

How diverse age groups are shaping the future of real estate



The Indian real estate market, particularly the luxury segment, has traditionally been defined by opulence, featuring sprawling layouts, lavish architecture, and statement interiors that symbolized wealth and prestige. But this definition is rapidly evolving. As buyer expectations shift, it's the younger generations, Millennials and Gen Z, who are leading the change. Their idea of luxury is less about excess and more about meaning. The notion of luxury living is being reimagined through the lens of sustainability, smart technology, and personalized experiences. For these new-age buyers, exclusivity lies in thoughtful design, eco-conscious choices, and homes that reflect their values and lifestyle.

In recent years, millennials and Gen Z have emerged as key drivers of change in the real estate landscape, showing a growing preference for homeownership. According to a JLL India report, by 2030, these two generations are projected to comprise 60% of all new homebuyers in the country. This marks a clear shift in financial outlook, where buying a home is increasingly viewed not just as a lifestyle choice but as a strategic step toward long-term wealth creation and financial stability.

Seeking a lifestyle

Tech-savvy, aspirational, and brand-conscious, this generation approaches homebuying with a mix of practicality and purpose. Rather than sprawling homes, they prefer compact, intelligent spaces equipped with high-speed connectivity, integrated co-working zones, and wellness amenities like gyms and meditation pods. A report by Magicbricks showed that young professionals in India aged 18-24 and senior citizens aged above 75 demonstrate strong intent to purchase real estate. The findings also show that young professionals are entering the housing market earlier than before, driven by rising disposable incomes and long-term investments. Their early participation shows a generational shift in wealth creation and financial planning.

Looking for something new

Dr Vishesh Rawat, VP and head of sales, marketing & CRM, M2K Group, says "The new generation of homebuyers, particularly young professionals and small urban families, are decisive and time-conscious when it comes to choosing their ideal home. They are not just looking for four walls; they want fully finished, modern living spaces that reflect their lifestyle. What truly appeals to them is the convenience of fully loaded homes that come with luxurious finishes and fittings like decorative false ceilings, designer walls, AC's modular kitchens, wardrobes and more. Aligning with the demand, projects today come up with safety features, efficient layouts, and environmentally conscious designs that perfectly cater to these aspirations."