

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

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Travel & mobility consumption rises with policy support

Travel and mobility consumption accelerated during the holiday. In Heilongjiang Heihe, newly implemented visa-free policies boosted inbound tourists by 38.46%. Electric vehicle travel surged, with highway charging stations logging 52.71 million kWh in six days, supported by emergency and mobile charging facilities. This shows the growing popularity of sustainable, convenient holiday travel nationwide. **(Tourism Authorities)**

National parks welcome nearly 200 million visitors during holiday

During the 2025 National Day and Mid-Autumn holidays, China's urban parks hosted nearly 200 million visitors. Over six days, parks offered sightseeing, fitness, cultural exhibitions, and vibrant lantern displays, totaling around 10,000 events. These initiatives enriched holiday experiences, combining leisure, culture, and recreation nationwide. **(Ministry of Housing and Urban-Rural Development)**

Fashion e-commerce market valued at \$714 billion

China's fashion e-commerce market is estimated at \$714 billion in 2025, with a projected CAGR of 19.4% through 2032. This rapid growth is fueled by livestream shopping channels, social e-commerce platforms, influencer marketing, mobile apps, and innovative digital campaigns, while younger consumers increasingly favor fast fashion and trend-driven purchases online. **(Coherent Market Insights)**

China's apparel market projected to reach €660 billion by 2032

The broader apparel market in China is projected to reach €660 billion by 2032, driven by social commerce, artificial intelligence (AI)-driven personalization, global marketplace integrations, and rising domestic consumer spending on fashion and lifestyle products. This expansion reflects both domestic demand and growing international interest in Chinese e-commerce ecosystems. **(China Fashion Association)**

Strong growth and dominance of rings in China's jewelry market

China's jewelry market remains robust, with projections indicating a compound annual growth rate (CAGR) of 5.5% from 2025 to 2033. In 2024, the market generated approximately €81.4 billion, and it's expected to reach €130.2 billion by 2033. Rings continue to be the leading product segment, both in terms of revenue and growth rate. **(China Gems and Jewel Association)**