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Luxury Portfolio International® (LPI) Releases Dual-Report Study on the Global Luxury Housing Market

Four key truths are paired with on-the-ground intelligence from LPI agents worldwide to provide insights into the global luxury residential real estate market

Cover: Luxury Portfolio International's "Luxury Housing Market: Trends & Truths," produced with the Center for Generational Kinetics.

CHICAGO, IL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Luxury Portfolio International® (LPI), the world's leading network of independent luxury real estate brokerages, today released a dual report on the global luxury housing market. The publications offer a comprehensive view of the global luxury housing market available to buyers, sellers, and real estate professionals.

The initial element of the joint report – Luxury Housing Market: Trends & Truths report, produced in partnership with the Center for Generational Kinetics, focuses on macro-trends of the global luxury market, identifying four key truths, while the companion Luxury Market Pulse Report, draws real-time intelligence from luxury agents across more than 40 markets on six continents.

Together, these reports form an unprecedented picture of a market undergoing a fundamental identity shift. The Trends & Truths report, grounded in a custom survey of affluent Americans and supported by 33 external sources, identifies four structural truths now reshaping luxury real estate globally. The Luxury Market Pulse captures how those truths are playing out in real time, through direct intelligence from professionals working with luxury buyers and sellers in markets from South Florida and Park City to Dubai, Lisbon, Cape Town, and São Paulo.

Four truths defining the global luxury market include:

Luxury is no longer about scarcity, it's about optimization. Today's affluent buyers don't want a home that announces; they want one that delivers. Ninety-three percent of affluent Americans say they are interested in purchasing, building, or renovating a luxury home in the next five years – not as a single transaction, but as a portfolio of domestic function: primary homes, investment properties, multigenerational suites, and wellness infrastructure, often simultaneously.

Cover: Luxury Portfolio International's "Luxury Market Pulse Report," drawing real-time insight from agents across 40+ global markets.

Wellness isn't an amenity, it's a proxy for status. The cold plunge, the circadian lighting system, the performance fitness room: these are no longer optional upgrades. They are the new definition of luxury. Wellness real estate is the single fastest-growing sector of the $6.8 trillion global wellness economy, expanding at 19.5% annually and commanding a 10–25% price premium over comparable non-wellness homes.

Location is still king, but experience wears the crown. For the first time in the report's history, Dallas topped Urban Land Institute's Emerging Trends in Real Estate rankings, with Miami, Houston, and Tampa completing a Sun Belt sweep. Fifty-nine percent of affluent Americans say they would consider a luxury home in a secondary market for better design and value – rising to 69% among Younger Millennials, the cohort that will drive luxury real estate for the next three decades.

Design and quality don't scale, and that's the point. Eighty-seven percent of affluent Americans define luxury by attention to detail; 86% by quality of materials – both ranking above prestige, technology, and location. In a market where everything else can be replicated, the evidence of a human hand is the one luxury signal that genuinely cannot be faked.

On-the-ground intelligence confirms the shift:

The accompanying inaugural Luxury Market Pulse Report validates these structural truths at the 'street level.' Across 40-plus markets, agents consistently reported a bifurcated market: well-priced, distinctive properties trading with confidence, while overpriced inventory sits.

Across nearly every market surveyed, agents reported a clear divide between homes priced appropriately for current conditions and those priced based on seller expectations formed during the pandemic-era peak.

Agents consistently described that transaction timelines have lengthened as buyers conduct more extensive due diligence and negotiate more carefully than in recent years.

From coastal communities and resort destinations to walkable urban neighborhoods, respondents cited lifestyle considerations as increasingly influential factors in purchase decisions.

Particularly in coastal and climate-sensitive markets, buyers are paying closer attention to insurance availability and carrying costs.

Cash buyers continue to dominate the upper end of the market, with agents reporting that liquidity and speed continue to provide a competitive advantage for buyers pursuing premier properties.

"The luxury market is no longer being driven by urgency," said Jill Dudones, Senior Vice President of Strategy & Brand for Luxury Portfolio International®. "It is being driven by confidence, discernment, and a desire for quality. What our Trends & Truths research reveals at the macro level, the Luxury Market Pulse confirms on the ground: buyers are still making significant investments — but they're doing so thoughtfully, strategically, and with an increasingly precise vision of what they want their home to do for them."

Regional differences convey global themes:

North America: The North American luxury market continues to show a clear divide between ultra-prime demand and the broader mid-tier segment. At the top end, cash buyers remain active and well-located properties continue to trade with confidence.

Europe: Europe is broadly in a normalization phase, with performance increasingly diverging by market. Marbella, Spain has seen a correction following several years of strong appreciation, Portugal remains a standout growth market, and Greece continues to gain traction among international buyers.

Asia-Pacific: The region reflects uneven but resilient demand amid shifting regulatory and currency dynamics. New Zealand has seen improving buyer confidence expected to re-engage activity.

Caribbean: Demand remains steady but more selective than in prior cycles, with buyers increasingly focused on insurance costs, carrying expenses, and long-term practicality.

Mexico / Latin America: Mexico remains the anchor of regional luxury demand, particularly Los Cabos, Baja California Sur, which has evolved into a true second-home market for U.S. and Canadian buyers. Elsewhere in the region, conditions vary widely.

Middle East & Africa: Dubai continues to define global luxury market momentum, supported by a highly international buyer base and strong segmentation between trophy assets and new supply. South Africa, led by Cape Town, offers a compelling lifestyle-value proposition.

“The information gleaned from our network confirms what we have always known: the luxury real estate market rewards expertise, relationships, and local intelligence above all else,” concluded Dudones. “We are committed to putting that intelligence in the hands of the buyers, sellers, and advisors who need it most.”

The report is available through Luxury Portfolio International members and at www.luxuryportfolio.com. For additional information, contact pr@luxuryportfolio.com.

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ABOUT LUXURY PORTFOLIO INTERNATIONAL® (LPI)
LPI (luxuryportfolio.com) is the luxury marketing division of Leading Real Estate Companies of the World®, the largest global network of premier locally branded firms. LPI attracts a global audience of visitors from over 200 countries and territories every month and markets more than 50,000 luxury homes annually. Well Connected.™

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