

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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China apparel retail rebounds strongly in Q1 2026

Apparel, footwear, and textiles sales hit 129.6 billion yuan (\$ 22.34 billion) in March, rising 7.0% year-on-year. First-quarter cumulative retail reached 412.2 billion (\$60,62 billion, surging 9.3% compared to the same period last year. The double-digit quarterly growth signals robust consumer confidence in China's fashion sector. Analysts expect the momentum to sustain through spring, driven by seasonal demand and policy support. **(Tencent News)**

China's luxury market expands fivefold in a decade

China's personal luxury market has grown approximately fivefold from 2016 to 2026, achieving a compound annual growth rate of 17%. The surge reflects rising affluence among middle-class and high-net-worth consumers, alongside booming domestic and duty-free retail channels. Analysts expect the momentum to continue, with watches and jewelry projected to account for 43% of market value by 2028. **(EDHEC Business School)**

Hainan duty-free sales surge over May Day holiday

Hainan's offshore duty-free sales reached 554 million yuan (\$81.47 million) during the May 1-5 holiday, marking a 10.4% year-on-year increase, according to Haikou Customs data . The number of shoppers rose 7.4% to 84,600, while total items purchased climbed 3.8% to 441,700, The growth underscores Hainan's enduring appeal as a domestic luxury shopping destination. **(Tencent news)**

China travel retail market to hit \$33.8B by 2031

China's travel retail market is projected to reach \$20.7 billion in 2026, up from \$18.77 billion in 2025, fueled by recovering outbound tourism and duty-free expansion. The sector is expected to grow at a compound annual rate of 10.3% through 2031, when the market could swell to \$33.78 billion. Hainan's duty-free ecosystem remains a key growth engine, with the shopping quota holding steady at RMB 100,000 per person annually. **(Market Research.com)**

China outbound tourism to reach 175M trips in 2026

Chinese outbound travelers are projected to hit 175 million trips in 2026, up from 167.5 million in 2025, as global travel demand continues to rebound. Total overseas spending by Chinese tourists is forecast to reach \$280 billion this year, rising from \$254 billion in 2025, with accommodation and dining accounting for nearly half. The surge reflects a pent-up demand from affluent consumers seeking premium experiences abroad. **(China Trading Desk)**