ITALIAN TRADE AGENCY

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NEWSLETTER

FASHION/PERSONAL CARE/LEISURE
23 February - 1 March 2026

Fashion consumption rebounds with 3.2% growth
China's fashion retail sector has bounced back from 0.3% growth in 2024 to 3.2% in 2025, with clothing and footwear sales reaching 1.52 trillion yuan ($185.53 billion). Cosmetics retail showed even stronger recovery, jumping from a 1.1% decline to 5.1% growth, while sports equipment sales accelerated from 11.1% to 15.7% growth. Local governments allocated nearly $300 million in consumption vouchers to stimulate spending. **(Modaes Global, National Bureau of Statistics)**

Experience-based wellness consumption gains traction
Chinese consumers are increasingly prioritizing experience-based consumption including travel and wellness over material goods, reflecting a preference for emotional and sensory experiences. Beauty brands are leveraging AR/AI skin diagnostics and immersive retail experiences to meet evolving expectations, while the premium beauty sector is projected to capture 53% of market share by end of 2025. **(Bain & Company, Mordor Intelligence)**

Heritage gold emerges as China's new luxury language
Chinese heritage gold jewelry brands like Laopu Gold are redefining luxury, with customers queuing overnight at SKP department store despite soaring international gold prices. A Frost & Sullivan survey reveals 77.3% of heritage gold buyers also shop at Louis Vuitton, Hermès, Cartier and Bulgari, as these pieces command premiums of 580 yuan ($83) per gram, positioning them as direct competitors to Western luxury jewelry. **(Beijing Review)**

Secondhand luxury jewelry market expands rapidly
China's second hand luxury market grew 15%–20% in 2025, with jewelry capturing 10%–15% of total resale volume as live streaming platforms become crucial for product verification and engaging price-sensitive younger buyers across lower-tier cities. The market remains underpenetrated at less than 10% of primary luxury sales compared to 20%–30% in developed markets. **(Bain & Company)**