

NEWSLETTER**FASHION/PERSONAL CARE/LEISURE****05 - 11 January 2026****Fine jewelry rental gains traction among young urban consumers**

China's fine jewelry rental market is expanding as younger consumers prioritize flexibility over ownership. In 2025, the segment grew 18% year-over-year, reaching an estimated €620 million. Demand is strongest in tier-1 and tier-2 cities, where consumers use rented pieces for social events, weddings, and professional occasions. **(China Luxury Consumption Research Center)**

Leisurewear demand rises with growth of outdoor and wellness activities

China's leisurewear market continues to benefit from rising participation in outdoor sports and wellness lifestyles. In 2025, sales of leisure and athleisure apparel increased 21% year-over-year, reaching €34.6 billion. Activities such as hiking, city cycling, yoga, and light trekking are driving demand for functional yet stylish apparel. **(China Sporting Goods Federation)**

Cultural tourism drives growth in heritage-style hotels

In 2025, heritage-style hotels recorded a 17% increase in revenue, with average daily rates reaching €185. Domestic travelers are seeking immersive cultural experiences, particularly in historic city centers and scenic towns. Operators are investing in traditional architecture, local crafts, and cultural programming to enhance guest engagement. **(China Cultural Tourism Association)**

Gold jewelry investment demand strengthens amid economic uncertainty

Gold jewelry is increasingly viewed as both adornment and financial hedge by Chinese consumers. In 2025, gold jewelry sales rose 14% year-over-year to €41.2 billion, supported by economic uncertainty and rising household savings. Lightweight, wearable investment pieces are especially popular among middle-income buyers. **(China Gold Market Report)**

Domestic fashion designers benefit from rising demand for local aesthetics

China's fashion market is seeing growing interest in designs inspired by local culture and craftsmanship. The sales of locally-inspired fashion collections increased 20% YOY, reaching €9.8 billion. Consumers are drawn to designs incorporating traditional motifs, modern tailoring, and regional textiles. This trend is particularly strong among younger urban professionals seeking distinct personal style. **(China Apparel Industry Observatory)**