The New Wave of Luxury: Home & Lifestyle

Redefining Luxury from Statement to Living Experience

Home and lifestyle is one of the most promising growth areas in China's luxury market. The driving force behind this shift is a more mature consumer—one who values emotional resonance, design, craftsmanship, and personalization.

Today, products are no longer just objects, but part of a personal lifestyle narrative. Online channels have become key for brands to tell that story and connect with their core audience.

China's digital ecosystem offers global luxury home brands a unique edge in building awareness, reaching the right consumers, and scaling efficiently. We welcome more visionary brands to join this journey and shape the future together.

Anny LIU (安糖)
General Manager of Tmall Luxury Pavilion

As a founder, I've always believed New Life Group should embody a new generation of brand partners — ones who redefine luxury through vision, innovation, and unwavering conviction. We don't just ride the next wave; we help shape it.

As an investor and advisor, I see Home & Lifestyle Luxury as one of China's most transformative opportunities. It's a bridge for world-class design to enter China — and a launchpad for Chinese creativity to captivate the world.

Today, the industry stands at an inflection point: Brands and distributors alike are hungry for change, and that energy is turning tradition into something truly exhilarating.

Living in Paris, I'm reminded daily that a home is more than a space — it's a canvas for identity. Here, art and living beautifully are inseparable from everyday life. That sensibility isn't just inspiring; it's prophetic. Because in China, we're not just embracing this evolution—we're poised to transcend it.

Lili CHEN
Founder & Chairwoman, New Life Group
Non-Executive Director, Brompton

From launching Flos under Design Holding to introducing &Tradition to Tmall, our journey into Home Luxury Digitization has been anything but easy—but absolutely worth it. There were learning curves—working with established distributors, serving discerning clients at home, rethinking how large items move—but every challenge brought insight, and every insight unlocked new possibility.

And yet, unlocking this category has been one of the most exhilarating experiences—full of potential, creativity, and momentum.

Last year at Salone del Mobile in Milan, I witnessed the city transform into a vibrant carnival where luxury fashion and home design merged seamlessly. That moment was a turning point. Since then, we've placed our bet on this new blue ocean—confident that Home Luxury is not just a category, but a future worth building.

Christin LU
Founder & CEO, 1UP Digital (Part of New Life Group)

(Foreword)

Luxury is evolving, shaped by shifts in consumer values and lifestyle aspirations.
Today, we stand at a turning point —

Home Luxury is not just a trend;
it is the next natural evolution of luxury.

Consumers are moving beyond status symbols, seeking luxury that enhances daily life. Comfort, aesthetics, and emotional connection now hold as much weight as craftsmanship and heritage. This shift is inevitable and accelerating. Fashion houses are launching home collections, and luxury brands are expanding into lifestyle, yet we are only at the beginning of this journey.

Like any transformation, challenges exist—logistics, pricing, and perception shifts—but history shows that when an industry aligns with real consumer desires, barriers fade. Fashion and beauty faced similar disruptions and emerged stronger.
Home Luxury will do the same.

As momentum builds, brands, platforms, and consumers have a chance to shape this movement. Tmall Luxury Pavilion and New Life Group present this white paper not as a conclusion, but as a starting point. We invite the industry to co-create, experiment, and drive Home Luxury forward together.

Home Luxury is here.
The only question is, how far will we take it?

(Contents)

*The following sections are exclusively available to premium partners.
For access inquiries, please contact (BD@andnewlife.com)

Chapter (1)

Home Luxury: The Next Wave

(1.1)

The Four Stages of China's Luxury Consumer Evolution

From Logo Luxury to Home Luxury

Over the past 30 years, China's luxury market has undergone multiple transformations, each reflecting shifts in consumer values, economic conditions, and adapted brand strategies in response to new demands. From the status-driven consumption of the 1990s to the globalized luxury boom of the 2000s, and now the rise of lifestyle-oriented luxury, the desires and expectations of Chinese luxury consumers have evolved significantly.

Luxury Consumer Mindset Evolution in China

01

1990 - 2005

Beginning of China's luxury market, fueled by rapid economic growth.

Status-Driven Consumption

Luxury is about social validation, with logo-heavy items serving as a symbol of wealth and success. Consumers buy luxury brands for brand recognition and status display.

Sources:
Springer: The Evolution of Luxury Consumption in China
China Briefing: Exploring China's Luxury Market: Emerging Trends and Prospects
Bulldog Holmes, Medium: China's Luxury Market Set for Modest Growth in 2024
ResearchGate: The Evolution of the Chinese Luxury Fashion Consumer

02

2005 - 2015

The rise of China's affluent class and social media influence.

Expression & Social Prestige

Luxury is about exclusivity and identity, reflecting personal success rather than just wealth. Consumers seek high-profile, exclusive experiences to showcase their achievements.

03

2015 - 2020

Maturing consumer mindset, exposure to global luxury trends.

Sophistication & Selective Luxury

Luxury is about quality, craftsmanship, and self-fulfillment, not just branding. Consumers shift from logo-heavy purchases to understated, high-quality luxury.

04

2020 - Present

Post-pandemic lifestyle shifts, digitalization, and focus on well-being.

Home & Lifestyle Luxury

Luxury is no longer about what you wear—it's about how you live. Consumers invest in home design, art, furniture, and experiential luxury as a way to reflect their lifestyle.

Sources:
Springer: The Evolution of Luxury Consumption in China
China Briefing: Exploring China's Luxury Market: Emerging Trends and Prospects
Bulldog Holmes, Medium: China's Luxury Market Set for Modest Growth in 2024
ResearchGate: The Evolution of the Chinese Luxury Fashion Consumer

Home as the Next Luxury Destination

The pandemic served as a turning point, amplifying consumer desire to transform their homes into sanctuaries of comfort, beauty, and emotional well-being.

(9.3%)

China's Home Décor Market CARG from 2023 – 2027

Market Growth

In 2023, China's home décor market was estimated to reach US$20.23 billion, with a projected compound annual growth rate (CAGR) of 9.26% from 2023 to 2027.

Luxury Furniture Expansion: The luxury furniture market in China was valued at US$2.3 billion in 2023 and is expected to grow at a CAGR of 4.8% from 2024 to 2032.

(Over 70%)

Prioritize Home Aesthetics and Quality of Living over External Material

Affluent Consumers Prioritizing Home Aesthetics

This reallocation of aspiration—from public display to private comfort—signals a deeper cultural and psychological shift in how luxury is perceived and pursued.

(Double-digit)

Growth in Luxury Home Categories

The Demand has been Validated

Categories like luxury home fragrances, designer furniture, and artisanal décor are experiencing double-digit growth, signaling that Home Luxury is not a passing trend, but a fundamental change in how wealth is expressed.

This is not just a trend—it is a redefinition of what luxury means in the New Era. As the lines between lifestyle and luxury continue to blur, the home stands as the final luxury destination.

Sources:
Daxue Consulting: Chinese home décor market: Premium home décor demand is increasing despite the pandemic
Statista: Home Décor Market in China: Growth and Projections
Global Market Insights: China's Luxury Furniture Market & Share Report
Hurun Report: 2025 High-End Smart Home Living in China White Paper

(1.2)

The Inevitability of Home Luxury

Home Luxury is no longer an emerging trend—it is the inevitable next chapter in the evolution of luxury. As consumers redefine wealth and status, luxury has shifted from material ownership to a more profound way of life.

Status Symbols → Lifestyle Experience

Home has become the ultimate space for self-expression, comfort, and prestige.

Traditional Luxury

Outward-facing

Defined by logo-heavy handbags, watches, and status-driven fashion.

Home Luxury

Inward-facing

Centered on well-being, personal aesthetics, and the emotional resonance of everyday spaces.

More Investment in Home

High-net-worth individuals are now investing more in architecturally designed homes, bespoke interiors, and immersive living environments than in traditional fashion luxury.

Luxury Home without Logos

Affluent consumers prefer to conceal brand logos rather than display them, embracing a more discreet approach to luxury. This trend is reflected in the market, with sales of logo-free high-end home furnishings surging 47% in 2024.

Homeownership ≠ A Good Life

Younger generation prioritizes the living experience itself, actively seeking ways to upgrade their homes, focusing on enhancing their quality of life and living experience. Luxury is no longer about what you own—it's about how you live.

Sources:
Hurun Report: 2025 China High-Net-Worth Individuals' Quality of Life Report
PwC: Luxury Market Report for Mainland China and Hong Kong

Leading Luxury Brands Are Driving the Transformation

Leading luxury brands have already embraced Home Luxury, expanding their influence beyond fashion.

Louis Vuitton

With the theme of "Nomad", this home design concept integrates the spirit of travel, emphasizing portability, multi-functionality, and craftsmanship.

LV's Objets Nomades collection integrates luxury craftsmanship into home design.

Hermès Home

are reshaping interiors with couture-inspired pieces.

By incorporating the aesthetic concepts and exquisite craftsmanship of haute couture into interior design, Hermès Home redefines luxury interiors.

Led by Creative Director Jonathan Anderson, the design integrates the brand's signature artistic aesthetic and nature-inspired elements into the fragrance products, crafting a luxurious and functional home experience.

Loewe

Loewe Home Scents fuses fragrance with high-end décor, proving that luxury now extends into sensory home experience.

Incorporating Dior's classic aesthetic into coffee and dining experiences to create a high-end lifestyle space that embodies both artistry and social appeal.

Dior

Dior Café represents the intersection of fashion, lifestyle, and high-end hospitality, transforming luxury branding into a sensory, immersive experience.

Why China's Market Has Breakthrough Potential?

China's Dominance in Global Luxury Consumption

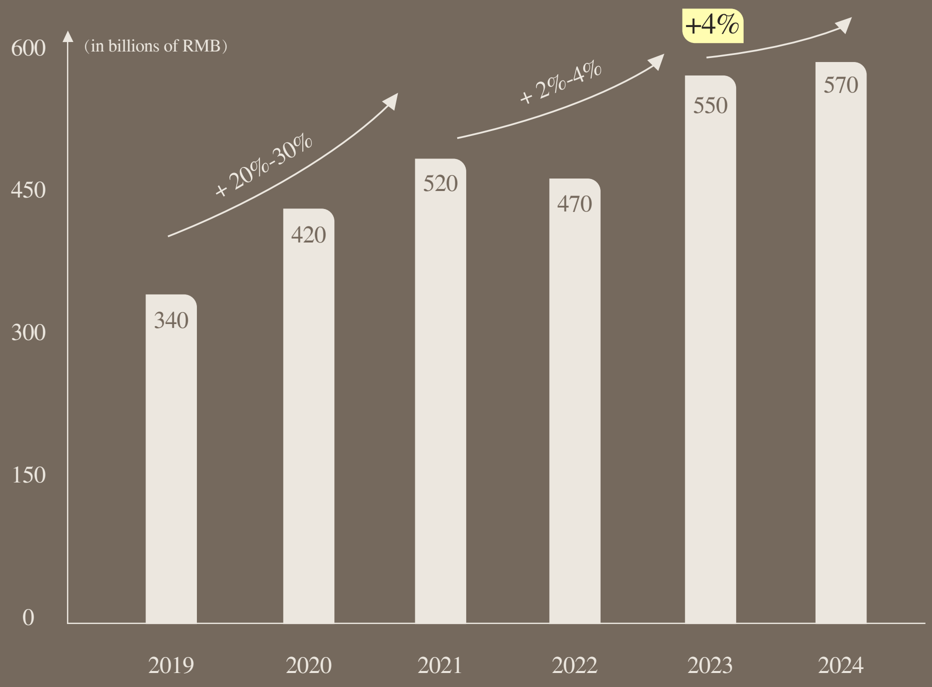
Real Estate & Policy-Driven Home Investment

The Digital Advantages

China Is Still Leading Global Luxury Consumption

China remains the world leader in luxury consumption, with the market showing a steady 4% growth YOY. This growth is primarily driven by strong individual purchasing power, as affluent consumers continue to invest in high-end goods and experiences.

(Figure 1: Chinese Luxury Market Still Maintains a 4% Growth)



Source:
Bain & Company: China Luxury Market Report, 2024
Hurun Report: Hurun Wealth Report 2024

Figure 2: Steady Number of High-Net-Worth Households in China

2.06 Million
High-net-worth households

1.089 Million
Households have investable assets exceeding ¥10 million

130K
Ultra-high-net-worth households

Beyond individual spending, China's growing number of high-net-worth households further strengthens the luxury market from a family wealth perspective.

As of 2024, there are 2.06 million high-net-worth households with assets over ¥10 million. Knight Frank projects that by 2025, the number of ultra-high-net-worth individuals (assets over ¥100 million) will be 2.46 times higher than in 2015.

TAKEAWAY • TAKEAWAY •

China's luxury market remains resilient, supported by both strong individual spending and a growing base of wealthy households, ensuring long-term opportunities for luxury brands.

Sources:
Bain & Company: China Luxury Market Report, 2024
Hurun Report: Hurun Wealth Report 2024

Multiple Policies Jointly Promote Real Estate Demand

With government policies stimulating the housing market, Chinese consumers are investing in their homes like never before—fueling the next wave of Home Luxury growth.

Lowering purchase restrictions and easing eligibility for new buyers.

In 2024, major Chinese cities eased housing purchase restrictions. The central bank lowered minimum down payments to 15% for first homes and 25% for second homes, further reducing barriers for home buyers.

Adjustments to mortgage interest rates and tax optimization measures.

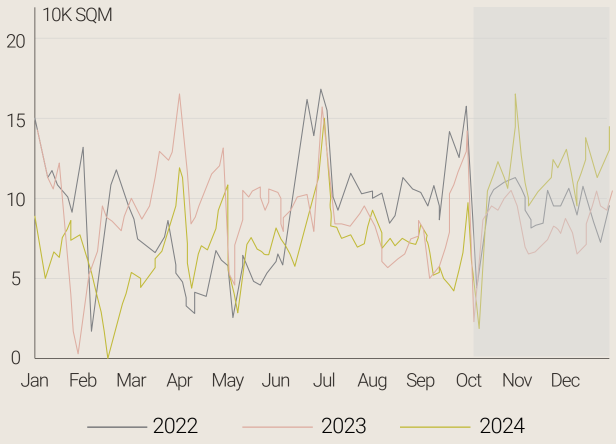
To boost the second-hand housing market and encourage home upgrades, the Chinese government has introduced mortgage rate adjustments and tax incentives. In September 2024, the central bank directed commercial banks to implement a unified reduction in existing mortgage rates. Additionally, a new tax policy set a standardized 1% deed tax rate for first and second home purchases within specified size limits, making property transactions more accessible and stimulating market circulation.

Subsidized programs for upgrading homes, encouraging consumers to exchange old for new properties.

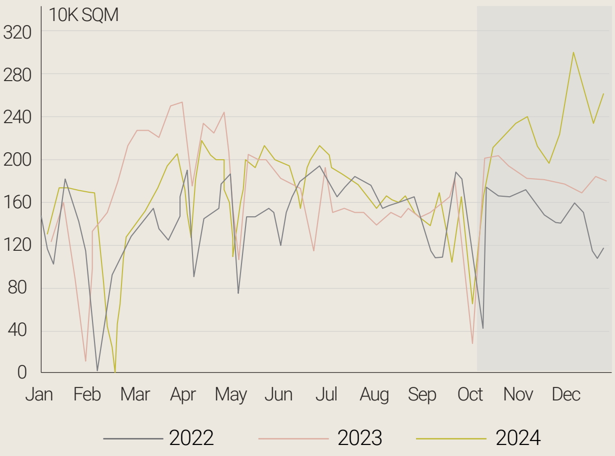
As of May 2024, over 150 cities have implemented "old-for-new" housing policies through buyback programs, subsidies, and trade-in incentives. These initiatives reduce housing costs for buyers while stimulating growth in the home furnishing industry and promoting sustainable home improvements.

Source:
Compiled from Publicly Available Information
National Bureau of Statistics, WIND, Shenwan Hongyuan Research

Year-on-year Transaction of Commercial Housing in 1st-tier Cities



Changes in the Transaction Area of Second-hand Houses Nationwide



Since October 2024, domestic housing transactions and second-hand housing area have significantly increased compared to 2023. Retail furniture sales rose by 6.8% in the first half of 2024, with growing housing demand driving the furniture market's recovery.

Growth Rate of Furniture Retail Sales in 2023 & 2024

This environment is driving significant investments in Home Luxury, especially in first-tier cities. In fact, in 2023 and 2024, furniture retail sales have grown steadily, with the total retail sales in the first half of 2024 reaching 81.1 billion RMB, a 6.8% increase.

TAKEAWAY TAKEAWAY

Policy-driven home investment in China is fueling the next wave of luxury home growth, creating new opportunities in the Home Luxury sector.

Source:
Compiled from Publicly Available Information
National Bureau of Statistics, WIND, Shenwan Hongyuan Research

The Digital Advantages: How China's E-Commerce Ecosystem Fuels Home Luxury

Mainland China Personal Luxury Sales Online Penetration by Category*

*Official channels excluding duty-free sales)

Unrivaled Digitalization in Luxury

China is the most digitalized luxury market, with over 50% of luxury transactions occurring online.
This digital-first approach ensures accessibility and convenience for home luxury consumers.
(Including official website, e-commence, live-streaming, social commerce omni channels.)

Seamless O2O Integration

China's digital ecosystem seamlessly integrates offline store, social media and e-commerce to create multiple consumer touch points. Platforms like WeChat and RED drive discovery, while live streaming and social commerce turn engagement into instant transactions. E-commerce giants such as Tmall Luxury Pavilion offer immersive shopping experiences, allowing consumers to visualize, customize, and interact with luxury home products.

Source:
Bain & Company: A Year of Contrasts for China's Growing Personal Luxury Market, 2021

AI-Powered Retail & VR Showrooms

Cutting-edge technologies such as AI-powered customization, VR showrooms, and live commerce redefine luxury home retail, offering personalized, interactive, and engaging shopping experiences that set China apart as the leader in digital Home Luxury.

TAKEAWAY TAKEAWAY

These digital advantages allow brands to engage consumers in new, immersive ways, driving significant growth in the Home Luxury market.

Source:
Bain & Company: China Luxury Market Report, 2024

(Chapter 2)

China's Home Luxury Landscape & Consumer Insights

The *Never* Seen Before – Mindset (Shift ⟶)

While (Traditional Luxury) in China has been slowing down, (New Luxury) is experiencing remarkable growth and expansion.

>20%

Growth in the Home Luxury and lifestyle category, far surpassing the industry average of 5-10%.

Wedgwood's Holiday Joy coffee cup, featuring classic British design, has become a best-selling high-end tea set on Tmall, with cumulative sales over 10K.

Among 100 million+ RMB categories, Home Luxury

Ranks No.1

in **growth rate**.

With its iconic design, limited-edition strategy and premium positioning, Flos' Frisbi flying saucer lamp has established itself as a benchmark in Luxury Lighting market.

Home Luxury's **penetration rate** outpaces similar-price products on Tmall, achieving a notable

4% Increase.

During the 2024 Tmall Double 11 shopping festival, &Tradition's Flowerpot lamps ranked among the top sellers in the Home Luxury lighting category.

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Tmall Luxury Pavilion's data shows *a strong demand gap* in Home & Lifestyle Luxury, with the market still supply-driven. Luxury brands should seize the online expansion window, prioritize high-potential products, and establish a first-mover advantage.

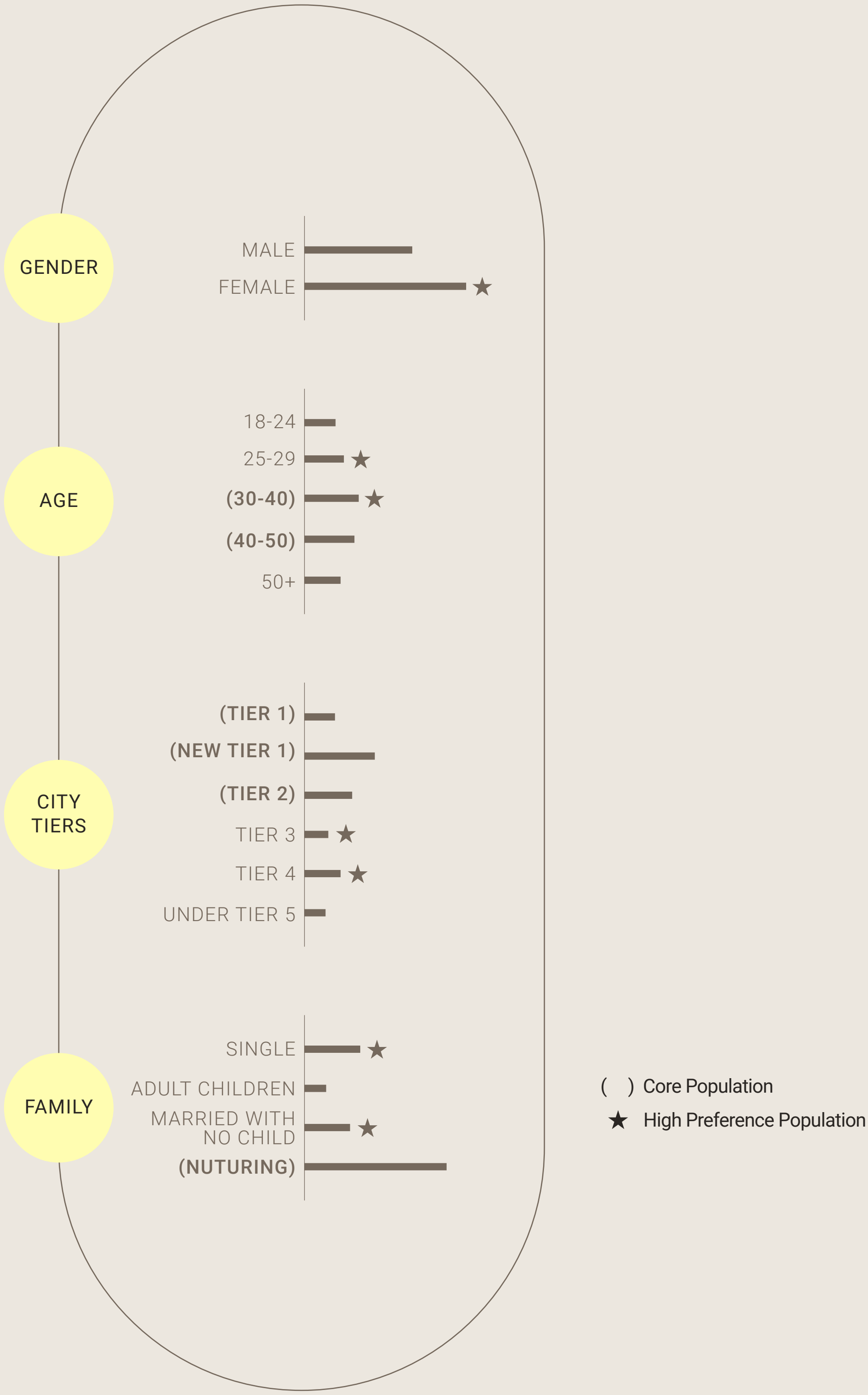
Source:
Tmall Luxury Pavilion

(2.2)

Market Scale & Growth Opportunities

Beyond the Metropolis: The Expanding Consumer Profile of Home Luxury

While top-tier cities remain key drivers of luxury home demand, lower-tier cities and younger consumers are emerging as powerful growth engines.



Source:
Tmall TMIC New Product Innovation Center: MAT 2023 Proportion of Furniture Consumers
Data Explanation: TGI >100 indicates a stronger preference for home furniture compared to the overall online population.

Young Consumers Driving Growth

Consumers aged 25–29 invest in their "first luxury home piece" for weddings, while high-net-worth families aged 30–40 view high-end home décor as part of asset allocation, driven by second-child housing upgrades and luxury renovations.

BRAND IMPLICATIONS ⟶ Offer "entry-level classics" and artist collaborations for younger buyers who seek unique designs, while providing high-end, one-stop customization for 30–40-year-olds balancing function and aesthetics.

Top-Tier Cities Leading Demand while Lower-Tier Cities Gaining Momentum

Consumers in Tier 1, emerging Tier 1, and Tier 2 cities, with higher incomes, favor premium materials, design, and brand value. They prefer omnichannel shopping –browsing online, experiencing in-store, and repurchasing digitally via Tmall Luxury, brand sites, and mini-programs.

Tmall data shows that ¥2,000–¥5,000 lighting sales in lower-tier cities grew 1.8x faster than in top-tier cities. Rising purchasing power and lower mortgage pressure make middle-class families more willing to invest in home luxury, especially for weddings and upgrades. Lacking high-end offline stores, they rely on e-commerce, particularly live streaming and social commerce.

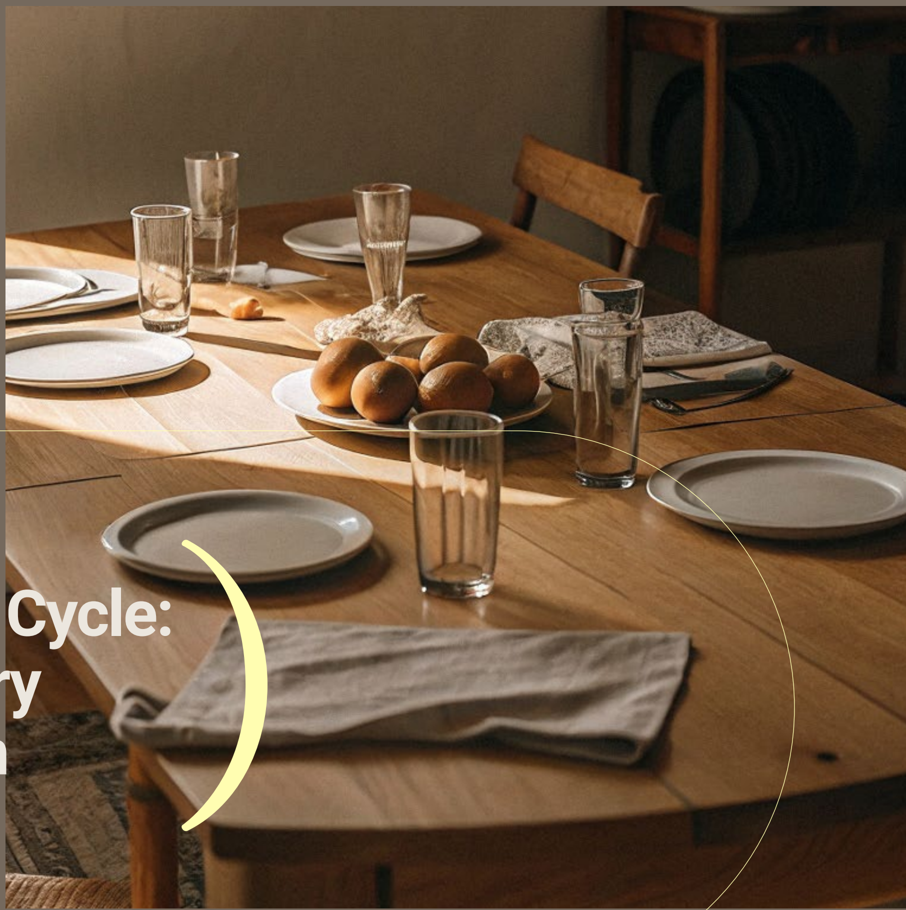
BRAND IMPLICATIONS ⟶ Prioritize presence in high-end malls and digital channels, emphasizing design exclusivity and immersive shopping experiences for top tiers. Lower entry barriers with "affordable luxury" pieces (e.g., &Tradition's Petite Flowerpot Lamp) and use live streaming, social commerce, and pop-up experiences to educate and convert consumers for lower tiers.

Nurturing Families Are Core Buyers but Singles & Child-Free Couples Show High Potentials:

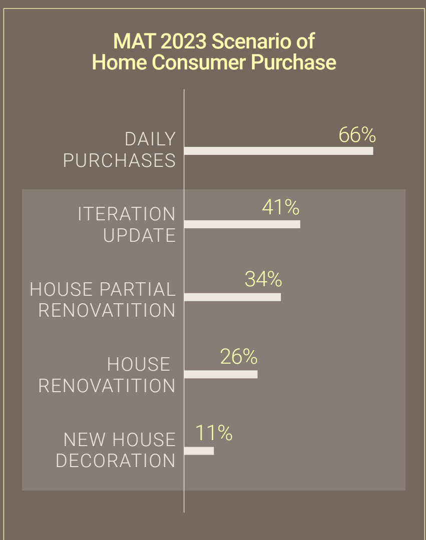
Nurturing families prioritize safety and health, paying a 30–50% more for eco-friendly materials. With high spending autonomy, they see home as self-expression and emotional fulfillment. Singles favor niche designs for social validation, while couples invest in "shared rituals" like anniversary home pieces. Both prioritize unique aesthetics over functionality, make quick decisions, and are highly influenced by social media.

BRAND IMPLICATIONS ⟶ For nurturing families, position safety standards as luxury, highlighting EU certifications and sustainable materials. And for singles and child-free couples, develop products and emotional themes to transforming home décor into a lifestyle statement.

Source:
Tmall TMIC New Product Innovation Center: MAT 2023 Proportion of Furniture Consumers



The Upgrade Cycle: Fueling Luxury Consumption



Data Explanation: Survey Question: "In what scenario do you purchase furniture?" (N=2069).

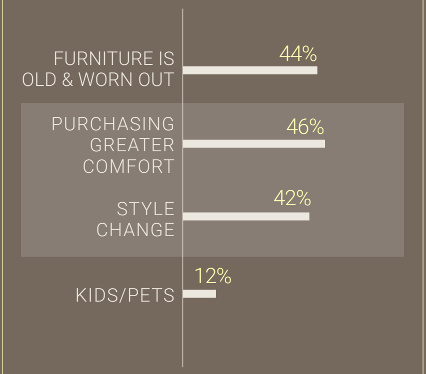
TGI >100 indicates a stronger preference for a given option compared to the overall population

High-Frequency Iterations Reshaping Home Consumption

Consumer behavior is shifting toward gradual luxury, with 66% of daily purchases and 41% of iterative updates indicating a move from full-scale renovations to continuous "micro-upgrades." Frequent, small-scale updates—like swapping out designer lamps or decorative cushions—reflect the view of home as a dynamic lifestyle expression rather than a static asset. 34% of consumers seek partial renovations, while 42% aim for style refreshes, making key home luxury pieces a lever for emotional transformation, shifting home consumption from functional needs to identity expression.

Source:
Tmall TMIC New Product Innovation Center: MAT 2023 Proportion of Furniture Consumers
iResearch: 2023 China Home Decoration Industry Research Report
Euromonitor: 2023 Global Home Report

MAT 2023 Reasons of Home Consumers Changes



Data Explanation: Survey Question: "In what scenario do you purchase furniture?" (N=2069).
TGI >100 indicates a stronger preference for a given option compared to the overall population

Comfort & Style Drive Luxury Home Purchases

Luxury home demand is increasingly driven by material and design premiums—46% of comfort-seeking consumers are willing to pay more, while 42% of style-conscious buyers favor limited-edition designs. A significant portion of comfort-focused consumers are willing to invest in high-end home furnishings, reflecting how emotional appeal is increasingly influencing premium pricing strategies in the luxury home sector.

BRAND IMPLICATIONS ⟶ Introduce modular designs and seasonal trend guides to ease the psychological barrier to upgrades through scenario-based content. AI-powered channels—such as offline 3D style labs and online personalized inspiration libraries—can enhance precision in recommendations.

MAT 2023 Household Consumer Housing Renovation Cycle Situation

The overall renovation interval for furniture consumers is about ***10 years & 8 months***

CITY	TIER 1	TIER 2	TIER 3	TIER 4 & BELOW
<5 yrs	✔			
5-10 yrs	✔	✔		
10-15 yrs		✔	✔	
15-20 yrs			✔	✔
>20 yrs				✔
Median Cycle	9.6 yrs	10.4 yrs	11.4 yrs	13.2 yrs

Long Cycles vs. Mobile Luxury: A Layered Approach to Home Upgrades

China's home renovation cycle averages 10 years and 8 months, significantly longer than Western markets (U.S.: 7–8 years, Germany: 6–7 years, Italy: as short as 5 years, per Euromonitor 2023).

However, in top-tier cities, where renting is often the practical choice for younger consumers, a new approach to home styling is emerging. Instead of investing in permanent renovations, renters invest in timeless designer pieces—iconic lamps, modular sofas, and sculptural furniture—that retain value and adapt to frequent moves. Balancing transience with self-expression, they opt for high-quality, emotionally resonant upgrades. These "mobile luxuries" refresh interiors without fast-furniture waste, serving as both aesthetic statements and portable assets for their ever-changing homes.

BRAND IMPLICATIONS ⟶ For Tier 1 and emerging Tier 1 cities, brands should introduce "evolvable products" "limited edition" to drive immediate purchases through design timeliness. In lower-tier cities, a "luxury entry model + phased upgrade education" approach can nurture iteration awareness.

Source:
Tmall TMIC New Product Innovation Center: MAT 2023 Proportion of Furniture Consumers
iResearch: 2023 China Home Decoration Industry Research Report
Euromonitor: 2023 Global Home Report

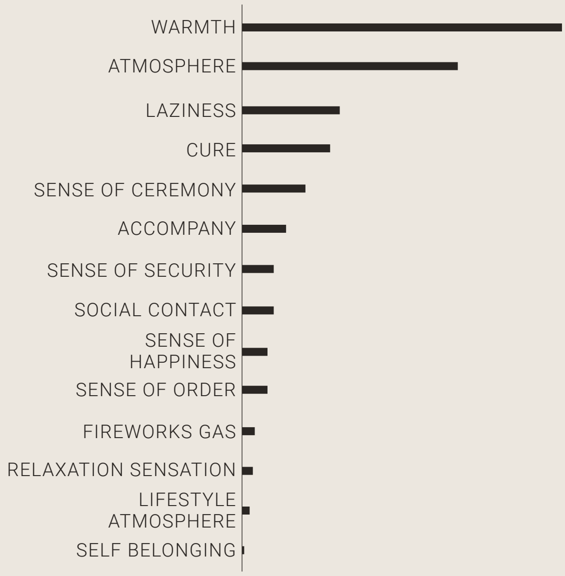
The Living Room Reimagined: The Heart of Home Luxury

The Living Room as an "Emotional Sanctuary"

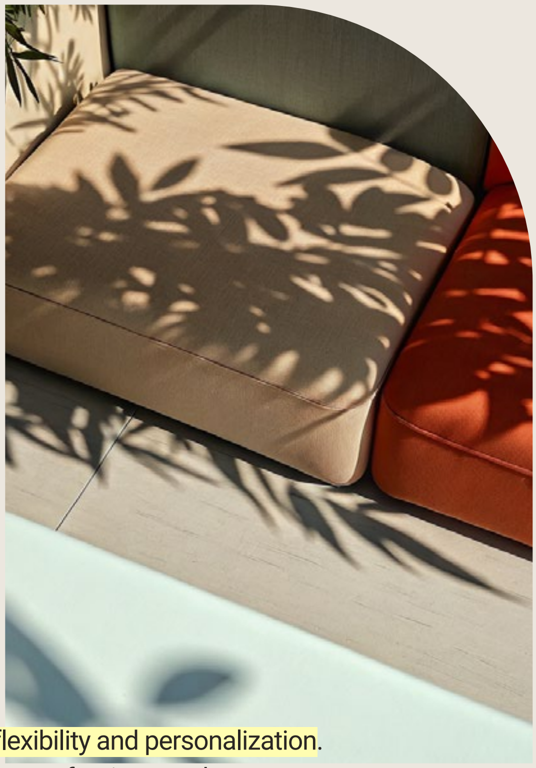
Modern living rooms are evolving from functional spaces into healing retreats, where consumers pay a premium for emotional experiences. Trending keywords like warmth, ritual, and security highlight the rise of "companionship luxury".

With 13 million views on RED's #HealingLivingRoom, Home Luxury is being redefined—not just by aesthetics, but by the emotions it evokes.

The Emotional Appeal of the Living Room



Source:
CBNData Consumer Big Data

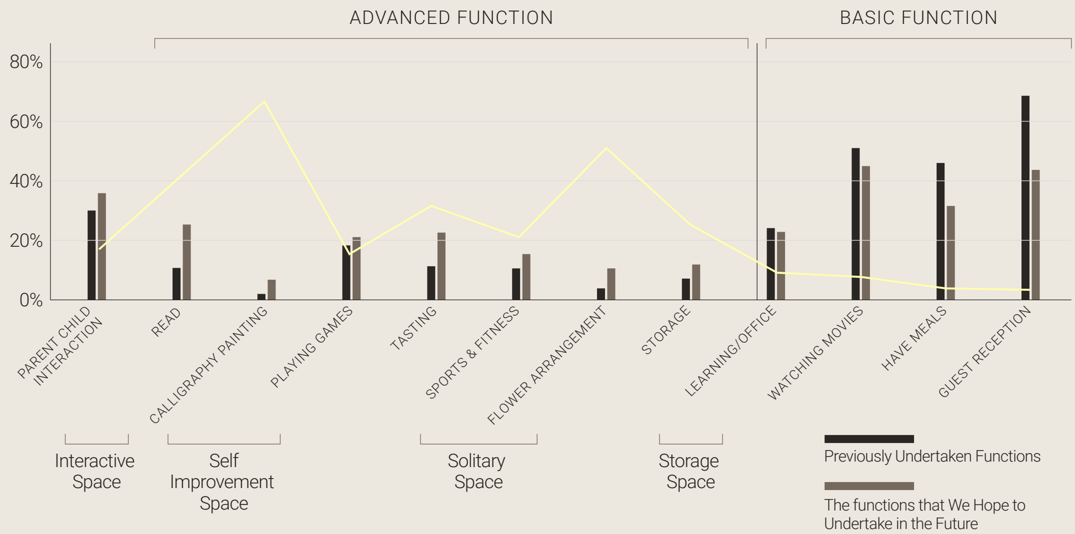


Evolving Living Spaces: from Basic Functionality to Lifestyle Ecosystem

As traditional living room needs like storage and entertaining plateau or decline, demand for interactive spaces (family bonding, gaming), personal growth (art, music), and solitary retreats (meditation, reading) is surging—some by 60%-80%. Consumers now seek multifunctional, emotionally enriching spaces rather than single-purpose rooms.

The future of living rooms lies in flexibility and personalization. Brands should develop modular, smart furniture and cater to specific scenarios like parent-child interaction sets or artistic home collections and shift from emphasizing “luxury and durability” to promoting home as a sanctuary for well-being and lifestyle.

Changes in the Functional Requirements of Consumer Living Room Space



Survey Question: What functions has your living room traditionally served?
What functions do you hope it will serve in the future? (N=560)

Source:
Tmall TMIC New Product Innovation Center: MAT 2023 Proportion of Furniture Consumers

The Sofa's Expanded Roles and High-End Demand

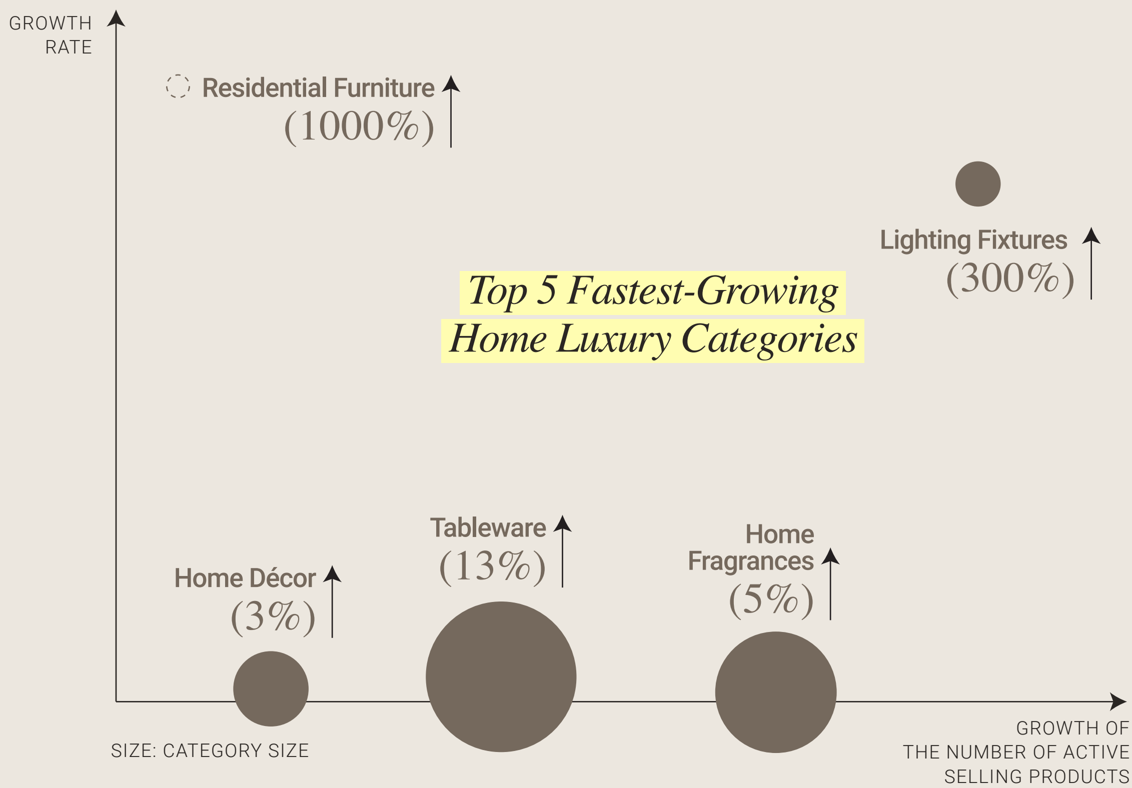
As the centerpiece of the living room, the sofa has seen the emergence of new categories such as functional, smart, and modular sofas, driving innovation in traditional sofas. The market has expanded through scenario-based segmentation (e.g., gaming sofas, pet-friendly sofas) and material upgrades (e.g., antibacterial and stain-resistant tech fabrics), leading to a 22% increase in average industry prices over three years. China's sofa market has surpassed ¥150 billion, with high-end products (priced above ¥10,000) increasing from 15% in 2019 to 25% in 2024. By 2025, the high-end market is expected to exceed ¥40 billion, with a compound annual growth rate of 8%-10%, significantly outpacing the industry average.

TAKEAWAY TAKEAWAY

The future of luxury living spaces is rooted in tangible well-being benefits. Brands must shift from offering physical products to providing emotional solutions.

Source:
China Industry Research Institute: 2024-2029 In-Depth Research Report on China's Sofa Market

The *(Emerging)* **Category**



Source:
Tmall Luxury Pavilion

Lighting Fixtures

(NO.1)

&Tradition's best seller "Blossom Light"

Although lighting accounts for only 4% of the market share on Tmall, it has experienced an explosive 3x growth, making it the fastest-growing category with significant expansion potential.

Non-Strategic Group *34%*

Affluent Gen Z Growth *x5*

Other Category Growth *x3*

Why?

(Lighting as a Lifestyle & Emotional Enhancer)

High-end lighting is more than just illumination—it shapes ambiance, offering warmth, ritual, and emotional comfort. Its accessible luxury pricing and compact size make it an easy, high-impact home upgrade, allowing consumers to refresh their spaces frequently without major renovations.

(Portable Luxury for a Mobile Generation)

As younger, urban consumers move more frequently, demand for "portable luxury" is rising. Designer lighting, valued for its mobility and strong resale potential, has become a preferred investment for renters seeking premium aesthetics without long-term commitments.

(A Gateway to Luxury Consumption)

Luxury lighting attracts a significant share of first-time buyers (~40%), serving as an entry point into the luxury market. Its "entry-level luxury" appeal lowers trial barriers for high-net-worth consumers, nurturing future premium buyers.

Source:
Tmall Luxury Pavilion

Tableware

(NO.2)

Wedgwood Champagne Flute - "Love Knot"

Holding the largest market share at 47%, the tableware segment has grown by 13%, serving as the foundation of the luxury home and lifestyle market with steady and reliable growth.

Luxury Enthusiasts	Affluent Gen Z Growth	Niche Collectors Growth
37%	36%	37%

Why?

Tableware Fuels Luxury Growth in Lower-Tier Cities

With a 30% YoY surge, tableware outpaces other home categories, becoming a new status symbol for lower-tier Cities. Unlike first-tier consumers, lower-tier buyers prefer statement pieces to signal social mobility. This "affordable luxury" approach lowers entry barriers and accelerates adoption.

Cross-Generational Demand Expands the Market

Tableware is driven by two key groups: "Luxury Enthusiasts" (40-60) who see premium pieces as family heirlooms, and "Affluent Gen Z," who seek limited-edition designs as social currency. This broad appeal transforms dining ware into both a cultural symbol and a lifestyle statement.

Women Drive the Rise of Ritual Consumption

Women (86% of buyers) are fueling growth, investing in lifestyle upgrades from viral afternoon tea sets to premium steak knives. A shift is emerging from "family buyers" to "self-rewarding consumers," reflecting a deeper trend in self-indulgent spending.

Source:
Tmall Luxury Pavilion

Home Fragrances

(NO.3)

Trudon's Classic Home Scents

Accounting for 30% of the market, home fragrances have grown by 5%, with continued expansion potential. Despite intense competition, niche categories like car fragrances are performing exceptionally well.

Non-Strategic Group	Affluent Gen Z Growth	Other Category Growth
40%	*x5*	*x3*

Why?

(Emotional Value Drives Category Upgrade)

The "stay-at-home economy" has turned home fragrances into lifestyle essentials, enhancing ambiance alongside designer lighting and driving luxury adoption.

(Offline Experience Fuels Online Growth)

Fragrances now extend beyond bedrooms to kitchens and bathrooms. Flagship stores (e.g., To Summer, Diptyque) use scent+space to attract first-time buyers, who later repurchase online and upgrade to smart systems.

(High-Tier Cities Lead Consumption Upgrade)

With stronger spending power, top-tier cities lead growth. Exclusive offline experiences boost influence, fueling adoption in nearby cities and online markets.

Source:
Tmall Luxury Pavilion

Home Décor

(NO.4)

Baccarat Buddha Collection Crystal Sculpture

With a 10% market share and a 3% growth rate, the home décor segment remains stable. Demand for decorative pieces is rising, particularly for giftable home accessories.

Elegant Homemakers Growth *67%*

Urban Chic Aestheticians Growth *20%*

Luxury Enthusiasts Growth *30%*

Why?

(Booming Lower-Tier Markets)

Luxury home décor is rapidly penetrating smaller cities, with "Elegant New Stewards" (affluent women in 3rd-5th tier cities) growing by 67%. Rising demand for aesthetic, high-quality home products makes lower-tier markets a key growth driver.

(Stable High-Tier Market Base)

In top-tier cities, "Urban Chic Aestheticians" (young women) contribute 20% of sales, favoring affordable luxury, while "Luxury Enthusiasts" (high-net-worth individuals) drive 30% growth, leading demand for high-end designs. Together, they shape a dual-track expansion: premiumization in lower-tier markets and refinement in top-tier cities.

Source:
Tmall Luxury Pavilion

Residential Furniture: A Fast-Growing Market with Strong Potential

(NO.5)

Kartell Italian bedside storage cabinet

Luxury residential furniture currently holds only 2% of the Tmall market, but has achieved nearly 10x growth. Cabinets and tables are seeing broad-based demand increases, while the sofa segment presents further growth opportunities. The number of active sellers and available products has surged more than tenfold, signaling strong momentum.

Why?

(Supply Surge Drives Market Growth)

Luxury furniture on Tmall has grown 10x, fueled by a surge in supply. Despite a low 2% penetration rate, categories like cabinets and side tables saw broad growth due to a 10x increase in SKUs, while sofas face supply gaps. Brands are expanding online, integrating furniture into their luxury ecosystem.

(High-Net-Worth Buyers Power Demand)

Over 50% of sales come from VICs (Very Important Clients) of luxury brands, indicating cross-category spending. Consumers from menswear and jewelry are driving growth, viewing furniture as an extension of their luxury lifestyle and identity. This high VIC concentration paves the way for long-term growth through membership-driven strategies.

Source:
Tmall Luxury Pavilion

The Emerging Consumer Trends

Evolving Gender Dynamics

While women remain the dominant force in home goods spending, men are showing significant growth in both market share and purchase frequency for categories like lighting, reflecting an evolution of gender roles in domestic spaces.

Gen Z as a Growth Engine

Wealthy Gen Z leads growth across categories, with young consumers in lower-tier cities driving luxury adoption and market expansion.

New Customers Fuel Market Expansion

High new buyer ratios (e.g., 40% in lighting, 40% in fragrance) validate the effectiveness of entry-level luxury in customer acquisition.

Willingness to Pay for Premium

High-end price tiers (e.g., ¥1,000+ tableware, ¥10,000+ lighting) are surging, with consumers prioritizing design and brand value over price sensitivity.

Rise of Niche Demand

The popularity of vertical segments (e.g., car fragrances) highlights growing demand for personalized and scenario-based solutions over mass-market products.

TAKEAWAY • TAKEAWAY •

Embracing Gen Z and Emerging Markets

Luxury home brands should focus on Gen Z preferences by introducing aesthetically appealing, socially driven entry-level luxury products (e.g., artistic fragrances, designer home accessories). Utilizing short videos and KOL marketing can effectively reach young consumers in lower-tier cities, swiftly capturing emerging markets.

Unlocking Male Consumer Potential

Develop minimalist, tech-infused home products tailored for male consumers (e.g., smart lighting, executive office accessories). Leverage scenario-based marketing and cross-industry collaborations to break traditional gender stereotypes and expand the customer base.

Balancing Exclusivity and Niche Appeal

Enhance design storytelling and ultra-luxury product lines (e.g., handcrafted lighting priced at tens of thousands), while also catering to niche demands (e.g., in-car fragrances, customized services). This dual approach meets consumer desires for both personalization and brand prestige.

Source:
Tmall Luxury Pavilion

The Emerging Consumers: Redefining Who Luxury Is For

As luxury transitions from status to lifestyle, the home emerges as its most impactful canvas. This shift introduces a new generation of luxury consumers, and these five emerging groups represent the future of the industry:

Luxury Enthusiasts

(AGE) 40-60 - affluent, value quality and long-term investment
(CITY) 1-3 Tiers - high spending power, urban lifestyle influence
(GENDER) Balanced
(LUXURY PREFERENCE) Lifestyle/Tableware/Home lifestyle aesthetics
(MOTIVATION) Life quality upgrade/Gifting/Lifestyle Expression
(BEHAVIOR TRAITS) Seeks ultimate comfort and craftsmanship, prioritizing materials, textures, and immersive home experiences

Elegant Homemakers

(AGE) 35-55 - balancing quality and practicality
(CITY) 2-6 Tiers - emerging luxury market with high growth potential
(GENDER) Predominantly female, key decision-makers in home purchases
(LUXURY PREFERENCE) Affordable luxury home goods, stylish décor (designer tableware)
(MOTIVATION) Luxury with Functionality/Social Display/Aspirational Identity
(BEHAVIOR TRAITS) Balances aesthetics with practicality, choosing home pieces that enhance both style and daily efficiency

Urban Chic Aestheticians

(AGE) 30-45 - high-income urban women seeking refined lifestyles
(CITY) 1-2 Tiers - trend-sensitive with a global outlook
(GENDER) Predominantly female, fashion-forward and socially image-conscious
(LUXURY PREFERENCE) Trendy home décor, designer accessories
(MOTIVATION) Aesthetic Continuity/Social Currency/VIP Experience
(BEHAVIOR TRAITS) Aligns fashion choices with home décor, ensuring a cohesive personal aesthetic

Affluent Gen Z

(AGE) 18-29 - digitally native Gen Z with progressive spending habits
(CITY) 1-2 Tiers - high spending potential, trend-sensitive
(GENDER) Predominantly female, valuing self-expression and social validation
(LUXURY PREFERENCE) Trendy luxury home décor, artistic design pieces
(MOTIVATION) Brand & IP Affiliation/Social Sharing/Self-indulgence
(BEHAVIOR TRAITS) Strong IP affinity, willing to pay premiums for collaborations; purchases home décor as a "content-worthy" lifestyle statement

Niche Collectors

(AGE) 18-35 - young to mid-age consumers prioritizing individuality and self-expression
(CITY) 1-3 Tiers - with diverse spending behaviors and exposure to global design
(GENDER) Balanced - embracing gender-neutral and non-binary design preferences
(LUXURY PREFERENCE) Designer home décor, collectible art furniture
(MOTIVATION) Non-mainstream Aesthetic/Identity expression/Cross-category cohesion
(BEHAVIOR TRAITS) Views home décor as collectible art rather than just functional furniture

From status to sanctuary, from logos to lifestyle—these consumers are not just responding to the market shift; they are driving it.

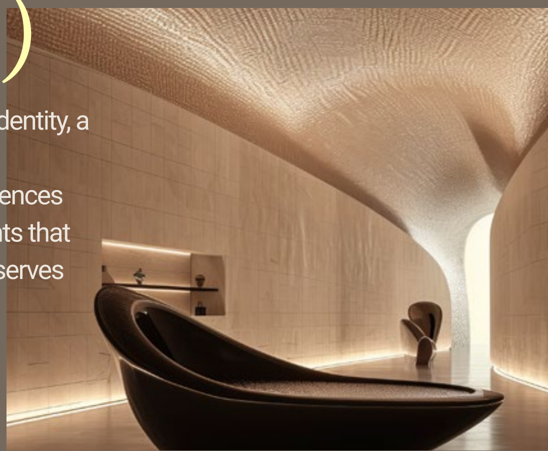
To reach them, brands must go beyond aesthetics, understand the emotional, cultural, and functional roles that luxury now plays in the rhythm of daily life.

Source:
Tmall Luxury Pavilion

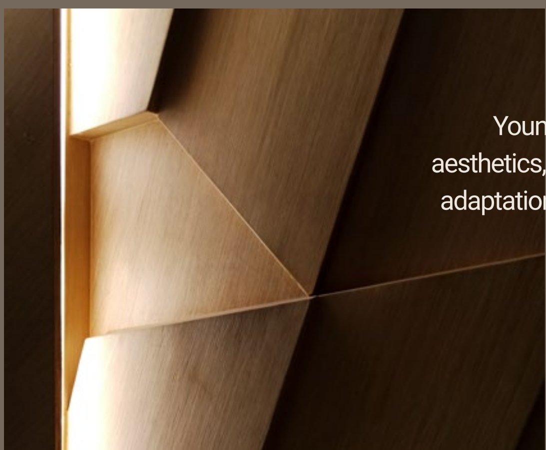
The New Luxury Home Redefined

As we explore these emerging consumer segments, it becomes clear that luxury is no longer defined by exclusivity alone—but by intentionality, identity, and emotional depth. Each group represents a distinct mindset, yet they are united by a shared desire to transform the home into something more than a place to live. This evolution sets the stage for a deeper understanding of how modern luxury homes are being redefined—not just in style, but in spirit.

(A Home Without Boundaries)



The modern luxury home is no longer just a place to live—it is an extension of identity, a sanctuary for emotional well-being, and a space that evolves with its owner's aspirations. Moving beyond rigid design rules, today's homeowners blend influences from minimalism, dopamine décor, and organic aesthetics to craft environments that feel deeply personal. More than a backdrop for daily life, the luxury home now serves as a "charging station" for creativity, relaxation, and self-expression.



(Style as a Living Concept)

Young homeowners recognize that trends come and go. Instead of chasing fleeting aesthetics, they seek timeless design rooted in simplicity and nature, allowing for ongoing adaptation and self-expression. Luxury is no longer about grandeur—it's about thoughtful curation, where design elements evolve alongside personal growth.

(The Intersection of Emotion and Aesthetics)

True luxury today is not just seen—it is felt. Beyond aesthetics, a home should engage the senses, foster comfort, and create moments of joy. Whether through immersive textures, dedicated spaces for passions, or subtle design choices that reflect personal stories, the new luxury home is designed to be deeply human. It is not just a reflection of who we are today, but an ever-evolving space that supports who we are becoming.

Source:
RED: 2023 Home Living Trend White Paper

About New (Life) Group

New (Life) Group is a company dedicated to the home and lifestyle industry, driven by a profound belief: home is humanity's ultimate sanctuary, and lifestyle is the canvas on which we paint our lives, connections, and aspirations.

The yearning for a home embodies our deepest desires for warmth, comfort, and security, while the pursuit of lifestyle shapes our identity and dreams.

We are committed to provide complete business solutions tailored for home and lifestyle brands, including Strategy Consulting, Branding & Marketing, Digital & E-commerce Operations, Offline Sales Management, Business Development, Omni-channel Solution and more...

As a Dynamic Hub where aspirational brands flourish, we go beyond traditional business models to create and amplify success, bringing a new generation of partnership!

Contact Us

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