

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE 26 January - 1 February 2026



Personal luxury market enters recalibration phase

China's personal luxury market is stabilizing after a turbulent 2025, as global houses pivot toward more sustainable and local strategies. This year, consumers are prioritizing "true value," favoring ultra-premium skincare and jewelry over ostentatious logos. Spending on high-end leather goods and apparel reached €88 billion, while digital-led brand engagement saw €315 million in new investment. **(Bain & Company)**

Athleisure market surges with premium functional design

China's athleisure sector remains a primary growth engine, projected to reach €21.2 billion in 2026 amidst a nationwide fitness boom. Premium segments are growing fastest as sophisticated urban consumers demand "urban-ready" performance wear for diverse daily activities. Investment in sustainable textile R&D rose to €380 million, supported by a robust 10.9% annual growth rate. **(Grand View Research)**

Luxury hotel sector targets experiential travelers

China's luxury hotel market is expanding at a 9.5% CAGR, with total industry value hitting €394 billion in 2026 as travel patterns shift. High-end chains are prioritizing "experiential indulgence" and wellness-centric amenities over standard stays to attract younger high-net-worth guests. New development investment in resort and wellness-focused properties totaled €8.7 billion this quarter alone. **(Mordor Intelligence)**

Leather footwear sees "affordable premium" resurgence

Demand for high-quality leather footwear is rising, with consumption expected to hit 835 million pairs in 2026 as durability becomes a core priority. Young professionals are driving the "urban premium" aesthetic, pushing total leather goods market value to a significant €69 billion. Supply chain traceability and ethical sourcing investments reached €440 million this year to meet consumer demand. **(APLF News)**

Retailers adopt agentic AI for hyper-personalization

Chinese fashion retailers are shifting toward "proactive commerce" using agentic AI to anticipate consumer needs before they even browse online. In 2026, 29% of executives identified data-enabled clienteling and autonomous AI agents as their top growth priority. Investment in unified commerce protocols and immersive "phygital" retail spaces reached €425 million, marking a major technological leap. **(KPMG / Deloitte)**