

# Loungewear - China - 2023

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## This report looks at the following areas:

This Report looks at wearing occasions, product features and channels in order to understand consumer preferences and attitudes with regard to loungewear and nightwear. In addition to enquiring about their dressing habits at home and the information and purchasing channels they use, this Report also explores consumers' relationship with loungewear and nightwear in terms of purchasing factors, their preferred functions, styles and fabrics and their attitudes towards loungewear.

Loungewear has become the clothing of choice for consumers to wear at home. Their requirement for basic functions in loungewear/nightwear and multifaceted considerations when purchasing remind brands to pay greater attention to their real demands. Other than this, consumers are seeking various styles of loungewear and nightwear, with traditional Chinese styles of loungewear being particularly popular among males. This opens up new avenues for brands to expand their range of styles and customer base.

Beyond satisfying the basic consumer need for products, brands also need to pay attention to the emotional value of loungewear and nightwear to consumers during festive occasions and in the home, and incorporate online and offline activities into loungewear and nightwear products to provide customers with physical and mental relaxation. Channel building and offline activities are useful tools for brands to reach potential customers from various angles, helping to build brand image and increase brand awareness.



"Today's consumers have reached a consensus on wearing loungewear at home, and their consideration of a product's basic value has become more multifaceted. Brands need to take into account consumers' real demands in order to provide products that truly meet their needs."

– Helen Ren, Research Analyst

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## Table of Contents

### OVERVIEW

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

### EXECUTIVE SUMMARY

- The Market
- Policies drive clothing industry towards sustainability and high quality
- Consumer confidence remains stable, while consumer psychology shifts from value for money to quality-price ratio
- Chinese consumers suffering from sleep problems
- ‘He economy’ demonstrates potential
- Companies and Brands
- Traditional loungewear brand Fenteng optimises channel marketing, announces official entry into entire category
- Lingerie brands continue omnichannel presence and accelerate diversification
- Luxury brands unveil loungewear lines
- Bringing healing experiences to consumers
- Co-branding brings new possibilities for loungewear
- Festival marketing evokes deep emotions in consumers
- Guiding consumers to engage in sustainable practices
- An endless stream of new functions
- Loungewear collections targeting different consumer segments
- Dedicated nightwear for sleep settings
- The Consumer
- Loungewear and casual outfits preferred for working and studying at home

Figure 1: Consumers’ dressing habits when working/studying at home, 2023

- Loungewear dominates in housework and home leisure settings

Figure 2: Consumers’ dressing habits during housework and home leisure, 2023

- Consumers’ sleep quality closely linked to sleepwear

Figure 3: Consumers’ dressing habits when resting/sleeping in bed, 2023

- Loungewear not the main clothing choice for brief outings

Figure 4: Consumers’ dressing habits when going out briefly, 2023

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Fabric/material is the top consideration for loungewear and nightwear**  
 Figure 5: Purchasing factors when buying loungewear/nightwear, 2023
- Most consumers opt for cotton and silk, while mixed materials gain popularity**  
 Figure 6: Materials of loungewear/nightwear purchased, 2023
- Getting back to basics amid the noise**  
 Figure 7: Functions valued when buying loungewear/nightwear, 2023
- Simple styles most popular, but traditional Chinese style gaining momentum**  
 Figure 8: Styles chosen when buying loungewear/nightwear, 2023
- Complementing online and offline to create an integrated consumer experience**  
 Figure 9: Information channels for loungewear/nightwear, 2023
- Offline channels not to be overlooked as main purchase channels, and brands should focus on presence in interest-based ecommerce**  
 Figure 10: Purchase channels for loungewear/nightwear, 2023
- 'Treating yourself' and gifting occasions show potential**  
 Figure 11: Attitudes towards price points of loungewear/nightwear, 2023
- Loungewear exhibits rigid demand and is integral to sense of ritual at home**  
 Figure 12: Attitudes towards loungewear/nightwear dressing habits, function and style, 2023
- Brands need to show sincerity and offer a range of experiences to attract consumers**  
 Figure 13: Attitudes towards factors influencing the purchase of loungewear/nightwear, 2023
- What we think**

**ISSUES AND INSIGHTS**

- Loungewear/nightwear presents trade-up opportunities, and brands need to provide multi-dimensional value**  
 Figure 14: 'Bananain Cotton' and 'Bananain Silk' loungewear lines, 2023

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Integration of loungewear with various home settings offers consumers physical and mental relaxation**

Figure 15: ubras' Sound Asleep sleep music podcast special and sound therapy meditation event, 2023

Figure 16: MANITO and CPB's spa experience collaboration, 2023

- Creating dedicated home fashion for male consumers**

Figure 17: Beast's 'Drift to the Song of Pine' collection, 2022

**MARKET FACTORS**

- Policies drive clothing industry towards sustainability and high quality**
- Consumer confidence remains stable, while consumer psychology shifts from value for money to quality-price ratio**
- Chinese consumers suffering from sleep problems**
- 'He economy' demonstrates potential**

**KEY PLAYERS' PERFORMANCE**

- Traditional loungewear brand Fenteng optimises channel marketing, announces official entry into entire category**
- Lingerie brands continue omnichannel presence and accelerate diversification**
- Luxury brands unveil loungewear lines**

**MARKETING ACTIVITIES**

- Bringing healing experiences to consumers**  
 Figure 18: Atelier Intimo's 'Flower Self-healing' meditation salon, 2023  
 Figure 19: Silkin pyjama party, 2023
- Co-branding brings new possibilities for loungewear**  
 Figure 20: SANGLUO's artist co-branded 'Leisurely Holiday' collection, 2022  
 Figure 21: Silky Miracle's graffiti loungewear collection in collaboration with Basquiat, 2023
- Festival marketing evokes deep emotions in consumers**  
 Figure 22: Youlan's short film series 'Mum's Loungewear', 2023  
 Figure 23: SANGLUO Fun Series, 2023
- Guiding consumers to engage in sustainable practices**  
 Figure 24: Aimer's 'Zero Carbon in the Wardrobe' campaign and MANITO's 'MANITO IN GREEN' environmental program, 2023

**NEW PRODUCT TRENDS**

- An endless stream of new functions**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 25: Fenteng intelligent temperature-controlled loungewear, 2023

Figure 26: SANGLUO's flavonoid-infused anti-free radical loungewear, 2023

- **Loungewear collections targeting different consumer segments**

Figure 27: ubras' 'Tender Love' collection, 2022

Figure 28: NEIWAI's Maternity & Nursing collection, 2023

- **Dedicated nightwear for sleep settings**

Figure 29: Aimer's nightwear collection, 2023

Figure 30: NEIWAI's 'In Bed' collection, 2023

## DRESSING HABITS AT HOME

- **Loungewear and casual outfits preferred for working and studying at home**

Figure 31: Consumers' dressing habits when working/studying at home, 2023

- **Middle- to high-income consumers prefer loungewear and sportswear when working and studying at home**

Figure 32: Consumers' dressing habits when working/studying at home, by monthly household income, 2023

- **Loungewear dominates in housework and home leisure settings**

Figure 33: Consumers' dressing habits during housework and home leisure, 2023

- **Potential market for loungewear targeting older people's needs**

Figure 34: Consumers who wear loungewear and long johns during housework and home leisure, by generation, 2023

- **Consumers' sleep quality closely linked to nightwear**

Figure 35: Consumers' dressing habits when resting/sleeping in bed, 2023

- **Nightwear must consider physiological changes in consumers**

Figure 36: Consumers' dressing habits when resting/sleeping in bed, by age, 2023

- **Loungewear not the main clothing choice for brief outings**

Figure 37: Consumers' dressing habits when going out briefly, 2023

## PURCHASING FACTORS FOR LOUNGEWEAR AND NIGHTWEAR

- **Fabric/material is the top consideration for loungewear and nightwear**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 38: Purchasing factors when buying loungewear/nightwear, 2023

- **Most consumers opt for cotton and silk, while mixed materials gain popularity**

Figure 39: Materials of loungewear/nightwear purchased, 2023

- **Highly educated consumers prefer natural materials**

Figure 40: Materials of loungewear/nightwear purchased, by education level, 2023

PREFERRED FUNCTIONS OF LOUNGEWEAR AND NIGHTWEAR

- **Getting back to basics amid the noise**

Figure 41: Functions valued when buying loungewear/nightwear, 2023

- **Gender differences in functional needs for loungewear and nightwear due to lifestyle and aesthetic factors**

Figure 42: Functions valued when buying loungewear/nightwear, by gender, 2023

- **High-income consumers pay more attention to health features**

Figure 43: Considerations of consumers with different monthly incomes when purchasing loungewear/nightwear compared with total, 2023

CONSUMERS' PREFERRED STYLES OF LOUNGEWEAR AND NIGHTWEAR

- **Simple styles most popular, but traditional Chinese style gaining momentum**

Figure 44: Styles chosen when buying loungewear/nightwear, 2023

Figure 45: Repertoire analysis of styles of loungewear/nightwear, 2023

- **Traditional Chinese style sought after by male consumers, while female consumers use style to express multiple selves**

Figure 46: Styles chosen when buying loungewear/nightwear, by gender, 2023

Figure 47: Repertoire analysis of styles of loungewear/nightwear, by gender, 2023

- **Loungewear is new mums' silent companion during transition to motherhood**

Figure 48: Styles chosen when buying loungewear/nightwear, by family structure, 2023

What's included

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

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**INFORMATION AND PURCHASE CHANNELS FOR LOUNGEWEAR AND NIGHTWEAR**

- Combining online and offline information to create an integrated consumer experience**

Figure 49: Information channels for loungewear/nightwear, 2023

Figure 50: Repertoire analysis of information sources of loungewear/nightwear, by gender, 2023
- Offline channels not to be overlooked as main purchase channels, and brands should focus on presence in interest-based ecommerce**

Figure 51: Purchase channels for loungewear/nightwear, 2023

Figure 52: Repertoire analysis of purchase channels of loungewear/nightwear, 2023
- Short video platforms and Xiaohongshu indispensable to young consumers**

Figure 53: Information channels for loungewear/nightwear, by generation, 2023
- Consumers' acquisition of information linked to family structure**

Figure 54: Information channels for loungewear/nightwear, by household structure, 2023
- Consumers focus on more comprehensive content when browsing brands' WeChat mini programs**

Figure 55: Top three considerations when purchasing for respondents who use WeChat mini programs to get information about loungewear/nightwear, 2023
- Consumers in tier 1 cities favour brands' private channels**

Figure 56: Purchase channels for loungewear/nightwear, by city tier, 2023

**ATTITUDES TOWARDS LOUNGEWEAR AND NIGHTWEAR**

- 'Treating yourself' and gifting occasions show potential**

Figure 57: Attitudes towards price points of loungewear/nightwear, 2023
- Consumers living with family are main target audience for high-price loungewear and nightwear**

Figure 58: Attitudes towards not buying loungewear/nightwear costing over RMB500 for daily wear, by living situation, 2023

Figure 59: Attitudes towards buying loungewear/nightwear costing over RMB1,000 as a gift to treat oneself or family/friends, by living situation, 2023

**What's included**

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

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- **Loungewear exhibits rigid demand and is integral to sense of ritual at home**

Figure 60: Attitudes towards loungewear/nightwear dressing habits, function and style, 2023

- **Brands need to show sincerity and offer a range of experiences to attract consumers**

Figure 61: Attitudes towards factors influencing the purchase of loungewear/nightwear, 2023

**APPENDIX – METHODOLOGY AND ABBREVIATIONS**

- **Methodology**
- **Abbreviations**

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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