

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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China's High-End Market Reshapes

China's personal luxury goods market contracted 5% to RMB 1.56 trillion (\$229.4 billion) in 2025, per the Hurun Research Institute. High-net-worth individuals plan to cut material spending (watches, jewelry) by 10% while boosting experience-led expenditure (travel, wellness) by 12%. Over 50% will reduce daily luxury purchases, with wristwatch buying intentions dropping from 2.8 to just 1 piece annually. (www.hurun.cn)

Beijing receives over 18 million tourist visits during May Day holiday

Beijing received 18.83 million tourist visits during the five-day May Day holiday, up 5.1% year on year. The total tourism revenue hit 22.36 billion yuan (about \$3.26 billion), a year-on-year increase of 6.6%. The city also recorded 128,000 inbound tourist visits, rising 22.3% year-on-year, and inbound tourism spending reached 1.38 billion yuan (\$210.2 million), up 22.6% year on year. (**Beijing Municipal Bureau of Culture and Tourism**)

Holiday Jewelry Demand Diverges Amidst Record Gold Prices

During the May Day holiday, branded gold jewelry prices held above RMB 1,410 (\$207)/gram, triggering a "rational consumption" retreat as buyers adopted a wait-and-see stance. Despite a 32% yearly drop in Q1 2026 jewelry volume, Shenzhen's Shuibei wholesale market thrived at RMB 1,200(\$176)/gram, drawing cross-city shoppers and stabilizing total volumes through bargain hunting. (www.zgswcn.com)

Fashion Resilience: 'New Chinese Style' and Sportswear Lead Rebound

The Spring Festival saw a structural recovery in apparel, with clothing sales jumping 17.3% year-on-year, while fashion sales in Ningbo surged 19% . The 'New Chinese Style' and minimalist fashion dominated May Day holiday racks, marking a sharp pivot from logo-heavy Western brands toward cultural heritage and functional comfort. (**Global Times**)

Wellness Travel Surges as 'Slow Living' Redefines Leisure

Shifting from shopping sprees, travel spending grew 21.2% during May Day, fueled by demand for health and slow-paced experiences. High-net-worth individuals now prioritize wellness (41% net spending increase), driving a 30.6% rise in domestic event tourism (concerts/sports), while interest in pure "shopping tourism" dropped 3.4%. (stcn.com)