

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

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#### **Sustainable packaging reshapes premium fashion positioning**

Chinese fashion brands are accelerating adoption of sustainable packaging as part of premium positioning. In 2025, spending on eco-friendly packaging rose 19% year-over-year to €1.4 billion. Luxury and premium brands prioritize recyclable, biodegradable, and minimalist designs to meet growing environmental expectations, particularly among Gen Z consumers. **(China Textile Industry Federation)**

#### **Lab-grown diamonds gain acceptance in bridal jewelry segment**

Lab-grown diamonds are gaining momentum in China's bridal jewelry market, driven by ethical considerations and price transparency. In 2025, sales rose 26% year-over-year to €3.1 billion. Younger couples in tier-1 cities increasingly choose lab-grown stones for engagement rings as modern, customizable, and cost-efficient alternatives to natural diamonds. **(China Jewelry Industry Association)**

#### **Urban resort hotels benefit from short-haul staycation demand**

China's urban resort hotel segment is growing as consumers prefer short-haul staycations. In 2025, revenues increased 15% year-over-year, with average occupancy at 72%. High-income urban residents favor hotels offering wellness programs, spa services, and curated dining experiences. Short-distance leisure travel continues driving expansion in urban resort properties. **(China Hospitality Research Institute)**

#### **Functional footwear demand rises with commuting lifestyle changes**

The functional footwear market in China benefits from evolving commuting and lifestyle patterns. In 2025, sales—including cushioned sneakers and ergonomic leather shoes—rose 18% year-over-year to €27.9 billion. Consumers prioritize comfort, durability, and versatility suitable for both office and casual use, reflecting the shift toward practical yet stylish footwear. **(China Footwear Industry Report)**

#### **Silver jewelry sees revival driven by daily-wear affordability**

Silver jewelry is reviving in China as consumers seek affordable daily-wear accessories. In 2025, sales increased 16% year-over-year, reaching €8.6 billion. Minimalist designs and mixed-material collections are particularly popular among young professionals who want frequent style updates without high investment costs, highlighting demand for accessible, versatile jewelry. **(China Precious Metals Market Review)**