

# Gender-neutral Fashion - China - 2022

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## This report looks at the following areas:

- Consumer's changing purchasing behaviour in gender-neutral fashion
- Concepts that are associated with gender-neutral fashion from consumers' point of view
- Business implications of the reasons for purchasing gender-neutral products
- Consumers' concerns and the barriers to brands promoting gender-neutral fashion
- Captivating brand activities that can effectively improve consumers' favourability
- Consumers' attitudes towards gender-neutral fashion: the opportunities and risks

Gender-neutral fashion has been rising in popularity recently, and China is no exception. Half of the surveyed consumers have purchased gender-neutral or unisex products in the last 12 months, making gender-neutral one of the hottest concepts of the moment as well as a fashion trend in the ascendant.

Modern consumers are breaking down traditional gender norms to pursue the freedom to wear whatever they want. In response to the demands, fashion brands are launching gender-neutral products and harnessing them to empower consumers with the right to choose any roles they prefer, inciting changes to create more inclusive environments in society.

However, marketing and communication around breaking gender stereotypes can have risks, as brands cannot cater to a portion of consumers who embrace the new concept without actively alienating the rest. Being too 'politically correct' in promoting unconventional messages might make the other half of the consumers feel uncomfortable or even offended.

Gender is not a topic in isolation. It's essential for brands to look at the whole picture, such as understanding consumers' purchase experiences of gender-



"Not everyone buys gender-neutral products for spiritual reasons, but most Chinese consumers welcome the freedom and minimalism expressed in gender-neutral trends. The ultimate feeling of comfort and relaxation is why gender-neutral products continue to rise in popularity."

– **Gloria Gan, Research Analyst**

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neutral fashion products, their buying triggers, concerns and barriers, as well as their perceptions of brand activities promoting gender-neutral fashion.



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