

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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Smart Textiles Transform High-Performance Activewear Segment

China's premium sportswear market is embracing intelligent fabric technology at unprecedented scale. In 2025, temperature-regulating and biometric-monitoring garments generated €8.7 billion, up 31% year-over-year. Affluent fitness enthusiasts increasingly demand apparel that adapts to body conditions and tracks performance metrics seamlessly. **(China National Textile and Apparel Council)**

Clean Beauty Certification Becomes Decisive Purchase Factor

Third-party verified clean beauty products captured €6.2 billion in China during 2025, representing 24% annual growth. Over 68% of premium skincare buyers now check ingredient transparency scores before purchasing. Domestic regulatory tightening on cosmetic safety has accelerated consumer education and brand compliance efforts. **(China Cosmetics Regulatory Research Center)**

Silver Generation Fuels Wellness Tourism Expansion

China's affluent retirees are emerging as the fastest-growing segment in premium leisure travel. In 2025, travelers aged 55-70 accounted for €12.4 billion in wellness-focused tourism spending, up 33% year-over-year. This demographic prioritizes medical check-up packages, traditional Chinese medicine retreats, and therapeutic thermal springs. **(China Tourism Academy)**

Men's Grooming Market Expands with Premium Personal Care Shift

China's male personal care sector is experiencing robust growth as grooming becomes a lifestyle priority. Last year, premium men's skincare and fragrance sales rose 22% yoy to €4.6 billion. Urban professionals aged 25-35 drive demand for high-performance products addressing specific concerns like anti-aging and oil control. Both international and local brands are expanding dedicated men's lines to capture this segment. **(China Beauty Expo Annual Report)**

Heritage Craftsmanship Drives Luxury Leather Goods Revival

Chinese consumers are rediscovering appreciation for artisanal leather craftsmanship in 2025. Heritage techniques like hand-stitching and vegetable tanning now command 35% price premiums over standard products. Niche ateliers reporting 42% sales growth as buyers seek uniqueness and storytelling over mainstream logos. **(China Leather Industry Association)**