

NEWSLETTER

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China luxury consumption shifts toward timeless and value-retentive goods

A 2025 Vogue Business survey shows 87% of Chinese luxury consumers now prioritize timeless design over trendiness, while 88% value product longevity and resale potential. This shift reflects a maturing market that is increasingly conscious of investment value and sustainability credentials, encouraging brands to focus on craftsmanship, repair services and classic collections to retain consumer trust. **(Vogue Business)**

China retail and lifestyle market to expand at 8.3% CAGR

China's overall retail and lifestyle market reached USD 1.94 trillion in 2024 and is forecast to grow at a CAGR of 8.3% from 2025 to 2034, supported by urbanization, digital payment ecosystem development, and integration of social commerce with AI-driven product recommendations. Rising domestic consumption and middle-income expansion remain key long-term growth pillars. **(Expert Market Research)**

China boutique hotel segment projected to grow at 7.0% CAGR

The China boutique hotel market generated USD 1,857.1 million in 2024 and is forecast to reach USD 2,775.6 million by 2030, recording a CAGR of 7.0% during 2025–2030. Demand is being propelled by domestic leisure travel, personalized experiences, and the growing preference among affluent Chinese millennials for culturally immersive and design-driven accommodations. **(Grand View Research)**

China hotel industry sees structural recovery but margin pressure remains

In 2024, China's total hotel room supply reached 17.6 million (+18.7% vs 2019), and chain hotel penetration rose to about 41% (+13% since 2019). Despite occupancy returning to pre-pandemic ranges of 65–70%, margins remain constrained as fixed costs—particularly rent, which can consume ~30% of revenue—limit profitability, highlighting the sector's need for digitalization and asset-light models. **(Daxue Consulting)**

China extended-stay hotels to grow 8.0% CAGR

The China extended-stay hotel market is valued at USD 4.5 billion in 2025 and projected to reach USD 9.7 billion by 2035, growing at a CAGR of ~8.0% over 2025–2035. Growth is supported by rising remote work, longer business stays, and increasing demand for flexible, self-catering accommodations amid evolving domestic travel trends. **(Future Market Insights)**