

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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High-end leisure travel sees rapid expansion

China's luxury leisure travel sector was valued at US\$89.59 billion in 2024, forecast to hit US\$181.50 billion by 2033 at ~8.15% CAGR. Growth is supported by rising incomes, urbanization, and better domestic transport, emphasizing the importance of integrated leisure, fashion, and cultural experiences that appeal to evolving lifestyle expectations. **(Deep Market Insights)**

Consumer preferences shift towards quality and craftsmanship

By 2025, 87% of Chinese consumers prefer timeless products, and 88% emphasize craftsmanship and value retention in luxury purchases. This drives demand for high-quality apparel and lifestyle products, providing opportunities for brands focusing on heritage, sustainability, and artisanal offerings as consumer sophistication continues rising nationwide. **(Vogue)**

High-end services sector growth accelerates

China's high-end services sector, including luxury hotels, travel, and lifestyle experiences, grew 17% year-on-year among luxury consumers. Growth is driven by recovery of domestic tourism, urban leisure activities, and digital engagement, highlighting the rising importance of experience-based services across both major cities and premium destinations. **(Dragon Trail Insights)**

Luxury apparel market remains steady

China's luxury apparel market revenue is projected at US\$10.55 billion in 2025, with a modest CAGR of ~0.97% to 2030, reflecting stable demand among high-net-worth consumers. E-commerce integration, social commerce, and experiential campaigns are signal areas for foreign collaboration in design and hybrid retail to strengthen long-term brand positioning. **(Statista)**

Digital channels emerging for luxury fashion in China

By 2025, online luxury goods penetration in China remains around 12%, but digital channels and hybrid shopping experiences are growing. Livestreaming, social commerce, and immersive platforms drive opportunities for combining physical and digital strategies and targeting younger luxury consumers who seek constant novelty and engagement. **(Statista)**