

NEWSLETTER

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Shanghai Gold and Jewelry Sales Hit 720 Million Yuan During 2026 Spring Festival

Shanghai's gold and jewelry sales reached 720 million yuan during the 2026 Spring Festival, up 5% year-on-year. The growth was driven by strong consumer demand during the traditional gift-giving season. Major brands' increased promotion of diamond and gold-diamond products drove significant growth in these premium categories. **(Shanghai Gold Jewelry Trade Association)**

China's gold jewelry demand is projected to grow 2% in 2026

According to industry analysis reports, China's gold jewelry demand is projected to grow 2% year-on-year in 2026. However, the overall gold jewelry market size is expected to decline by 7.6% due to soaring gold prices. Domestic brands have raised retail prices to 1,390 yuan per gram. The contrasting trends reflect consumers' continued appetite for gold jewelry despite challenging market conditions. **(Sohu.com)**

China's health supplement market is projected to reach 253 billion Yuan in 2026

China's health supplement market is projected to reach 253.1 billion yuan (\$36.2 billion) in 2026, up from 240-244.7 billion yuan (\$34.3-34.9 billion) in 2025. Aging populations and younger consumers are driving dual growth, with beauty and weight management emerging as high-premium segments. Over 60% of new products now undergo clinical trials before launch, reflecting stricter quality standards. **(chamama.com)**

The duty-free sales surged 30.8% during 2026 Spring Festival holiday

Hainan duty-free sales surged 30.8% during the 2026 Spring Festival holiday, reaching 2.72 billion yuan from January 28 to February 4. The number of shoppers jumped 35.4% year-on-year to 325,000 visitors. Analysts have raised the full-year 2026 growth forecast for offshore duty-free sales from 15% to over 20%. However, experts caution that reaching the post-border closure target of 30%-40% growth remains challenging. **(People.com)**

Trade-in subsidy program boosts Spring Festival consumption

China's trade-in subsidy program drove 193.1 billion yuan in sales by February 16, 2026, benefiting 27.6 million consumers. Smart glasses sales jumped 47.3%, while embodied intelligent robots surged 32.7% and green bathroom fixtures rose 23.2%. The "upgrade to smart" trend has become a national consensus, reflecting strong consumer appetite for technology-enabled home upgrades. **(m.thepaper.cn)**