

CHINA

LUXURY CONSUMER FORECAST

2025

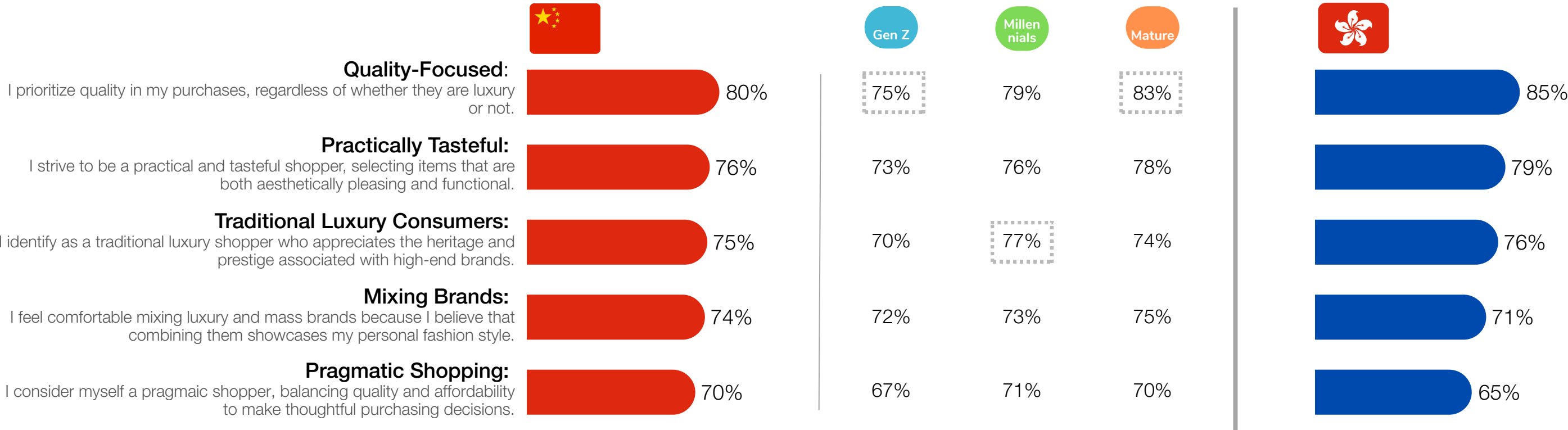
Mid-Year

Luxury Spending Preference

Majority of Chinese and Hong Kong luxury consumers are Quality-Focused, prioritizing durability and craftsmanship over brand status, followed by Practical Tasteful shoppers and Traditional Luxury Consumers.

- Gen Z and mature consumers are more Quality-Focused, while millennials lean toward Traditional Luxury, appreciating the status and history of high-end brands

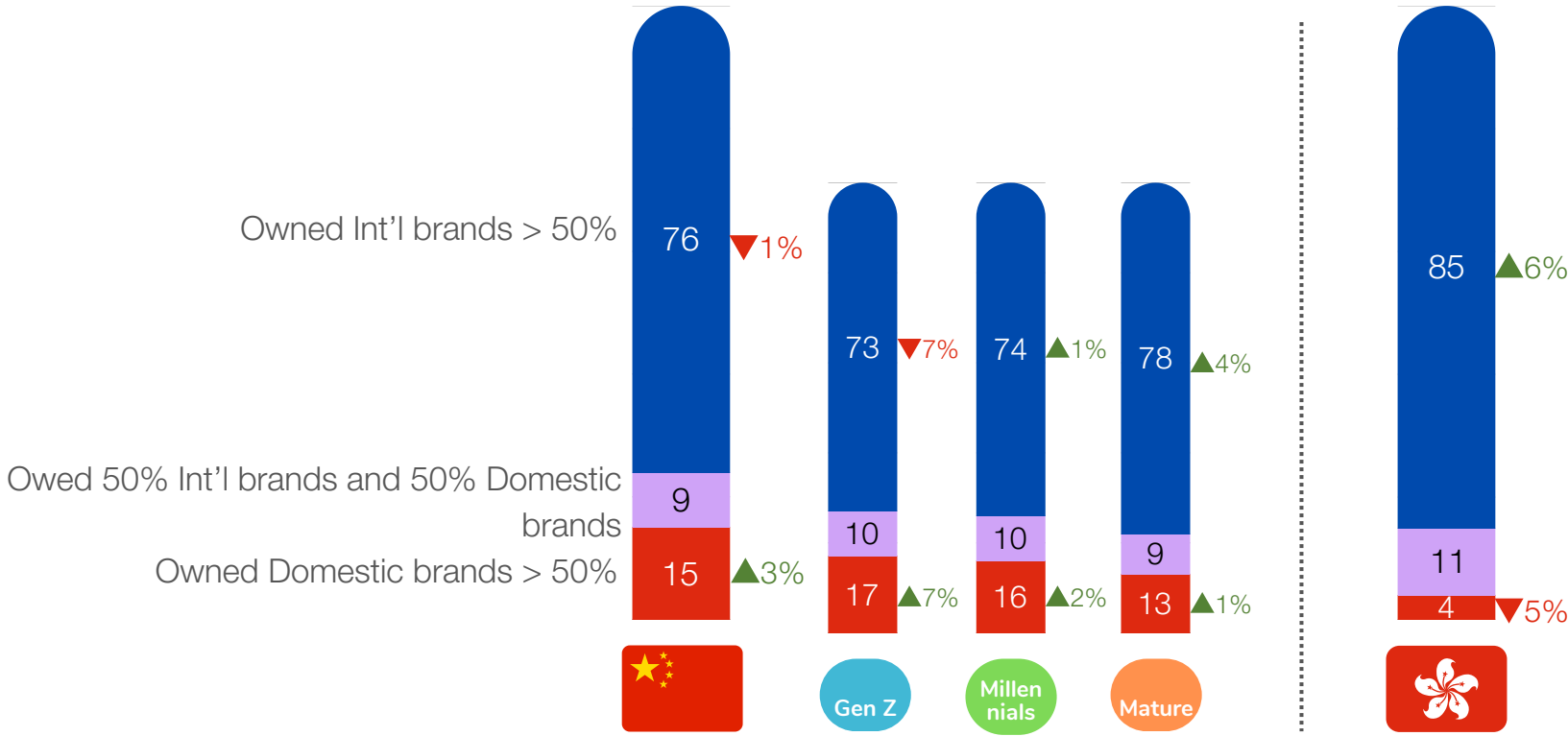
Type of Luxury Shoppers (Luxury, Premium and Mass Brands)



Mainland Chinese consumers are showing greater interest in domestic luxury brands compared to their Hong Kong counterparts.

- This trend is particularly pronounced among younger consumers, with Gen Z and millennials demonstrating stronger preferences for domestic brands than the mature segment.

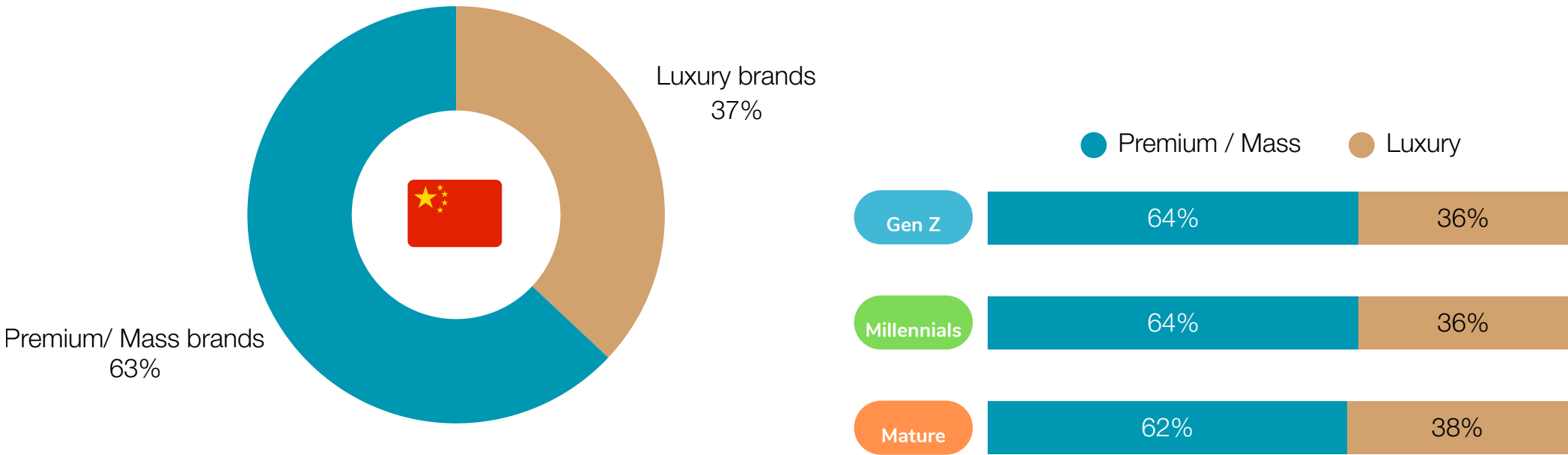
Proportion of Chinese and International Luxury Brands Purchased



63% of shopping budget is still with premium / mass brands. Mainland Chinese luxury shoppers prioritizing quality over brand prestige.

- When they encounter well-crafted products from mass or premium brands, they are willing to purchase them. The Pragmatic nature of Mainland Chinese luxury consumers will continue to challenge luxury brands going forwards.

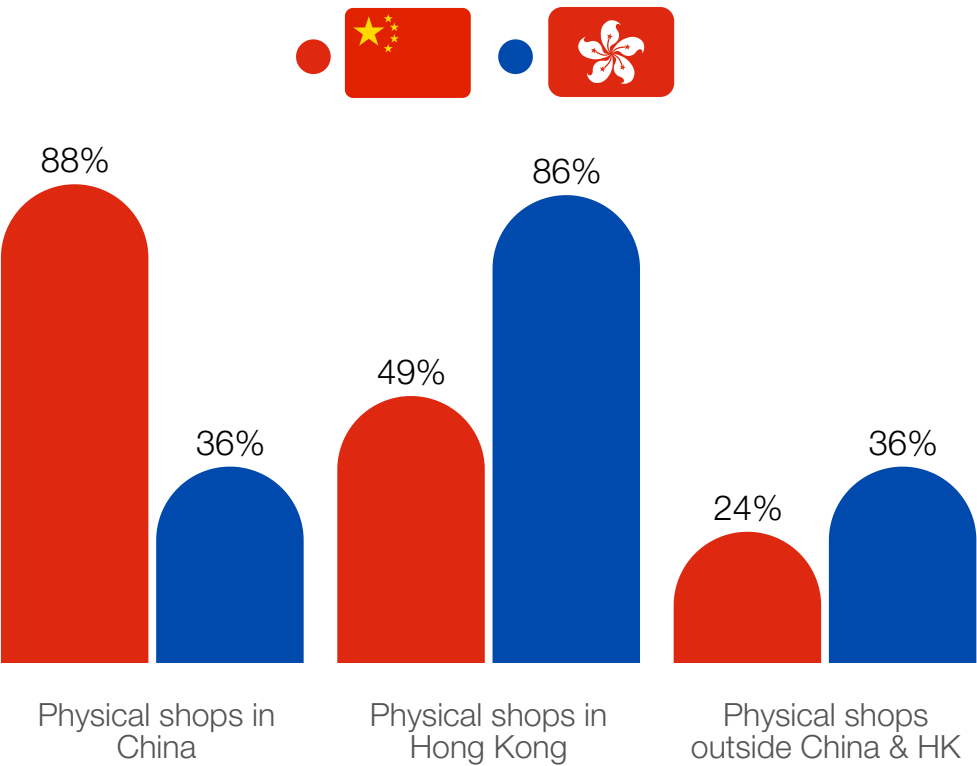
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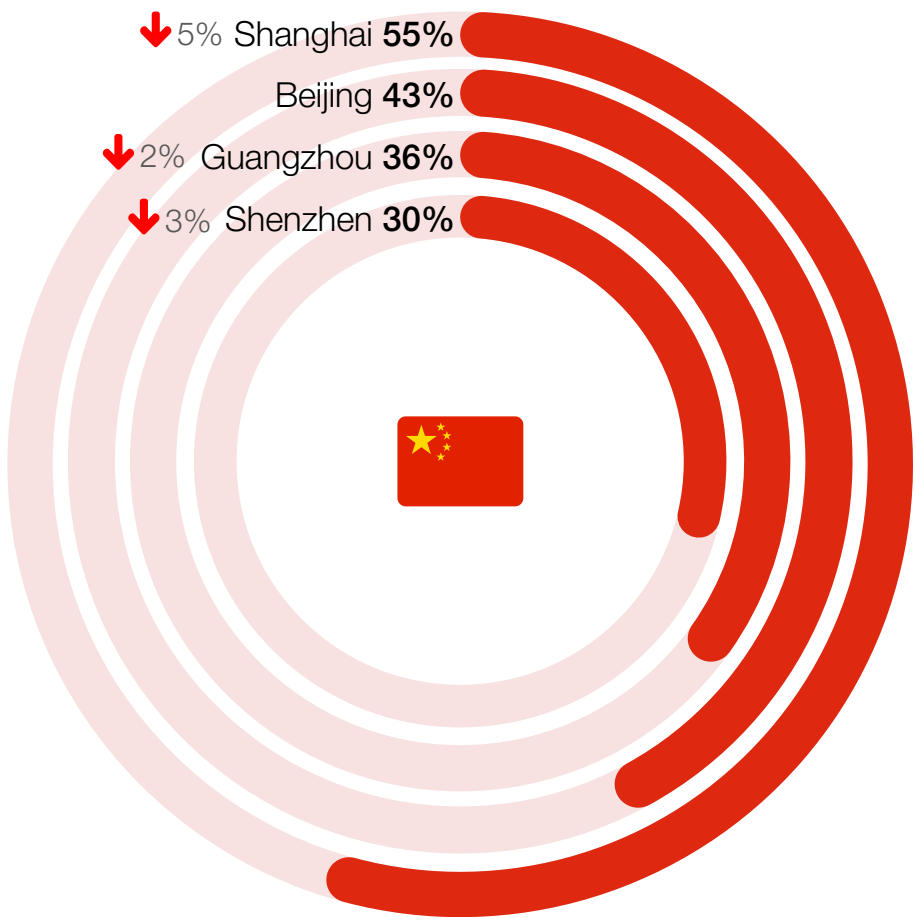
Majority of Chinese luxury consumers (88%) buy their luxury goods in physical stores within mainland China, while Hong Kong shoppers purchase from physical shops in Hong Kong.

➤ Tier 1 cities (Beijing, Shanghai, Guangzhou, and Shenzhen) remain the top destinations for luxury purchases.

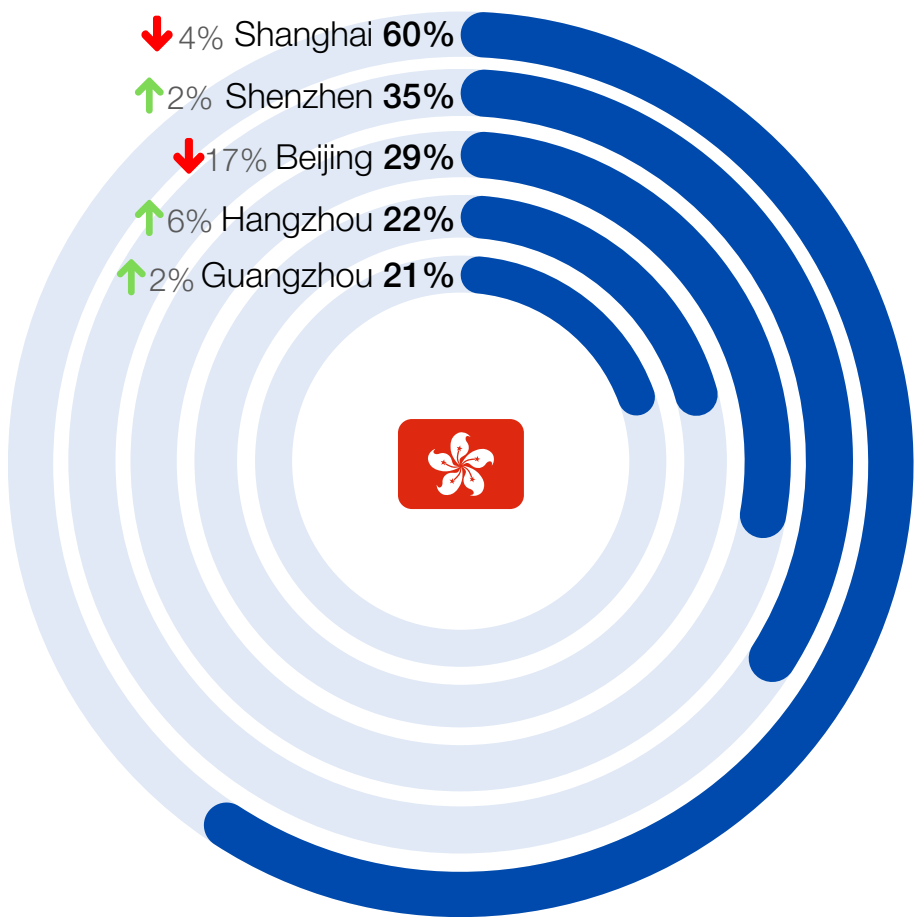
Place to Purchase Luxury Items



Top Chinese Cities That Consumers Purchased Luxury in



Hainan
Sanya 13% ↓10%
Haikou 7% ↓10%

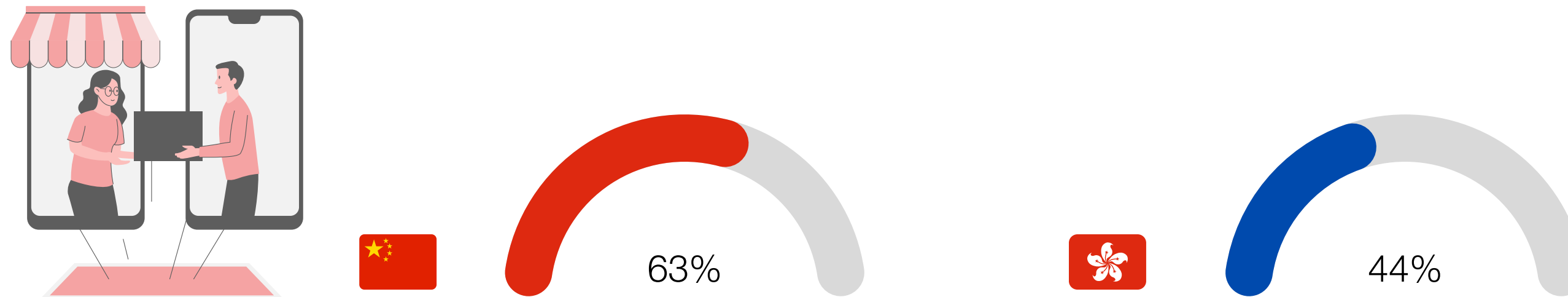


Hainan
Sanya 13% ↑8%
Haikou 2% ↓2%

While physical retail remains dominant in luxury purchases, 63% of Chinese consumers have bought luxury products online.

- This growth aligns with broader trends in China's digital economy, which saw steady gains in Q1 2025, according to the National Bureau of Statistics of China.

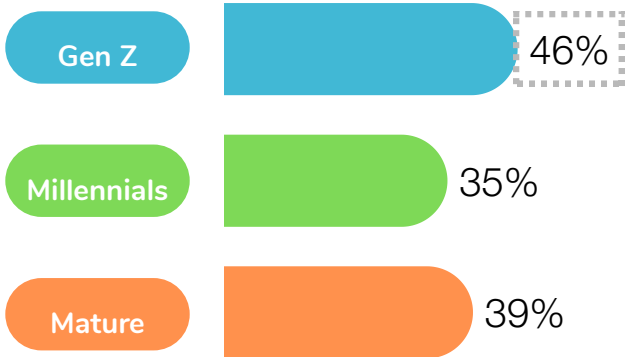
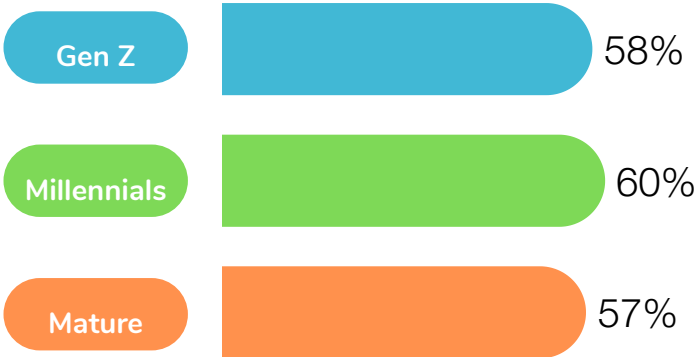
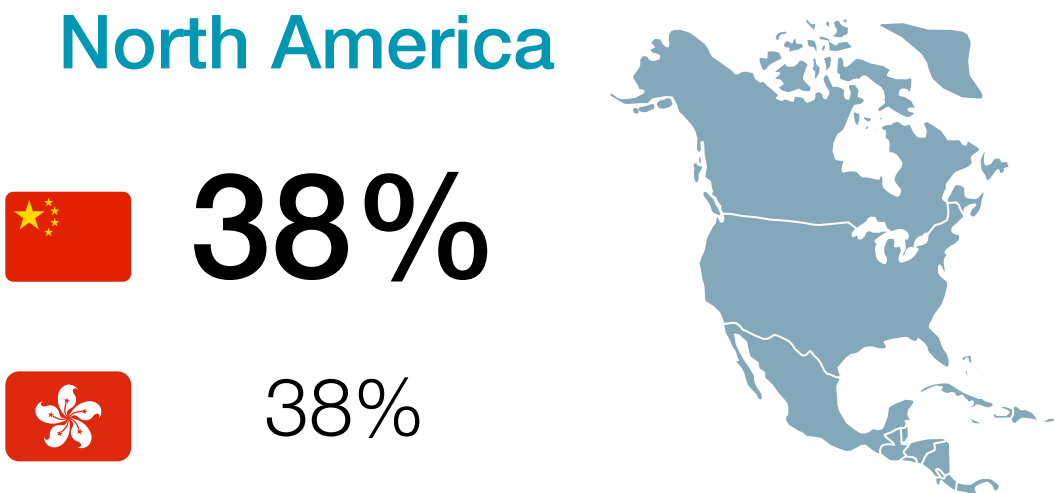
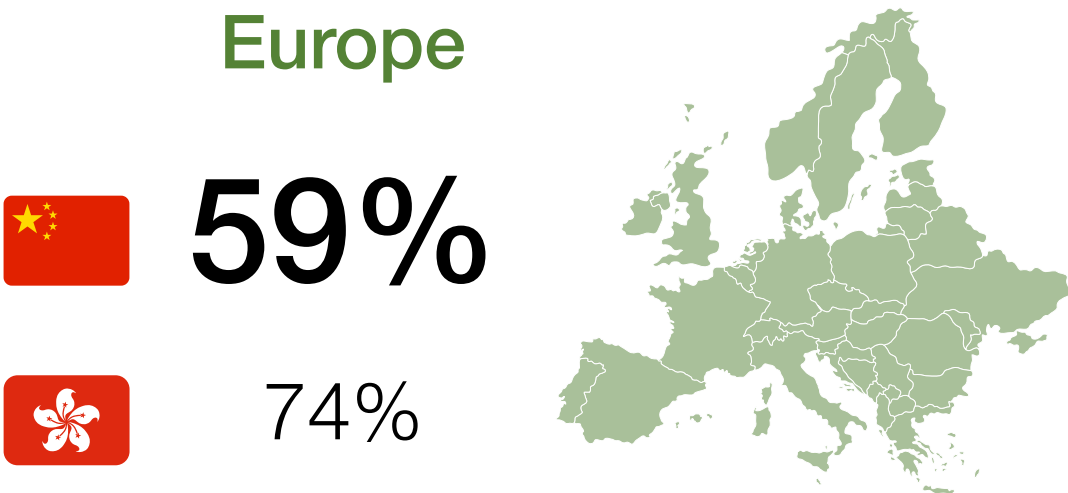
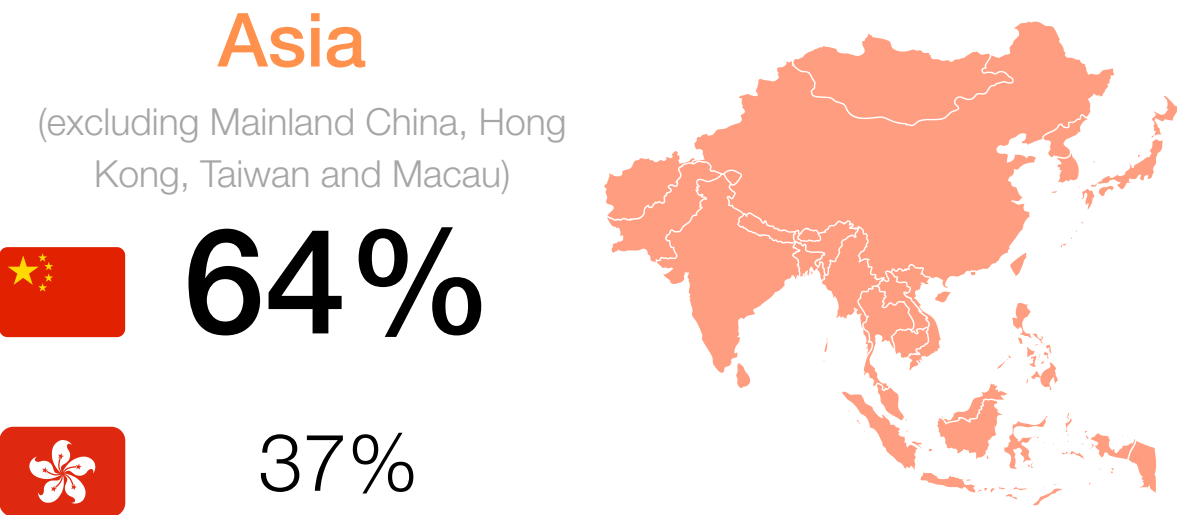
Purchase Luxury Items through Digital Channels (Online or via App).



When shopping abroad, Chinese consumers prefer Asia (64%) and Europe (59%), likely due to proximity and strong brand availability.

- Gen Z luxury consumers are more drawn to North America compared to other age groups. While for millennials and mature segment, they still prefer Asia more for luxury brand purchased.

Region Prefer When Shopping Internationally for Luxury Brands



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The Rise of Domestic
Brands and Evolving
Consumer Values



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Where Mainland Chinese
Luxury Consumer Shop



<https://mdr-i.com/where-mainland-chinese-luxury-consumer-shop-physical-stores-still-regin-as-digital-gains-ground>