



China-Britain  
Business Council  
英中贸易协会

# CHINA CONSUMER 2025

Event Programme

*24th November, London*



# China Consumer 2025

**A new Chinese consumer generation is emerging in the world's most exciting market for UK lifestyle brands.**

**A young and digital savvy cohort is moving away from traditional brand-driven purchasing decisions, towards mindful consumption: prioritizing value and sustainability.**

## Does 'Brand UK' still matter in China?

**More than ever.** British culture related content on the Chinese social commerce platform, RedNote, is up over 200 percent year-on-year - indicating curiosity and hunger for British brands of provenance and craftsmanship, heritage appeal and stories that resonate emotionally.

But **brand storytelling is not enough.**

In a post-tariff world, Chinese consumers are focusing on **personal well-being and unique experiences over material possessions.** Brands need to listen to their needs.

Given the sheer size of Chinese consumers and their active participation in the development of new products, services and technologies, **what the market does will have tremendous implications for UK companies' own strategies for growth.**

We are delighted to share details of our **upcoming China Consumer 2025 programme** and invite sponsors to join us for this flagship CBBC consumer event.







## A Look Back at Last Year's Event

Over 200 delegates from luxury & consumer companies - with attendees from both multinationals with an established presence in the Chinese market, through to companies beginning their China journey - joined CBBC for last year's China Consumer conference and CBBC's Autumn reception.

Learn more [here](#).

This year's event will be hosted in London on 24<sup>th</sup> November - and is a fantastic opportunity for UK brands to update their China market strategy.

From panel discussions to fireside chats, meet the China partner and Chinese Influencers opportunities, to a new British brands showcase, CBBC's China Consumer 2025 offers a holistic view of China's consumer trends, tangible business leads and shared best practices.



# Event Agenda

*24<sup>th</sup> November, 10 Union Street, London*

## Panel Sessions

- The programme will feature **peer-to-peer panel discussions** where **UK and Chinese brand representatives, Chinese retailers, Influencers, innovators and creatives** will engage in a **dialogue on key topics and considerations shaping the UK consumer agenda in China and engaging Chinese global consumers.**

## Brand Interviews

- Two **fireside chats** with a **UK and a Chinese brand** - each **innovating for growth in the Chinese consumer market.**

## Networking Lunch

- The morning sessions will be followed by a **networking lunch** where attendees can **meet fellow consumer businesses and creative partners** working in the retail, luxury, creative and hospitality space in China, and **swap ideas on brand collaborations and projects.**

## *New for this year: Brands showcase, Meet the China Partners and Influencers*

- **Afternoon sessions will feature meetings with Chinese retailers, UK-based Chinese influencers and a showcase of selected UK brands.** Content will focus on **practical aspects of implementing your China strategy** - from **working with distributors and retailers** to finding the right content creators to **seed the brand in the Chinese consumer market.**

## Evening Reception

- **Stay and mingle with delegates from the event** to discuss the takeaways of the day **over drinks and nibbles.**

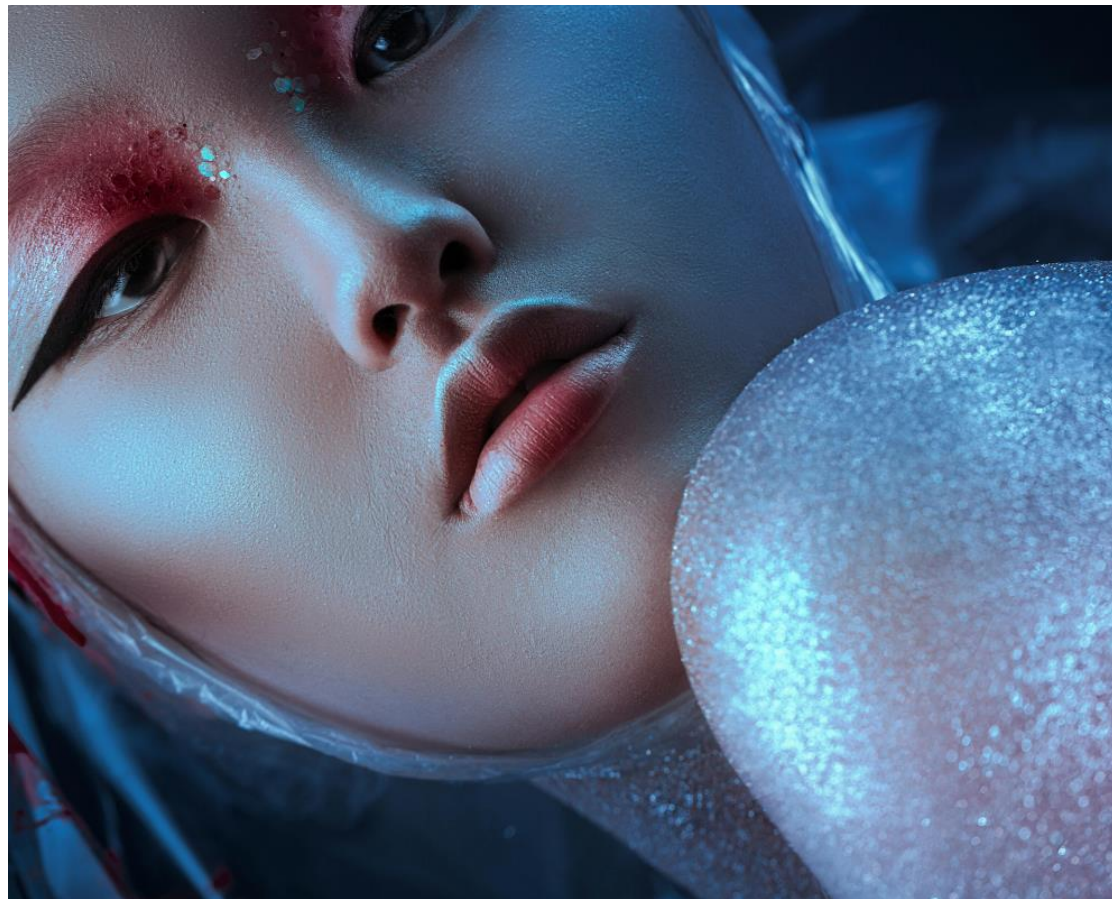
# Event Agenda

*24<sup>th</sup> November, 10 Union Street, London*

Time	Session
9.00 - 9.30	Registration - Refreshments and Networking
9.30 - 9.45	Opening & Welcome remarks
9.45- 10.15	Keynote Addresses
10.15 - 11.00	Panel Discussion: China is democratising luxury. What does this mean for you?
11.00- 11.15	Brand Fireside Chat
11.15 - 11.30	Morning Coffee Break
11.30 - 12.15	Panel Discussion: Navigating the Chinese consumer market in a post-tariff world: The Regulatory, Cultural and Political Landscape
12.15 - 13.00	Panel Discussion: UK Brands in China: Real Stories, Real Strategies
13.00 - 14.15	Lunch
14.15 - 15.00	Panel Discussion - Bridging Beauty: UK Brands & Chinese beauty retailer Harmay
15.00 - 15.45	Panel Discussion: Working with Influencers & Connecting with Consumers
15.45 - 16.00	Afternoon Tea Break
16.00 - 16.30	British Lifestyle Brand Experience
16.30 - 17.00	Brand Fireside Chat
17.30 - 19.30	Drink Reception



# Panel Discussions



## China is democratising luxury - what does this mean for you?

In 2025, Chinese consumers are redefining and democratising the concept of luxury. They favour quirky brand collaborations between luxury houses and Chinese coffee champions and advocate for a new standard of luxury that qualifies the **emerging Chinese brands**.

Across industries, **China is disrupting the luxury establishment and its social hierarchy**. Traditional markers of wealth and exclusivity are being replaced with a more personal, diverse, and experience-driven expression of status and identity. **This shift is led by Gen Z and Millennials—who value *emotional resonance*, *cultural relevance*, and *authenticity* over logos and price tags.**

**For UK brands, this democratisation signals the importance of storytelling, experience design, and digital intimacy over traditional luxury marketing.** Success in China now requires cultural fluency, local collaboration, and a deep understanding of evolving consumer identities. Don't be limited by your brand heritage and DNA, let it be an inspiration for better emotional connection.

# Panel Discussions (continued)



## Navigating the Chinese consumer market in a post-tariff world: The Regulatory, Cultural & Political Landscape

As China's consumer market continues to evolve in complexity and opportunity, **UK brands face a critical need to understand the regulatory frameworks, cultural sensitivities, and political dynamics shaping business success in 2025 and beyond.**

This session brings together legal, cultural, and geopolitical experts to **explore how brands can responsibly and effectively operate in a market influenced by rising nationalism, stringent compliance standards, and shifting global alliances.**

In the context of ongoing **US-China trade tensions and broader geopolitical uncertainty**, this discussion will also dig deeper into **how UK companies can capitalise on the country's middle-ground status of perceived neutrality - navigating risk while uncovering opportunity.**



# Panel Discussions (continued)



## UK Brands in China: Real Stories, Real Strategies

**What does it really take for UK brands to gain traction in China's fast-moving, competitive market? In this candid, insight-packed session, hear directly from the founders and leaders of UK lifestyle, wellness, food and drink, and fashion brands at various stages of their China journey - from first market entry to early growth and brand-building.**

**Through real-world case studies, you'll learn what's working (and what's not), how brands are adapting to local consumer expectations, and how they're approaching everything from platform strategy and influencer marketing to partnerships and product localisation. Whether you're preparing to enter or looking to scale smartly, this session will offer grounded advice, lessons learned, and actionable takeaways to help shape your next steps in China.**

## Bridging Beauty: UK Brands & Chinese beauty retailer Harmay

**Join the British Beauty Council, leading UK beauty brands, and Chinese retailer Harmay for an insider's look at China's fast-changing beauty market. From consumer trends to cross-border collaborations, this session explores how British heritage, and innovation can thrive in partnership with one of China's most influential retailers.**



# Panel Discussions (continued)



## Working with influencers in China's Social Commerce Era

Influencers are no longer just brand amplifiers, they are at the centre of how Chinese consumers discover, trust, and buy products. Working with influencers in China's fast-moving consumer economy requires **profound understanding of the target audience, and quick actions of grasp the market trends**. In this session, we will explore what it takes to **engage Chinese consumers through content and creator partnerships**: from understanding platform trends and consumer behaviours, to navigating the costs, expectations, and realities of influencer marketing in China. **Hear from social commerce experts, platform insiders and Chinese influencers on how UK brands can build visibility, credibility, and community through authentic creator engagement, beyond paid posts and product placement.**

# British Lifestyle Brand Experience at China Consumer 2025

## Showcase Your Brand to China's Next Generation of Storytellers

As part of CBBC's flagship event China Consumer 2025, the **British Lifestyle Brand Experience** offers a unique opportunity for UK brands to engage directly with **UK-based Chinese influencers and content creators**, within the most influential annual event dedicated to China's consumer market.

### Why Take Part:

- » Meet and engage directly with **Chinese content creators active on Xiaohongshu (RED), WeChat, Douyin, and more**
- » Present your brand story in a curated, content-friendly environment
- » Gain real-time exposure to Chinese-speaking audiences through influencer social content
- » Receive a full post-event report with influencer contacts and content links

[\*\*Click here to learn more and register!\*\*](#)



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# ABOUT US

## OUR EXPERIENCE, NETWORK AND INSIGHTS

CBBC is the leading organisation helping UK companies develop and grow their business with China, and Chinese companies expand and invest in the UK. For more than 70 years we have offered unrivalled experience and insight into the ever-changing opportunities for growth between the UK and China.



### OUR EXPERIENCE

We have an established track record and are uniquely positioned to provide clear, impartial advice to help companies thrive in the rapidly evolving Chinese market.



### OUR NETWORK

Our China network has extensive coverage both regionally and sectorally with offices in 10 locations, and a team of experienced in-market specialists dedicated to guiding British companies towards commercial success in China.



### OUR INSIGHTS

Providing you with the latest local market intelligence and contacts is at the heart of any successful market entry or expansion strategy. Our objective is to help you make informed decisions to enable your business to grow in China.



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