

## NEWSLETTER

### FASHION/PERSONAL CARE/LEISURE

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#### **Domestic fashion brands accelerate premium positioning**

China's domestic fashion labels are moving rapidly into the premium and designer segments. In 2025, 41% of leading local brands upgraded product lines and retail concepts, driving a 17% increase in average unit price. Consumer spending on premium domestic apparel reached €96 billion, supported by improved design capability and supply-chain efficiency. Investment in brand upgrading and retail innovation totaled €285 million. **(China National Garment Association)**

#### **Leisurewear demand grows with active lifestyle trends**

Leisurewear and athleisure continue to benefit from China's active lifestyle movement. In 2025, the leisurewear market expanded by 14%, with urban consumers accounting for over 62% of total sales. Functional fabrics and cross-scene designs boosted repeat purchases by 19%. Total market value reached €78 billion, while R&D investment in performance textiles exceeded €410 million. **(China Sporting Goods Federation)**

#### **Luxury hotels expand in tier-two and resort cities**

China's luxury hotel sector is accelerating expansion beyond tier-one cities. In 2025, over 120 new high-end hotels opened in tier-two cities and resort destinations, increasing room supply by 16%. Average occupancy rose to 68%, driven by domestic leisure travel. Total investment in luxury hotel development reached €9.4 billion. **(China Hospitality Association)**

#### **Boutique hotels gain popularity among young travelers**

Boutique and lifestyle hotels are increasingly favored by younger Chinese travelers. In 2025, bookings among guests aged 25–40 increased 21% year-on-year. Design-driven spaces and cultural storytelling lifted average daily rates by 13%. The boutique hotel segment generated €6.1 billion in revenue, supported by €520 million in renovation and branding investment. **(China Tourism Academy)**

#### **Fashion retail integrates culture and experiential consumption**

Experiential fashion retail continues to reshape China's commercial landscape. In 2025, 36% of fashion malls introduced cultural exhibitions, pop-ups, and leisure elements. Foot traffic increased 18%, while in-store conversion improved by 11%. Investment in retail space upgrades and digital engagement solutions reached €460 million. **(China Commerce Industry Research Institute)**