

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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Beauty and personal care market stabilizes at premium tier

China's beauty and personal care sector is projected to generate \$73.66 billion in revenue in 2025, maintaining its position as the world's second-largest market. The online segment leads growth, expected to reach \$360.7 billion by 2033 with a 15.5% CAGR. Consumers are prioritizing "skinification" and at-home beauty devices. Investment in smart beauty tools reached \$5.78 billion this year. **(Statista, LinkedIn Research)**

Activewear sector maintains robust growth trajectory

China's activewear market reached \$99.05 billion in 2024 and is projected to grow to \$163.95 billion by 2032 at a 6.5% CAGR. Athleisure dominates as the "urban-ready" trend drives demand for versatile performance wear. Eastern China accounts for 40% market share, led by Shanghai and Beijing's fitness culture. Domestic giants Anta Sports and Li-Ning compete fiercely with Nike and Adidas for market leadership. **(Credence Research)**

Tourism and hospitality industry rebounds strongly

China's tourism and hotel market stands at \$406.36 billion in 2025 and is on track to reach \$531.86 billion by 2030, growing at 5.31% CAGR. Inbound tourism leads expansion at 8.4% CAGR as visa facilitation boosts international arrivals. Mid-scale hotels capture 35% of revenue, benefiting from value-conscious domestic travelers. OTAs account for 55% of room nights booked. **(Mordor Intelligence)**

Luxury fashion enters recalibration phase

China's luxury fashion market generated £11.50 billion in 2025, stabilizing after turbulent post-pandemic adjustments. Consumers are gravitating toward "true value" propositions over ostentatious branding. Digital channels now represent 25.3% of beauty and personal care sales, reshaping engagement strategies. Investment in data-enabled clienteling and AI-driven personalization reached \$425 million this quarter. **(Statista, KPMG)**

Beauty tools segment experiences explosive growth

China's beauty tools market reached \$7.55 billion in 2024 and is projected to surge to \$32.29 billion by 2035 at a 14.1% CAGR. Smart devices offering salon-quality at-home treatments drive consumer adoption. Hair care tools alone are expected to reach \$6.66 billion by 2035. Premium devices retail between 1,200-1,600 RMB (\$170 - 230) as millennials embrace self-investment. **(Market Research Future)**