

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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Affordable fine jewelry gains traction among younger consumers

China's affordable fine jewelry segment (gold and lab-grown diamond pieces priced below EUR 1,300) continued to expand in 2025, with market value growth estimated at ~20% YoY. Demand is driven by Gen Z and younger millennials prioritizing daily-wear versatility over investment-grade jewelry. Domestic brands using digital storytelling and fast product refresh cycles outperformed traditional jewelers. (**Jings China**)

Luxury brands increase local sourcing to mitigate cost pressure

Amid ongoing cost sensitivity, international fashion and leather goods brands are increasing China-based sourcing for selected categories. In 2025, an estimated ~28% of luxury brands operating in China adopted partial local manufacturing or finishing processes, reducing logistics and tariff-related costs by ~6–9% per unit. This strategy also enables faster response to local demand and seasonal drops. (**McKinsey China**)

Sports lifestyle footwear drives growth in leisure consumption

China's sports-lifestyle footwear market continued strong momentum in 2025, with retail sales reaching approximately EUR 34 billion, up ~15% YoY. Demand was fueled by hybrid use scenarios—commuting, light exercise, and social activities—blurring boundaries between performance and casual wear. Domestic brands captured incremental share through competitive pricing and rapid design localization. (**NBS; CBNDATA**)

Premium camping and glamping upgrades boost per-trip spending

China's camping and glamping sector moved upmarket in 2025, with average per-trip spending rising to ~EUR 180–220, up ~17% compared with 2024. Operators increasingly invest in design-forward accommodations, curated F&B, and branded lifestyle collaborations to differentiate offerings. Demand is strongest in the Yangtze River Delta and Greater Bay Area, where short-haul leisure remains resilient. (**Trip.com**)

Boutique hotels outperform chains in lifestyle destinations

In lifestyle-driven destinations such as Dali, Moganshan, and Xiamen, boutique and design hotels recorded RevPAR growth of ~10–13% in 2025, exceeding that of standardized mid-scale chains. Smaller properties benefit from experiential positioning, social media visibility, and higher room rates averaging EUR 140–160 per night during peak seasons. (**China Travel**)