

NEWSLETTER

FASHION/PERSONALCARE/LEISURE

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China's H1 Civil Aviation Passenger Volume Hits 380 Million

China's civil aviation sector carried 380 million passengers in H1 2026, up 1.0% year-on-year, driven by a steady rebound in overseas travel. International passenger volume surged 5.7% to exceed 40 million, supported by Chinese carriers expanding networks to 177 cities across 80 countries, including 125 cities in Belt and Road partner nations. **(Sina)**

China Warns France of Retaliation Over Anti-Fast-Fashion Law

China has warned France of retaliatory measures over a new law targeting ultra-fast-fashion platforms like Shein and Temu, set to take effect September 1. The legislation imposes penalties of up to 20 euros per item and bans advertising for low-cost apparel. Beijing slammed the rules as a discriminatory trade barrier violating WTO principles. **(Fashion Network)**

China's Q2 Slowdown Signals Persistent Headwinds for Luxury Watch Market

China's GDP growth slowed to 4.3% in Q2 2026, missing Beijing's target amid weak domestic demand. The deceleration deepens concerns for Swiss watchmakers, whose exports to mainland China fell 12.1% in 2025 and remain down over a third in two years. Sluggish consumer confidence is expected to keep luxury watch sales under pressure for the rest of the year. **(Watch Pro)**

International Hotel Giants Pivot to China's Mid-Market and Stock Renovation

Following launches by Marriott, Hyatt, and IHG, Hilton introduced its lifestyle brand Hilton Tempo to Greater China in mid-2026. Facing cooling luxury growth, global hotel groups are pivoting toward asset-light franchising and stock conversions. The shift aims to counter fierce domestic competition by expanding into lower-tier cities and niche destinations. **(36kr)**

European Heatwaves Drive Surge in Inbound Summer Tourism to China

Severe European heatwaves surpassing 40°C have prompted a surge in European tourists traveling to China for summer relief. Major source markets include Russia, the UK, France, and Italy, with Shanghai emerging as a primary destination. According to Ctrip, summer inbound travel orders from Europe skyrocketed 275% year-on-year, while attraction ticket bookings jumped over 20-fold. **(Sina)**