

NEWSLETTER

FASHION/PERSONAL CARE/LEISURE

17 - 23 November 2025



China's fashion consumption market hits two-to-three trillion yuan in 2025

China's fashion-consumption market is expected to reach RMB 2 to 3 trillion (≈US\$279 billion) in 2025, driven by rising urban incomes and growing interest in lifestyle experiences. Life-experience consumption (e.g., travel, dining) accounts for 40–50 % (≈RMB¥1 trillion), apparel & accessories for 30–40 % (≈RMB¥600-700 billion), and cultural/entertainment products for 10–15 % (≈ ¥200 billion). **(China Daily)**

China's luxury goods market declined 20 % in 2024 and flat in 2025

According to consultancy Bain & Company, China's luxury goods market contracted by 20 % in 2024 due to post pandemic adjustments, supply-chain constraints, and changing consumer preferences, and is expected to remain flat in 2025, signalling the end of a period of rapid growth. China accounts for about a third of global luxury goods sales. **(Bain & Company)**

China's chain hotel market: 2024 growth and scale

By the end of 2024, China had approximately 93,300 chain hotels with nearly 7.07 million rooms, and the number of chain hotel rooms rose by 316,100 (+4.68 % YoY), reflecting recovery in domestic tourism, increasing business travel demand, and stronger investment in mid-scale and upper-mid scale hotels, signaling renewed confidence in the hospitality sector's long-term growth potential. **(State Council)**

China hotel investment market: RMB 17.87 billion in 2024

China's hotel investment market recorded RMB 17.87 billion (≈US\$2.47 billion or ≈EUR€2.28 billion) in transaction volume in 2024, driven by urban expansion, growing mid-scale hotel demand, and increasing domestic and international investor interest, and is projected to reach around RMB 18 billion in 2025 with continued investor confidence. **(China Travel News)**

Hotel room additions & regional imbalance in early 2025

In January 2025, new mid & upper mid scale hotel rooms in China show that eastern coastal provinces accounted for 65 % of all new room additions; for example, Guangdong added 4,081 rooms and Jiangsu 2,904 rooms, reflecting strong regional tourism growth, while Chinese domestic brands accounted for 69.1 % of newly opened hotels. **(China Travel News)**