditional luxury brands continue to remix and renew for contemporary culture?

# Thank you

For any queries contact:

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