

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

#### 25- 31 May2026



#### **Hainan Offshore Duty-Free Sales Surge 25.7% in Q1 2026**

Hainan's offshore duty-free sales reached 14.21 billion yuan (\$2.08 billion) in the first quarter of 2026, rising 25.7% year-on-year following the full implementation of island-wide special customs operations in mid-December 2025. The quarter saw 1.82 million shoppers purchase 10.98 million items, up 18% and 12% respectively, with skincare, electronics, and apparel leading categories. **(Haikou Customs)**

#### **Outbound Travel Surges During China's 2026 May Day Holiday**

China's outbound travel rebounded strongly during the May Day holiday (May 1–5), with cross-border passenger flows hitting new records. National immigration authorities recorded 11.28 million inbound and outbound trips, averaging 2.26 million daily, up 3.5% year-on-year, with the single-day peak reaching 2.53 million on May 2. **(People.cn)**

#### **China Duty Free Group Posts Strong Q1 2026 Profit Growth**

China Duty Free Group reported Q1 2026 revenue of 16.91 billion yuan (\$2.48 billion), up 0.96% year-on-year, while net profit attributable to shareholders surged 21.18% to 2.35 billion yuan (\$344.17 million). The company's Hainan segment generated 12.59 billion yuan (\$1.84 billion) in revenue, jumping 28.26% year-on-year and outpacing the island's overall duty-free growth. **(Futu News)**

#### **Swiss Watch Exports to China Show Signs of Recovery in Early 2026**

Swiss watch exports to China show early signs of recovery in 2026, with January and March shipments up 5.0% and 4.2% respectively, following a 12% annual decline in 2025. However, first-quarter exports to mainland China still edged down 0.7%, pointing to fragile and uneven momentum. The mixed data suggest cautious optimism for Swiss luxury watchmakers as they navigate shifting Chinese consumer demand. **(Federation of the Swiss Watch Industry / Insight Luxury)**

#### **Chinese Investors Snap Up Record 207 Tonnes of Gold Bars and Coin**

Chinese investors snapped up 207 tonnes of gold bars and coins, a record that demolished the previous high of 155 tonnes set in Q2 2013. Falling equity markets, heightened trade risks, and a lack of compelling domestic alternatives all drove the buying. The World Gold Council sees further upside from Chinese insurers potentially building gold allocations, adding institutional tailwinds to the rally. **(<https://thedeepdive.cn/gold-demand-q1-2026>)**