

THE **V** FACTORY

PARIS · SHANGHAI



10 Key trends in China 2025: The World's Biggest and Fastest Market

Chinese travelers are back

🇨🇳 The Chinese market is moving fast, consumers are spending differently, according to new patterns and needs.

And the overseas consumption is increasing with the return of Chinese travelers that have an impact on the internal consumption.

This year's CNY travel surge highlights a strong recovery in Chinese outbound tourism, now just -14% below 2019 levels and + 14% higher than last year.



Chinese travelers are back






✈️ Southeast Asia remains a top choice, thanks to proximity, visa-free policies and affordability, especially in Japan with weak yen.

Long-haul destinations are seeing a strong bounce-back, with Europe and the Middle East benefiting from flexible entry policies and major global events.

Solo and couple travel is rising, showing a growing preference for independent travel experiences.



Top 5 Growing Travel Hotspots for Chinese outside Asia

-  **Madrid +44% vs. 2024 (+5% vs. 2019)**
-  **Paris +25% vs. 2024 (-19% vs. 2019)**
-  **Cairo +24% vs. 2024 (+34% vs. 2019)**
-  **Milan +24% vs. 2024 (+3% vs. 2019)**
-  **Londres +22% vs. 2024 (+3% vs. 2019)**

Structure a more in-depth comprehension and adaptation to the Chinese consumers is what we do everyday for our clients !

For brands that are agile and forward-thinking, there are still plenty of opportunities to discover.



Beyond Travel: Key Chinese Consumer Trends

Luxury Shopping – Strong demand for duty-free and designer brands, especially in Europe and Hainan.

Food Tourism – Increased interest in authentic local cuisine and Michelin-starred restaurants.

Social Media-Driven Choices – Destinations and experiences shaped by platforms like Xiaohongshu (Red) and WeChat.

Experience Over Material Goods – High demand for boutique hotels, wellness retreats, and unique cultural experiences.

Mobile & Digital Payments – Widespread use of Alipay & WeChat Pay, requiring businesses to adapt.



What's next?

🌐 By 2028, the market is projected to surge to 200 million trips, according to a China Trading Desk report, and first reported by Skift.

🔑 Some of the key insights include:

Regional destinations like Singapore, Japan, and South Korea remain highly favored.

Spontaneity has emerged as a defining trend, with 74% of travelers booking trips less than a month in advance.

Most travelers prioritize booking flights first, while around one-fifth prefer to secure accommodations first.



Gen Z Travel Preferences

📌 Role of Digital Platforms

Digital platforms like Xiaohongshu and Douyin play a crucial role in travel inspiration, with short-form videos and user-generated content significantly influencing travel decisions.

📌 Increasing Travel Frequency & Duration

Young Chinese travelers are planning more frequent overseas trips, with the average trip duration extending to nearly 10 days.

📌 Shift in Travel Preferences

There is a growing preference for immersive and authentic experiences over traditional itineraries, with 54% of respondents favoring independent travel to destinations that offer both affordability and rich cultural or leisure activities.



Gen Z Travel Preferences

Gen Z Travel Interests

Outdoor and remote destinations are becoming increasingly popular, alongside a rising interest in adventure-oriented travel experiences.

Top Destinations

Singapore and South Korea are among the most preferred destinations, with South Korea's popularity driven by the influence of K-pop culture.



10 key consumer trends in China

1. The Pursuit of Value and Excellence
Consumers are increasingly seeking an optimal balance of price and quality focused on products and services that maximize happiness, comfort, and satisfaction.

-  **64.3% avoid impulsive buys.**
-  **61.9% rely on reviews.**
-  **61.1% evaluate practicality before purchasing.**



10 key consumer trends in China

2. Inner World Reshaping

Consumers are shifting focus inward, seeking authenticity and emotional fulfillment. Emotional consumption, like lifestyle adjustments and moments of joy, is becoming a significant factor in purchasing decisions.

- 🔑 84% of consumers want products that surprise them.**
- 💡 77.8% are willing to pay more for emotional satisfaction.**



10 key consumer trends in China

3. The Revival of Offline Experiences

Craving real-life experiences after prolonged virtual immersion, consumers are driving a resurgence in offline consumption—whether through outdoor activities, cultural travel, or immersive retail experiences.

📍 Outdoor sports are becoming a real lifestyle.

🚄 High-speed rail boosts offline mobility.

4. Taste Exploration

Consumers are exploring cross-cultural ingredients and flavors, seeking new sensory experiences as a way to relieve stress and discover exciting lifestyles.



10 key consumer trends in China

5. Functionalism

Consumers demand products with clear, scientifically backed ingredients and effective, measurable results—especially in skincare, personal care, and home cleaning.

6. Wellness for Body and Mind

A focus on holistic health and enjoyable wellness practices is emerging, blending traditional healing methods with modern life for a convenient and fulfilling path to better health.



10 key consumer trends in China

7. Reconstructing the Local Experience

With a heightened appreciation for their immediate environment, consumers are seeking local, community-based businesses that offer convenience and a sense of belonging.

8. Brand Cohesion and Connection

As consumers become more self-aware, brands must craft authentic narratives, relatable experiences, and deeper emotional connections to achieve lasting loyalty.

 ***69.5% of consumers prioritize brands that reflect their values.***



10 key consumer trends in China

9. New Chinese Aesthetics

The fusion of traditional "New Chinese" culture with modern life is gaining momentum, with consumers embracing culturally rich experiences across fashion, beauty, food, and more.

10. AI-Enhanced Enjoyment

AI technology is transforming everyday life, enabling personalized, delightful experiences that exceed consumer expectations, delivering more surprises and satisfaction.





THE V FACTORY

PARIS · SHANGHAI



LET'S TALK ABOUT YOUR PROJECTS WITH CHINA

contact@thefactory.com

www.thefactory.com