

## NEWSLETTER

**FASHION/PERSONAL CARE/LEISURE**  
**29 December 2025 - 04 January 2026**



### **Luxury jewelry market growth driven by Gen Z's rising wealth**

China's luxury jewelry market is experiencing robust growth, with Gen Z emerging as a key consumer group. In 2025, sales grew 22% year-over-year, reaching €5.4 billion. Gen Z's rising income and preference for personalized, limited-edition pieces have fueled demand. Leading local brands are enhancing customization services and launching exclusive collections. (**China Jewelry Association**)

### **Urban staycations boost demand for boutique hotels**

The staycation trend is revitalizing boutique hotel demand in major Chinese cities. In 2025, boutique hotels in tier-1 cities saw a 16% occupancy increase, averaging €220 per night. Urban travelers, particularly millennials, are opting for short, luxurious stays in design-forward hotels. This shift is driving investments into unique designs, with owners focusing on locally-inspired interiors and services. (**China Hospitality Insights**)

### **Digital fashion retailers outpace traditional stores in China**

Online fashion retailers are rapidly gaining market share in China's competitive fashion industry. In 2025, e-commerce platforms saw 25% growth, reaching €22.3 billion, driven by online shopping and digital-only collections. Brands like Shein and Taobao's fashion segment lead, while traditional fashion houses launch digital-first collections to capture online-savvy consumers. (**eMarketer China**)

### **Sustainable fashion accelerates in China as eco-conscious consumers drive change**

Sustainable fashion is gaining momentum in China, with more consumers prioritizing eco-friendly products. In 2025, sales of sustainable items, including recycled materials and organic fabrics, increased 19% year-over-year, reaching €1.7 billion. This shift reflects growing awareness among younger consumers willing to pay a premium for sustainable products. (**China Sustainability Forum**)

### **Resort hotels in Hainan see surge in foreign tourists post-pandemic**

Hainan's resort hotel sector is benefiting from a surge in foreign tourists as international travel rebounds. In 2025, luxury resorts saw a 30% rise in international bookings, reaching a 78% occupancy rate. Tourists, especially from Europe and Southeast Asia, are drawn to the island's tropical climate and health-focused offerings. Investment in spa facilities and wellness programs has fueled growth. (**Hainan Tourism Development Bureau**)