

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

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#### **Outdoor leisure boom accelerates functional fashion demand**

China's outdoor and sportswear segment continues rapid expansion, driven by hiking, camping, and urban fitness trends. In 2025, outdoor apparel sales grew an estimated ~18% yoy, with domestic brands gaining share through performance materials and China-specific design. Functional outerwear and trail footwear recorded the fastest growth, reflecting consumers' shift from logo-driven to utility-driven fashion choices. **(CBNData)**

#### **Luxury malls pivot toward experiential retail formats**

High-end shopping malls in tier-1 and tier-2 cities are reconfiguring tenant mixes to boost dwell time and conversion. In 2024–2025, experiential categories—including art exhibitions, cafés, fitness studios, and pop-up concepts—expanded by ~12–15% of total leasable area in leading malls such as Beijing SKP and Shanghai IFC. **(JLL China)**

#### **Wellness tourism fuels resort hotel investment**

China's wellness tourism market continues to gain traction. Wellness-focused resorts combining hot springs and TCM programs saw average occupancy rates exceed ~65% during peak seasons in 2025, outperforming standard leisure hotels. Capital expenditure increasingly targets spa facilities and medical partnerships as hotels reposition toward health-driven demand. **(China Tourism Academy)**

#### **Domestic designer brands expand overseas through pop-ups**

Chinese independent fashion brands are accelerating overseas exposure via short-term pop-ups in Paris, Milan, and Tokyo. In 2025, more than 40 Chinese designer labels participated in overseas retail activations, up ~30% year-over-year, leveraging lower risk formats compared to permanent stores. Womenswear, accessories, and contemporary menswear showed the strongest international buyer interest. **(BoF China)**

#### **Smart hotel adoption improves operational efficiency**

Digital transformation continues to reshape hotel operations across China. By mid-2025, over ~55% of mid-to-high-end hotels had deployed smart systems including mobile check-in, AI pricing, and energy-management platforms. Hotels adopting integrated smart solutions reported operating cost reductions of ~8–12%, reinforcing technology's growing role in competitiveness and scalability. **(iResearch)**