

ForwardKeys webinar to reveal latest in Chinese travel & retail

ForwardKeys has partnered with Jessica's Secret to reveal the latest Chinese travel and retail data and insights during an industry webinar on August 25. Global brands and tourism boards will be surprised with our findings.

According to the CEO of Jessica's Secret, Mirko Wang, the success of luxury brands in China is based on targeting mainland big spenders and remaining consistent in the use of influencers and promotions year-round.



Mirko Wang, CEO, Jessica's Secret

“Chinese shoppers are fans of luxury or hard-to-find products. However, this doesn't mean a boutique brand will not be a hot item to have. We saw that this summer when a little-known Swedish fragrance brand made it to the top 5 list as a result of its clever way of marketing via Red Book, WeChat and influencers,” says Mirko Wang.

The latest air ticketing data from ForwardKeys shows that June - August, travel volumes have increased to destinations such as Hainan and Macau from key origin cities such as Beijing and Shanghai.



Nancy Dai, China Market Export, ForwardKeys

“It is interesting to observe that both Beijing and Shanghai travelers have led the popularity for travel to Hainan and Macau, since 2019 until now. However, with a growing appetite to shop and travel in Haikou, Chongqing and Chengdu are cities worthwhile considering for luxury brands to engage with,” adds Nancy Dai, China Market Export, ForwardKeys.

When it comes to shopping, Chinese consumers are most interested in purchasing a designer handbag, especially from Louis Vuitton, reveals the team at Jessica’s Secret. “Gucci handbags are also a product of interest in China; however, its price point is often what stops the transaction from happening,” advises Wang.

Register to attend the webinar to find out by category, which brands and products are on the summer hotlist as a must-have item in China. From makeup and cosmetics to wine and spirits, all will be revealed next week.

To register visit: <https://forwardkeys.com/chinese-shoppers-top-trends-this-summer-webinar/>