

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

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Abstracts

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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