



# An End to Gender Segmentation?: Raising Children the Gender Neutral Way

*Gender Segmentation -Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022*

PUNE , MAHARASHTRA, INDIA, July 7, 2017 /EINPresswire.com/ -- [Gender Segmentation](#) Industry

## Description

Wiseguyreports.Com Adds “Gender Segmentation -Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2022” To Its Research Database

Across the world, girls and boys are held back by the stereotyped expectations of their gender. As attitudes shift, gender roles change and initiatives target girls to encourage them to develop in non-traditional areas, how is this impacting demand for children's products? This report looks at global change – or a lack of change – in gender expectations for children, and examines the extent to which this is influencing toys, clothes and toiletries.

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## Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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Euromonitor International

June 2017

Introduction

Key Findings

Changing Family Dynamics

Raising Aspirations

Market Impact of Gender Neutrality

Conclusions and Recommendations

Methodology and Definitions

Continued...

Contact Us: Sales@Wiseguyreports.Com Ph: +1-646-845-9349 (Us) Ph: +44 208 133 9349 (Uk)

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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