

NEWSLETTER

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The Sales of Gold and Jewelry Surged 10.6% in March 2026

China's gold and jewelry retail sales surged 10.6% year-on-year in March 2026, marking a significant acceleration of 5.2 percentage points from the January-February period. The robust growth, fueled by rising gold prices and shifting consumer preferences toward "self-reward" purchases, signals a strong rebound in the luxury goods sector. ([Sina.cn](#))

Retail Sales of Gold and Jewelry Up 15.7% in 2025

Retail sales of gold and jewelry in China saw a significant year-on-year increase of 15.7% in 2025. The strong performance highlights sustained consumer demand for luxury and precious goods throughout the year. Industry experts attribute the growth to evolving consumer preferences and increased disposable income. The positive trend signals a robust recovery and continued expansion in the retail sector. ([www.ce.cn](#))

Jewelry Market Shifts from Wedding Demand to "Self-Reward" Spending

The Chinese jewelry market is undergoing a significant transformation as consumers move away from traditional wedding-related purchases toward "self-reward" consumption. Industry analysts report a growing trend of individuals buying luxury items for personal gratification rather than ceremonial needs. This shift is reshaping marketing strategies and product designs across the sector. ([Sina.cn](#))

Young Consumers Drive Jewelry Market with Trendy, High-Design Pieces

A new wave of young Chinese shoppers is reshaping the jewelry industry with a strong preference for co-branded collections, intricate antique-style gold, and diamond-inlaid items—treating jewelry as a fashion accessory for self-expression rather than a simple investment, pushing brands to rapidly innovate and collaborate with artists and designers. ([Sina.cn](#))

Service Retail Sales Rise 5.5% in 2025, Led by Travel and Leisure Booms

China's service retail sales recorded a steady 5.5% year-on-year growth in 2025. The cultural tourism and leisure sector emerged as a key driver, maintaining a robust double-digit expansion rate. Transportation services also saw strong double-digit growth, reflecting high consumer mobility and demand for travel. The figures underscore the continued shift toward experience-based consumption in the post-pandemic era. ([Sina.cn](#))