US Luxury Housing: A Market Apart

Affluent buyers drive distinct trends, outpacing the general housing market.

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THE DATA

4.7%

Luxury Price Increase

The median U.S. luxury home sale price rose 4.7% year-over-year in the three months ending May 31, 2026.

This increase is more than triple the 1.5% gain seen in non-luxury home prices during the same period, according to recent market data. Pending sales of luxury homes also climbed by 5.2% year-over-year, indicating robust demand from affluent buyers who are less affected by current affordability pressures.

Source: Market Data via Floor Daily · Published July 06, 2026

01

Affluent Buyers Insulated from Headwinds

High-net-worth individuals exhibit greater financial flexibility, making them less sensitive to elevated mortgage rates and broader economic uncertainties. Their ability to absorb higher housing costs and their often-cash-rich positions allow them to remain active participants in the luxury market, even as conventional buyers face significant affordability challenges. This creates a clear bifurcation in housing market performance.

02

Longevity and Wellness Redefine Luxury

Beyond traditional markers of prestige, luxury buyers increasingly prioritize properties that support well-being, health, and long-term quality of life. Nearly 40% of ultra-high-net-worth buyers now consider the ability to 'age in place' when purchasing. This shift drives demand for homes with wellness amenities, natural surroundings, and accessible design, reflecting a broader societal trend towards longevity.

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