

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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China's Gold Jewelry Sales Gallop 12% Higher During Lunar New Year

China's gold jewelry and bar sales surged 12% year-on-year during the 2026 Lunar New Year period, with consumers aged 25-35 accounting for over 75% of high-end purchases. Lightweight gold jewelry emerged as the standout performer, with gross merchandise volume jumping 214% compared to the previous year, as younger buyers favor versatile, investment-grade pieces. **(Women's wear daily)**

China Snack Food Market to Top 1.8 Trillion Yuan in 2026

China's snack food market, the largest segment of the country's leisure industry, reached 1.18 trillion yuan in 2025 and is projected to surpass 1.8 trillion yuan in 2026. Health-conscious and functional products are driving the sector's rapid expansion as consumers prioritize nutrition. Lower-tier cities are outpacing tier-one and tier-two markets in growth, unlocking vast untapped demand. **(Sina.cn)**

China Kicks Off 2026 Tourism Consumption Drive with 284 Million Yuan in Subsidies

China's Ministry of Culture and Tourism launched a nationwide May Day Culture and Tourism Consumption Week to boost holiday travel. Authorities expect to organize about 13,700 cultural and tourism activities and distribute over 284 million yuan (\$41.59 million) in consumer vouchers. Major banks and travel platforms are joining the initiative, reflecting a broader policy push to stimulate domestic leisure consumption. **(China Daily)**

Chinese Fashion Brands Gain Ground as Market Stabilizes

China's fashion market is entering a "mature and discerning" phase, with domestic brands like Peacebird and M Essential rising through cultural relevance and modern design. Leather goods remain the most dynamic sub-sector, projected to reach \$73–76 billion by 2026 with over 7% annual growth. Gen Z and millennial shoppers, driving roughly 70% of spending, prioritize quality and value over flashy logos.

(Fashionchinaagency)

China Skincare Market to Hit \$79.4 Billion by 2033

China's skincare market, valued at \$44.2 billion in 2025, is forecast to grow at a 7.6% CAGR to reach \$79.4 billion by 2033. Facial care dominates the category, while hydration and anti-aging products lead consumer concerns as buyers shift to higher-value, results-oriented solutions. Premium and natural-ingredient brands are gaining traction, supported by rising disposable incomes and social commerce growth. **(GMI Research)**