

IBISWorld and ABSI

Delivering independent industry research in China

Evaluate new opportunities and markets, qualify prospects, develop winning strategies and increase negotiating strength with IBISWorld's collection of 270+ China industry reports, written and updated by a team of analysts at our local research partner, ABSI.

Make better business decisions with industry insights



Save time on strategic analysis

Quickly determine a Chinese market's strengths and weaknesses, including expansion opportunities and competitive threats.



Access hard-to-find information

Improve your understanding of the business environment in China with analysis and forecasts based on official data sources.



Uncover new opportunities

Evaluate trends in Chinese industries to optimize spending on development, marketing and sales.



Strengthen business plans

Use independent analysis to strengthen business and product plans when evaluating opportunities in Chinese industries.



Benchmark company performance

Use IBISWorld benchmarks to assess a Chinese company's strategy, business model and financials against industry best-practice.



Bolster marketing plans

Segment Chinese markets, understand what customers want and conduct SWOT analyses to determine which opportunities to pursue.

Use industry research to understand and leverage China's fast-growing economy.

Trusted, on-the-ground intelligence

Become an industry expert in minutes, thank to the local industry expertise and experience of our Chinese research partners, ABSI.

Searchable database of 270+ industries

Search IBISWorld's China industry database with the Data Wizard to compare how industries perform based on the metrics that matter to your business.

Market segment breakdown

Compare your organization's performance against data from IBISWorld's entire Chinese industry report collection to identify business opportunities.

At a Glance

Key Takeaways

Performance

Demand for hotels will be rebounded. After the relaxation of restrictive policies, the pent-up demand for tourism has been released, promoting a rebound in the industry.

Digital hotel facilities enhance competitiveness. Large hotels are improving service quality and optimizing profitability through intelligent and digital facilities.

Low-tier cities will become development targets. Large hotel groups are planning to enter the market in low-tier cities.

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Products and Markets

Hotels with different star rates meet customers' diverse needs. High-star hotels provide luxury accommodation, three- or four-star hotels cater to more business travelers, and low-star hotels target price-sensitive customer groups.

Domestic tourists account for the largest proportion. Domestic leisure travelers' demand for hotels has increased significantly, while business travelers' demand has recovered relatively slowly.

International tourists will increase. Benefiting from the resumption of international travel, the proportion of international tourists will increase, but it will be lower than the pre-epidemic level in the short term.

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Revenue

\$68.1bn

'18-'23 ↓ 2.1 %

'23-'28 ↑ 8.6 %

Employees

3m

'18-'23 ↑ 0.6 %

'23-'28 ↑ 2.8 %

Businesses

18,753

'18-'23 ↑ 0.2 %

'23-'28 ↑ 2.0 %

Profit

\$7.4bn

'18-'23 ↓ 8.1 %

Profit Margin

10.9%

'18-'23 ↓ 4.0 pp

Wages


\$9.9bn

'18-'23 ↑ 2.9 %

'23-'28 ↑ 5.9 %

Five-year growth rates display historic and forecast CAGRs

Products and Services



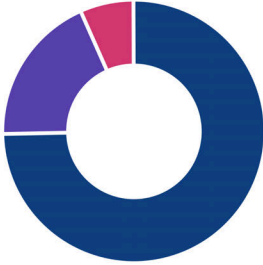
Industry Structure

Characteristic	Level	Trend
Concentration	Low	
Barriers To Entry	Moderate	Decreasing
Regulation and Policy	Moderate	Decreasing
Life Cycle	Mature	

Hotels in China

Major Market Segmentation

Industry revenue in 2022 broken down by key markets



Domestic leisure travelers (\$51.0bn) 74.8%

Domestic business travelers (\$12.7bn) 18.7%

Foreign travelers (\$4.4bn) 6.5%

IBISWorld

Source: IBISWorld

Beijing ABSI Consulting Co., Ltd. (ABSI) is a professional and experienced firm specializing in comprehensive industry and market research focused on China. With deep local expertise and data-driven methodologies, ABSI provides actionable insights to help businesses navigate China's dynamic economic landscape and make decisions effectively.

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