

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

1 - 7 JUNE 2026



#### **China's affluent travelers drive high-end customized travel boom in 2026**

China's affluent travelers, with annual disposable income exceeding RMB 500,000 (about \$73,530), show strong willingness to increase travel spending, with 34% preferring high-end customized travel that prioritizes efficiency, privacy, and personalized services. The trend reflects a decisive shift from cost sensitivity to premium experience optimization among high-net-worth individuals. **(ChinaTravelNews)**

#### **China's skincare market surges toward USD 79 billion on premiumization and anti-aging demand**

China's skincare market was valued at \$ 44.2 billion in 2025 and is forecast to reach \$ 79.4 billion by 2033, growing at a CAGR of 7.6%. Premium and high-performance products are driving growth as consumers increasingly favor natural ingredients and anti-wrinkle solutions. Facial care dominates category share while hydration remains the leading consumer concern. **(GMI Research, Fortune Business Insights)**

#### **China's gold jewelry demand shifts to hard-pure gold as high prices reshape buying patterns**

China's gold jewelry market, valued at approximately \$43.6 billion in 2025, faces demand pressure from surging prices with annual consumption estimated at 700-750 metric tons. Hard-pure-gold products with 24-karat purity and intricate designs have emerged as the sector's growth driver, alongside heritage-style handcrafted pieces attracting high-end consumers. **(World Gold Council, Business Research Insights)**

#### **China's luxury market set for modest growth in 2026 after two-year decline**

China's personal luxury goods market is expected to return to modest growth in 2026 following a 3-5% contraction in 2025 and a 17-19% drop in 2024. Domestic purchases accounted for 65% of Chinese luxury spending in 2025, while the secondhand segment grew 15-20%. The market is valued at \$ 69.12 billion in 2026 and projected to reach \$93.17 billion by 2031 at a 6.15% CAGR. **(Bain & Company, Mordor Intelligence)**

#### **China's global luxury spending drops 13% as domestic consumption rebounds**

China's total global luxury consumption fell to €65 billion in 2025 from €75 billion in 2024, a 13% decline. Overseas purchases by Chinese consumers dropped to €22.8 billion from €30 billion, with the overseas share falling from 40% to 35%. This reversal reflects three key factors: global price convergence, brands tightening overseas purchase restrictions, and consumers becoming increasingly rational. **(Bain & Company)**