

# The New Meaning of *Luxury*

Opinium thought leadership

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February 2026



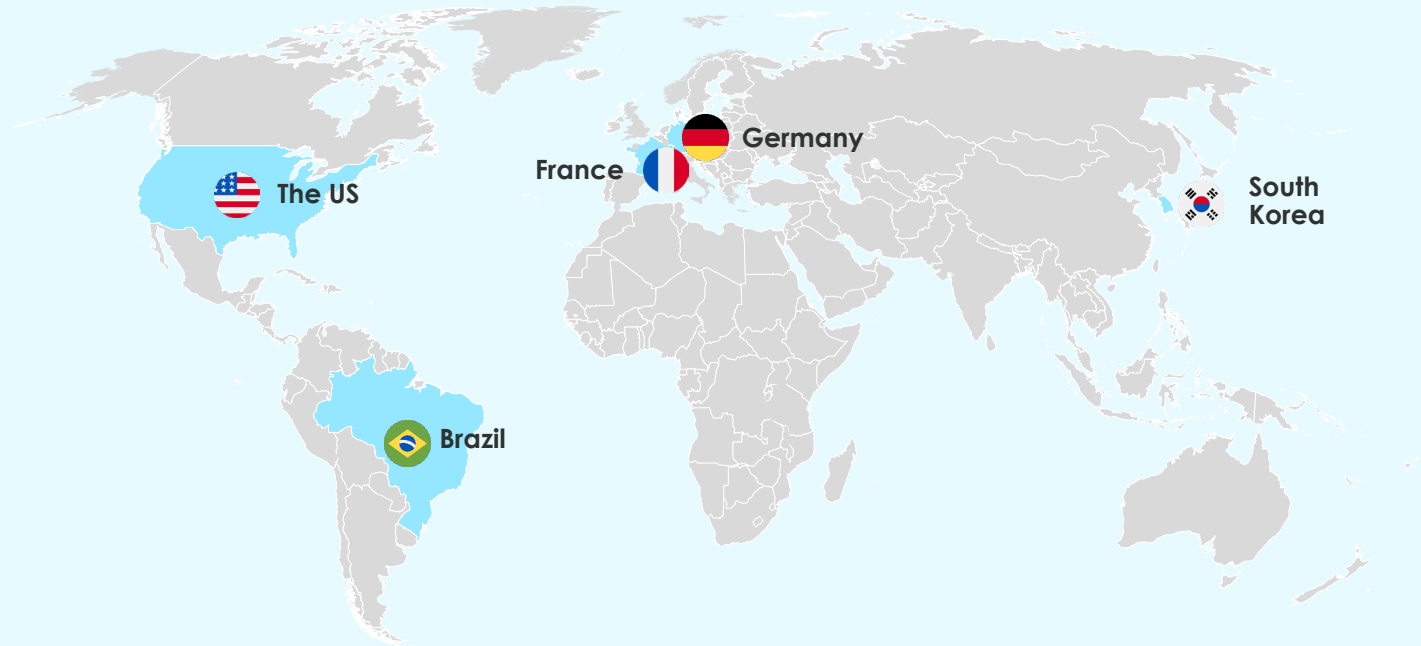
# Methodology

## 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"

37%

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

20%

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

30%

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

13%

## 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+.

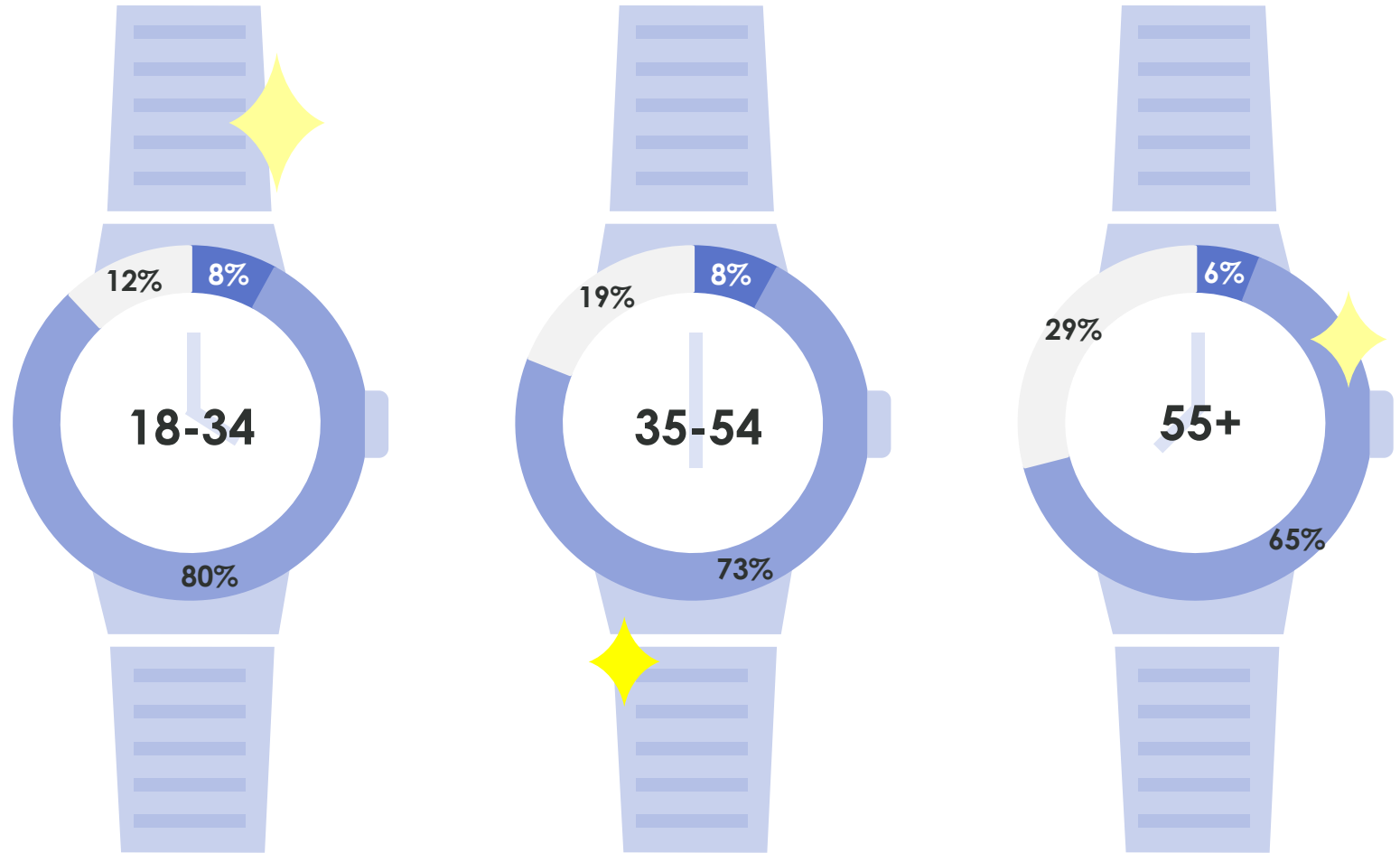
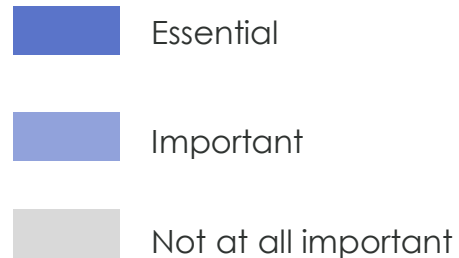
Nearly half of older people say **it doesn't matter** whether something is considered luxury or not.

## 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**.

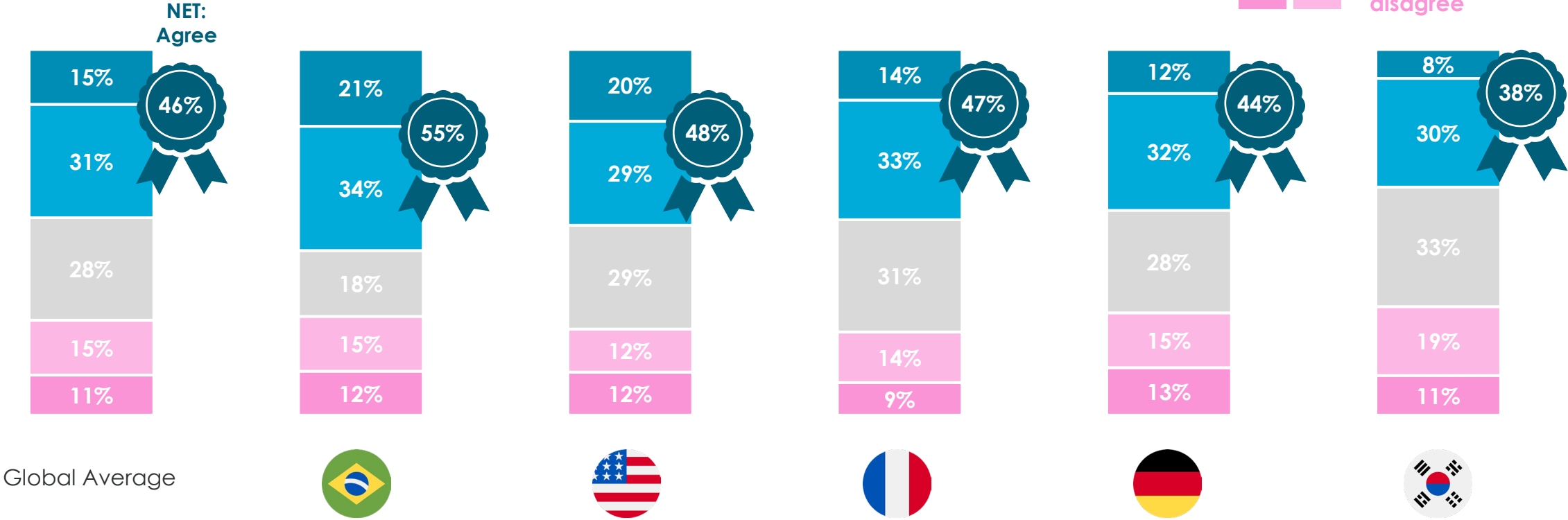
## How important is high price in defining something as luxury today?

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



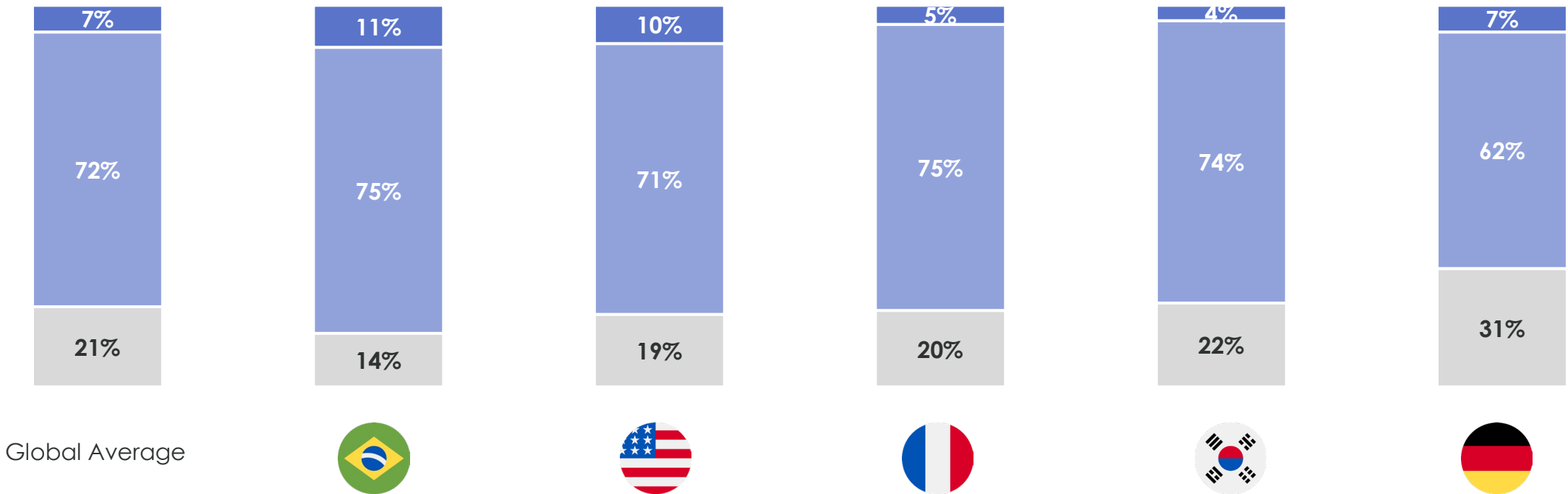
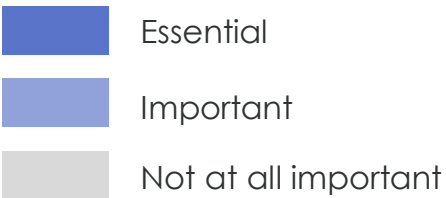
# While exclusivity is no longer the hallmark of *luxury*

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



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

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



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

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

**21%** Have  
excellent  
quality and  
craftsmanship

**17%** demonstrate their  
commitment to sustainability

**14%** Have  
a strong  
history,  
heritage &  
tradition

**15%**  
Focus on  
wellbeing

**16%** Feel  
authentic

**10%**  
integrate  
technology into its  
product or  
experiences

**11%** offer personalised  
or tailored experiences

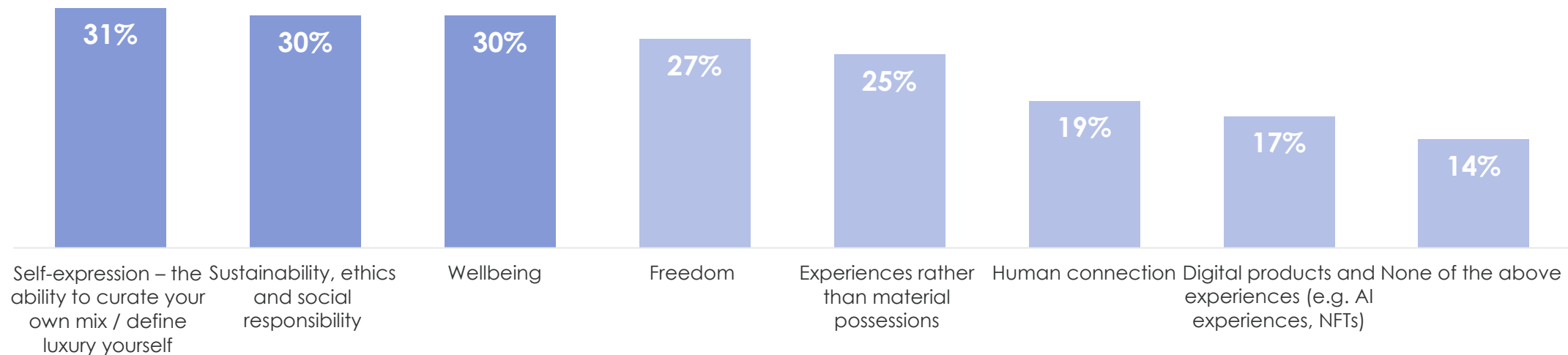
**9%** cater to a  
specific community  
or group

**8%** collaborate with  
famous celebrities,  
designers or influencers

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

I believe luxury will be more focused on...



C10. Below are some beliefs about what luxury might mean in the next 5-10 years. Which do you agree with? I believe luxury will be more focused on... Base: All respondents (5,000)



# Rethinking *Luxury*...

## **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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