

Attitudes towards Street Fashion – China – 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Engagement in street fashion activities
- Consumers' spending on street fashion products
- Channels to learn about street fashion
- Consumers' perception of street fashion
- Consumers' reasons for interest in street fashion
- Consumers' attitudes towards different aspects of street fashion, including the audiences, the aesthetics, the value of street fashion brands and the localisation of street fashion

Street fashion has 20 years of development in China, evolving from a small interest group to a prevalent trend among consumers, especially young consumers. According to Mintel's data, most respondents (98%) have purchased street fashion-related products. A factor in this is people's growing demand for personalisation. Characteristics of street fashion, such as highlighting individuality and pursuing freedom, align with consumers' expectations.

However, Chinese consumers have yet to form a unified perception of street fashion. People pay more attention to the exterior design of street fashion and have less understanding of its spiritual core. How to retain consumers and establish loyalty is a challenge for street fashion brands. Brands need to continuously communicate values and brand concepts so that consumers can identify with them on a spiritual level beyond the products themselves.

Developing an urban street style could be a good opportunity for brands. As consumers seek to express their individuality, they hope to be able to apply it in daily life. Brands need to see product design as a core competency. They should stay focused on designs that balance avant-garde and daily wear.



“China's street fashion market has rapidly expanded among young consumers in recent years and has been recognised by mainstream consumption power. But people's perceptions of street fashion are still shaped more by the exterior design than the spiritual value it represents.”

– Blair Zhang, Senior Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in the Report
- Definition in this Report

EXECUTIVE SUMMARY

- The market
- Companies and brands
- The consumer
- Street fashion is popular among young Chinese audience through touch points like variety shows
Figure 1: Street fashion-related activities consumers participated in, 2022
- Most people have purchased street fashion products, especially the youth
Figure 2: Purchased street fashion products and frequency of purchasing in the past 12 months, 2022
- Leverage public channels to attract potential audience and private channels to communicate with loyal fans
Figure 3: Channels to know street fashion, 2022
- The external styling is recognised more than the spiritual meaning
Figure 4: Perceptions of street fashion, 2022
- Consumers' interest in street fashion primarily for exploring new things
Figure 5: Reasons for interest in street fashion, 2022
- Attitudes towards street fashion
Figure 6: Attitudes towards street fashion, 2022
- What we think

ISSUES AND INSIGHTS

- It's important for street fashion brands to gain mass consumers and retain loyal fans
- The core competitiveness of street fashion brands is the product design

MARKET FACTORS

- Street fashion going from subculture to mainstream among young people
- Street fashion in China

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

WHAT'S IN?

- Boundary between street fashion and high fashion is blurring**
 Figure 7: Collaboration series from Stüssy and Christian Dior, 2020
 Figure 8: Collaboration series from Gallery Dept. and LANVIN, 2022
 Figure 9: Louis Vuitton hired Virgil Abloh as its menswear designer, 2018
- Street fashion embraces gender-neutral as a design language**
 Figure 10: ROARINGWILD and PUMA collaborated to launch products with gender-neutral designs, 2022
- Collaboration with sports brands is not a marketing panacea for street fashion brands**
 Figure 11: Nike collaborated with Stüssy to launch a new series, 2020
 Figure 12: PSNY has collaborated with Air Jordan to launch co-branded shoes since 2014
- Urban outdoor activities may influence next street fashion trends**
 Figure 13: The North Face's outdoor wear, 2022
- Local street fashion brands open the market by addressing the demand for personalised clothing**
 Figure 14: ROARINGWILD's 12th-anniversary activities, 2022

STREET FASHION ENGAGEMENT

- More than half of young respondents are interested in street fashion**
 Figure 15: Interest in street fashion, 2022
- Leveraging touch points with extensive access to engage more audiences**
 Figure 16: Street fashion-related activities consumers participated in, 2022
- High earners are more enthusiastic and involved in street fashion**
 Figure 17: Street fashion-related activities consumers participated in, by personal monthly income, 2022
- Using gender-inclusive activities to build street fashion culture**
 Figure 18: Street fashion-related activities consumers participated in, by gender, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

PURCHASED STREET FASHION PRODUCTS

- Most people have purchased street fashion products**
 Figure 19: Purchased street fashion products and frequency of purchasing in the past 12 months, 2022
- Young consumers spending on street fashion the most and most often**
 Figure 20: Purchasing street fashion products once or more per month in the past 12 months, by age, 2022
 Figure 21: Purchased any street fashion products in the last year, by age, 2022
- More attention to female consumers**
 Figure 22: Purchased street fashion products in the last year, male to female ratio, 2022

CHANNELS TO KNOW STREET FASHION

- Short video helps street fashion increase influence**
 Figure 23: Channels to know street fashion, 2022
- Leveraging public and private traffic channels to serve different marketing purposes**
 Figure 24: Top 5 channels to know street fashion, by following condition, 2022
- Street fashion brands may retain the post-80s market via short video**
 Figure 25: Knowing street fashion through short video platforms, by generation, 2022

PERCEPTION OF STREET FASHION

- Chinese consumers haven't formed a uniform perception of street fashion**
 Figure 26: Perception of street fashion, 2022
- The exterior styling is recognised more than the spiritual meaning**
 Figure 27: Selected perception of street fashion in terms of exterior style and spiritual meaning, 2022
- Young followers say it's hard to define street fashion**
 Figure 28: Perception of street fashion – street fashion cannot be defined, by age, 2022
- Leveraging artistic concepts to attract potential audiences**
 Figure 29: Top 3 perceptions of street fashion, by following condition, 2022

REASONS FOR INTEREST IN STREET FASHION

- Consumers' interest in street fashion primarily for exploring new things**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Reasons for interest in street fashion, 2022

- **Brands should emphasise their spiritual connotations**

Figure 31: Top 3 reasons for interest in street fashion, by following condition, 2022

- **Apply representative street fashion elements when co-branding**

Figure 32: Reasons for interest in street fashion, CHAID analysis, 2022

ATTITUDES TOWARDS STREET FASHION

- **Street fashion provides people with a sense of freedom**

Figure 33: Attitudes towards the target audience of street fashion, by gender and by monthly personal income, 2022

- **Maintaining unique aesthetics is essential to street fashion**

Figure 34: Attitudes towards the aesthetics of street fashion brands, by age, 2022

Figure 35: Attitudes towards the value of street fashion brands, by monthly personal income, 2022

- **Consumers expect to see more localised street fashion**

Figure 36: Attitudes towards the localisation of street fashion, 2022

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **CHAID Analysis**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.