



Euromonitor
International

Personal Luxury in China

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables electronics
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

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- Affluent consumers to demand personalisation, and a greater range of retail options

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Luxury Goods in China - Industry Overview

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