ITA Beijing Office

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE
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China's Fashion Market Reaches €278.7 Billion in 2025
China's fashion market is projected to reach €278.7 billion in 2025, driven by rising disposable incomes and a growing middle class. Digital platforms and e-commerce sales continue to expand rapidly, while consumers increasingly favor sustainable and ethically produced brands. Tier 1 and Tier 2 cities remain the largest contributors to market growth. **(China Fashion Consumption Development Report)**

County-Level Markets Boost Holiday Consumption
During the 2025 National Day and Mid-Autumn holidays, county-level markets showed strong growth and vibrant consumer activity. In Hui'an, Fujian, a renovated supermarket attracted large crowds, while a commercial complex in Rui'an, Zhejiang, welcomed over 60,000 visitors in six days, with foot traffic up 17% and sales rising 24% year-on-year. **(People's Daily)**

China Golden Week 2025 Travel Surges to 2.36 Billion Trips
During China's National Day Golden Week 2025, an estimated 2.36 billion passenger journeys are expected, averaging 295 million trips per day — a 3.2% increase from 2024. Road transport dominates with 1.87 billion car trips, accounting for 80% of the total, reflecting strong domestic mobility. The single busiest day is forecast to be October 1st, with over 340 million passengers nationwide. **(China Ministry of Transport)**

Domestic & Overseas Travel Intent Jumps in Golden Week 2025
Chinese online travel platforms report a 30% increase in domestic travel intent and a 40% rise in overseas travel during Golden Week 2025 compared to last year. Searches for international trips have doubled compared to 2024, showing renewed confidence among tourists. Many travelers now prioritize comfort, convenience and premium experiences, boosting luxury travel bookings. **(Daily Economic News)**

Top Overseas Destinations for Chinese Tourists in 2025
Japan remains the top choice for Golden Week 2025, aided by a 15% drop in travel costs due to favorable exchange rates. Other popular destinations include Italy, France, Spain, New Zealand, South Korea, Indonesia, Australia, the U.S. and the U.K. South Korea's new group-visa policy is attracting more Chinese group tours, especially family and multi-generational travelers. **(Ctrip China)**