

A Multidimensional Analysis of Middle-Aged Consumers' Apparel Demand from a Market Adaptation Perspective

Wenxuan He^{ORCID}, Ruisi Wang^{ORCID}, Xinyi Liu^{ORCID}, Wenzhe Wang*

Fashion Management School, Beijing Institute of Fashion Technology, Beijing, China

Email: *sxywwz@bift.edu.cn

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Abstract

With the irreversible trend of population aging, societal demographic structures are undergoing significant shifts. Contemporary society faces multiple challenges, including the erosion of demographic dividends and rising demands related to eldercare. Meanwhile, as the backbone of daily workforce activity, the middle-aged demographic leverages stable purchasing power and diverse needs to become a dominant force in the consumer market. Consequently, tapping into the middle-aged market has become a critical priority for current socio-economic development. This study adopts a market adaptation lens to examine structural contradictions in middle-aged apparel consumption: first, urgent physiological adaptation needs arise due to body shape changes, yet existing products lack sufficient standardization; second, a disconnect exists between aesthetic upgrades and supply, with consumers seeking vibrant images while market design concepts lag, and domestic brands suffer from low recognition; third, a mismatch between purchasing power and brand positioning is evident, as mainstream price points cluster in the mid-tier segment, but local premium brands exhibit weak pricing power. Based on comprehensive practical research, enterprises can optimize through multidimensional strategies to swiftly meet market demands, enhance profitability and operational efficiency, and build differentiated brand moats amid aging trends. This enables a full-spectrum value upgrade from short-term gains to long-term strategic positioning, driving higher-quality development in the middle-aged apparel market.

Keywords

Market Adaptation Perspective, Middle-Aged Demographic, Apparel Demand Characteristics

1. Research Background

The global aging trend is irreversible. According to the United Nations' World Population Prospects 2023 report, by 2050, the population aged 60 and above will rise from 12% in 2023 to 22% worldwide, with developing countries aging at twice the rate of developed nations (UNDESA, 2023). As a pioneer aging city, Beijing faces an imbalance between the growth of its elderly population and the untapped potential of the "silver economy". The middle-aged demographic, a key consumer segment, accounts for 12% of clothing consumption, significantly higher than the national average of 9% (CASS, 2024). However, the current market supply reveals structural contradictions: the transformation of traditional wholesale markets has led to a contraction in mid-to-low-end supply. At the same time, senior-specific retail counters in malls suffer from outdated designs and inflated prices. This study focuses on the clothing demands of Beijing's middle-aged population, addressing three core contradictions: urgent physiological adaptation needs, a disconnect between aesthetic upgrades and supply, and a mismatch between purchasing power and brand awareness. The goal is to fill gaps in research on middle-aged and elderly consumer behaviour, offer innovative strategies for apparel companies, and align with the "active aging" policy to promote coordinated development of the industry and the silver economy. As a city with an aging population, and given that Beijing's middle-aged demographic exhibits a higher proportion of apparel consumption compared to the national average, the city's consumption upgrade conflicts serve as a benchmark. Therefore, Beijing can be utilized as a "sample slice" for an in-depth analysis of market structural misalignment.

2. Literature Review

Domestic studies indicate regional and cultural factors drive clothing demand among Beijing's middle-aged population. Psychologically, consumers prioritize quality and practicality, with most respondents favouring minimalist designs and multifunctional apparel (Li, Wang, & Zhang, 2021). Social role differentiation segments demand: professional settings boost business casual wear growth, while family environments expand the market for cost-effective loungewear (Wang, 2022). Regionally, the four-season climate creates a necessity for versatile seasonal clothing, and traditional culture reinforces a preference for Chinese elements, such as frog buttons and embroidery, which appear in 37% of business attire (Zhang, 2020). Market adaptation strategies emphasise precision and digitalisation; 64% of consumers accept "affordable luxury" domestic brands, and demand for bright clothing (temperature control, health monitoring) grows 12% annually though physical stores remain the primary experiential channel (Chen, 2023; CMRC, 2023; Liu, 2022).

International research focuses on aging populations and sustainability. In Europe and the U.S., demand for "anti-aging" functional apparel (wrinkle resistance, elastic fabrics) among those over 55 grows 9% annually, with a higher willingness

to pay for eco-friendly materials than younger cohorts (Smith, Brown, & Wilson, 2020). South Korean studies highlight a “generational fusion” trend among middle-aged consumers, where combining classic styles with youthful colours increases purchase conversion by 18% (Kim & Lee, 2021). Technological adoption shows bright clothing (pressure sensing, posture correction) penetration at 14% in workplaces, while Japan’s Uniqlo “offline fitting plus online customization” model boosts repurchase rates among middle-aged customers by 22% (European Fashion Tech, 2022).

In summary, these studies provide foundational support for this research topic. This study, grounded in findings on the quality, practicality and preference for Chinese-style apparel among Beijing’s middle-aged demographic, integrates regional cultural influences and international sustainable consumption research to address the triadic conflicts of physiological fit, aesthetic supply, and consumer perception through innovative approaches. Employing interdisciplinary methodologies and dynamic data tracking, it aims to advance market adaptation from reactive demand fulfilment to proactive creation. It offers a systematic solution to the structural contradictions within the middle-aged apparel market.

3. Investigative Study on the Misalignment of Apparel Demand in the Middle-Aged Cohort

Currently, the apparel demand of the middle-aged population is distinctly shifting from “functional satisfaction” toward “quality and personalization”. Historically, the market has long neglected this demographic’s needs: before 2010, middle-aged clothing was predominantly oversized adult wear characterized by outdated styles and conservative designs, often disparagingly labelled as “baggy and gaudy”, resulting in severe supply-demand imbalances. According to data, China’s middle-aged and elderly apparel market reached a scale of 158.1 billion RMB in 2023, marking a 10.02% year-on-year increase. The research report by Zhongyan Puhua Industry Institute, “2024-2029 China Middle-aged and Elderly Apparel Industry Market Analysis and Development Forecast”, projects the market size to exceed 200 billion RMB by 2025, demonstrating robust growth potential. The market scale is even more substantial, including the population aged 50 and above (Zhongyan Puhua Industry Institute, 2024).

This study adopts a market adaptation perspective, defining market adaptation as the ability of enterprises, individuals, or other entities to swiftly and flexibly adjust their strategies, behaviors, and structures in response to market changes, thereby adapting to new market environments and demands. It then describes the challenges facing the contemporary middle-aged apparel market, focusing on the misalignment between the current middle-aged apparel market and clothing demands. The study articulates the structural contradictions in middle-aged apparel consumption from three aspects:

First, there is a disconnect between physiological fit requirements and product design. Standardized sizing and lacking functional features result in a poor user

experience. Regarding body shape adaptation, 73.66% of the middle-aged demographic experiences weight gain, yet the market relies on a “one-size-fits-all” approach. For instance, a specific menswear brand’s business trousers exhibit a 22% return rate due to tight crotch areas and imbalanced waist-to-hip ratios. In contrast, Uniqlo’s “+j series” employs 3D tailoring and elastic zoning, improving size fit accuracy by 37%. Functional innovation lags, with 57.56% of consumers dissatisfied with insufficient features, while penetration of antibacterial, deodorizing, and wrinkle-resistant functions remains below 15%. South Korea’s MCM silver ion antibacterial suits achieve a 99% sterilization rate through nanocoating technology, commanding only a 10% premium yet driving an 18% market share increase. Domestic health-monitoring apparel remains experimental; Li Ning’s bright sports shirts are priced 40% higher than standard models, placing them outside mainstream consumer segments.

Second, there is a lack of scenario-based adaptation. The retired and rehired workforce (8.78%) requires hybrid “professional + casual” designs, but the market lacks viable solutions. Italy’s Loro Piana detachable collar shirts, priced above 2000 yuan, have seen weak demand; Bosideng’s wrinkle-free trousers suffer from rigid cuts, covering less than 30% of the weight-gain demographic. Secondly, the aesthetic supply lags behind consumption upgrades, with consumers criticizing the market for “outdated design” issues. Middle-aged apparel is often labelled as “baggy and flashy” or “stale and old-fashioned”, where design obsolescence and rigid cultural symbols diminish market appeal. There is a generational aesthetic divide; 35.12% of consumers prefer bright colours, yet the market remains dominated by black, grey, and navy. South Korea’s Mango strategy of “classic styles with youthful colours” (e.g., navy suits with bright yellow linings) increased conversion rates among the 35 - 45 age group by 18%. Domestically, Youngor’s dark colour palette accounts for over 85%, with bright colours under 15%. The application of cultural symbols is inflexible; Chinese elements (frog buttons, embroidery) have only a 37% penetration in business attire. Although Erdos’s “Thousand Miles of Rivers and Mountains” cashmere coat commands a 30% premium, over-reliance on traditional motifs results in the loss of younger consumers. Italy’s Brunello Cucinelli combines Renaissance patterns with minimalist tailoring, driving a 52% increase in online search volume. Currently, some brands adopt conservative colour strategies; Teenie Weenie’s “Morandi palette plus classic plaid” boosted middle-aged knitwear sales by 27%, while Peacebird’s “dad pants with neon colours” were rejected, with repurchase rates below 10% among customers over 48.

Third, there is a misalignment between consumer purchasing power and brand positioning, with price wars compressing profit margins and hindering premiumization efforts. Product offerings within the 100 - 300 yuan price range account for over 70%, but homogeneous designs result in low repurchase rates. Semir’s financial report indicates that basic styles contribute 65% of revenue, yet repurchase rates are only 28%. Uniqlo’s tiered pricing strategy through the “UT series”

(basic items at 99 yuan, collaborations at 399 yuan) has increased average spend among middle-aged customers by 19%. Premiumization struggles persist: Bosideng's "Dengfeng" series, priced between 1500 - 3000 yuan, lacks technological differentiation (relying solely on increased down fill), capturing less than one-third of Canada Goose's market share. Moncler's "technology + art" approach (Gore-Tex combined with street art) has boosted purchase rates among consumers aged 50+ by 24%; meanwhile, Zhihe's "eco-friendly cashmere + Dunhuang prints" remains confined to regional markets. Channel experience fragmentation is evident: 51.71% of consumers call for enhanced offline fitting experiences, yet domestic stores still rely heavily on sales assistants, with fitting-to-purchase conversion rates below 15%. Uniqlo's "smart buyer" AI-powered recommendation screens have improved conversion rates by 32%; however, virtual fitting technology in China lags, with Vipshop experiencing a 34% return rate due to sizing inconsistencies.

4. Analysis of Middle-Aged Consumers' Apparel Preferences

This study surveyed individuals aged 48 - 58 in Beijing to analyze apparel demand preferences within this demographic. Utilizing a primarily online approach supplemented by offline methods, 214 questionnaires were distributed with 205 valid responses collected (95.8% validity), covering diverse groups including civil servants, freelancers, and retired rehired personnel. The core of the research lies in elucidating the mechanism of demand contradiction rather than statistical inference. A combination of small-sample, in-depth interviews and quantitative questionnaires is sufficient to support the construction of the "physiological-aesthetic-economic" three-dimensional decoupling model. Based on the survey results, three key apparel preference trends among the middle-aged cohort were identified:

Firstly, driven by physiological needs, there is an urgent demand for body shape adaptation and functional upgrades. Due to changes in body composition and health requirements, the middle-aged demographic demands higher physiological adaptability in apparel, necessitating the development of clothing that better addresses their specific needs. Predominantly, weight gain is widespread, and standardized sizing fails to meet these demands. Surveys indicate that 73.66% of middle-aged respondents experience weight gain (40% mild, 33.66% significant), yet the market response to these body shape changes remains inadequate (as illustrated in **Figure 1**). Moreover, 57.56% of consumers report insufficient size fit in existing garments, particularly regarding localized adiposity in the waist, abdomen, and shoulder-neck areas, which lack targeted design solutions. Conventional apparel relies on a one-size-fits-all standardized sizing system without dynamic body shape data integration. For instance, consumers with elevated waist-to-hip ratios are typically offered only loose or tight-fitting options, neglecting the balance between comfort and functionality. Uniqlo Japan employs an "in-store fitting plus online customisation" model, leveraging 3D body scanning technology

to collect user measurements and provide personalised recommendations, resulting in a 22% increase in repurchase rates (Nakamura, 2023). Domestic brands, however, still depend on manual expertise and limited technological adoption. Health-related functional demands are increasingly prominent but exhibit low market penetration. Specifically, 61.46% of consumers prioritise “antibacterial and deodorising” features, reflecting concerns for hygiene and comfort; demand for innovative apparel (e.g., temperature regulation, health monitoring) grows annually by 12%, yet current market penetration remains below 5%. Middle-aged professionals face multifaceted stressors in the workplace and domestic environments (as illustrated in Figure 2), such as prolonged sitting and household chores. However, the market lacks functional textiles that combine breathability with antimicrobial properties. For instance, wrinkle-resistant shirts are standard but address basic anti-wrinkle needs without integrating pressure-sensing or posture-correction technologies. The EU’s HORIZON program has achieved a 14% market penetration of pressure-sensing innovative apparel in workplace settings (European Fashion Tech, 2022). In contrast, domestic brands remain at the conceptual stage, with mass production technologies yet to be realized.

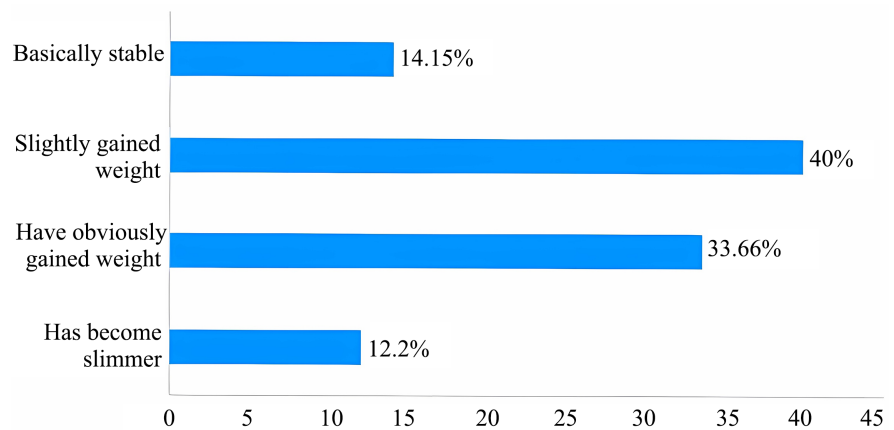


Figure 1. Changes in the body shape of the survey participants.

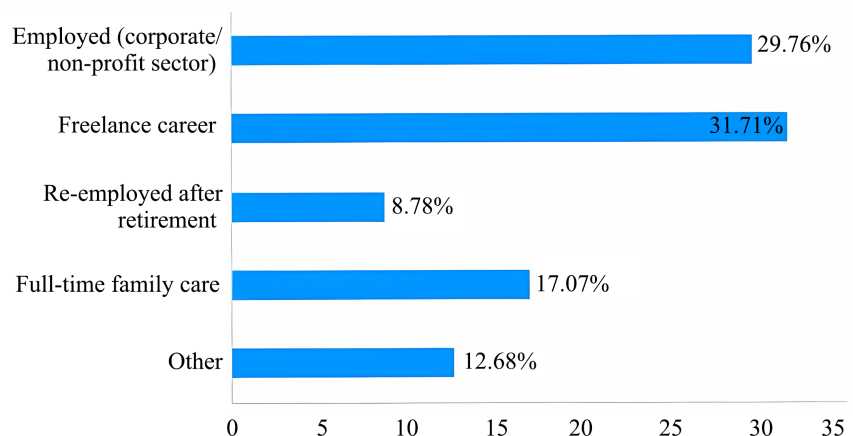


Figure 2. Employment status of survey respondents.

Secondly, there are differences in psychological needs, aesthetic advancement, and cultural identity conflicts. The middle-aged demographic seeks visual age reduction and individual expression, demanding higher standards for traditional cultural symbols that align with intergenerational aesthetics. Primarily, this is reflected in their preference for bright colours and the desire to alleviate age-related anxiety. Specifically, 35.12% of consumers favour vibrant and trendy hues (such as royal blue and magenta), using colour renewal to convey a dynamic image (as illustrated in **Figure 3**). Additionally, 57.07% perceive current designs as outdated, and 34.63% prioritize slimming effects, indicating sensitivity to “visual age”. Post-retirement social activities (travel and gatherings exceeding 60%) increase the demand for high-visibility bright apparel in travel contexts. For instance, the Korean market’s “classic styles plus youthful colours” strategy boosted conversion rates by 18%, whereas domestic brands predominantly offer dark tones, with bright-colored products accounting for only 14% (Kim & Lee, 2021). The preference for bright colours essentially embodies the concept of “active aging”, using apparel to counteract age stereotypes; however, market supply remains constrained by traditional “middle-aged and elderly dress codes”, lacking colour innovation. Furthermore, there is insufficient application of cultural symbols and a lack of intergenerational design integration. Chinese elements (such as frog buttons and embroidery) have only a 37% penetration rate in business attire and largely remain at the level of traditional craft replication. Compared to Korea’s “nostalgia marketing” strategy, which increased conversion rates by 18%, domestic brands show a deficiency in cultural innovation. The middle-aged group desires to express cultural identity (e.g., preference for domestic trends) while avoiding the “old-fashioned” label. For example, 58.05% of consumers “focus solely on the product regardless of origin”, yet support for domestic brands is only 15.61%, reflecting insufficient cultural added value (as illustrated in **Figure 4**). The current market dilemma reflects the entrenched generational image stereotypes. This generational image rigidity further exacerbates market challenges. 57.07% of consumers criticize existing designs as “outdated”, while 35.12% prefer bright colours, highlighting a cognitive divide between tradition and trend. Domestic brands’ collaboration strategies still heavily rely on celebrity endorsements (accounting for over 60%), lacking cultural depth. For instance, the joint sweatshirt collection between Peacebird and the Dunhuang Museum replicates mural patterns without modern reinterpretation, losing target customers. In contrast, Italy’s Brunello Cucinelli integrates Renaissance geometric motifs with minimalist tailoring in its “Neoclassicism” series, attracting consumers over 45 and driving a 52% increase in online search volume. The domestic market supply shows extreme polarization: conservatives cling to the “steady” label (dark suits account for over 70%), while trend followers blindly pursue visual impact (fluorescent sweatpants have a 42% return rate among consumers over 48), causing middle-aged consumers to experience identity anxiety as they are “neither accepted by the youth market nor able to find age-appropriate products”.

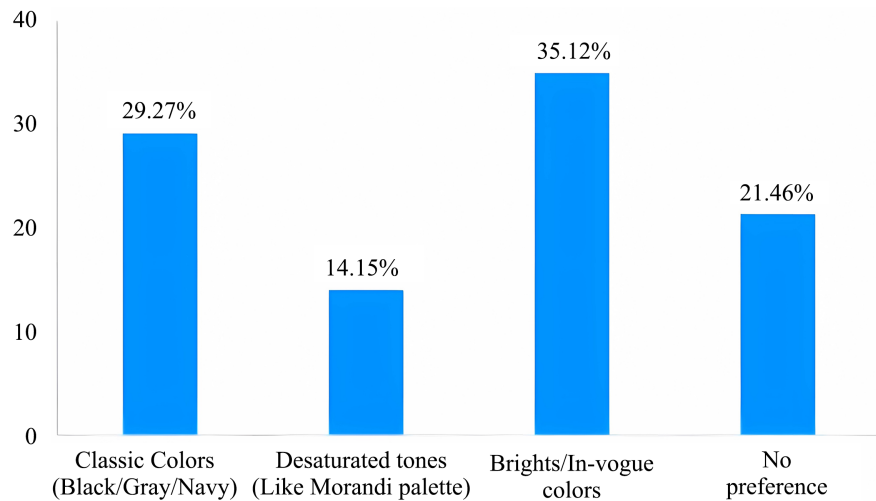


Figure 3. Clothing color preferences of middle-aged adults.

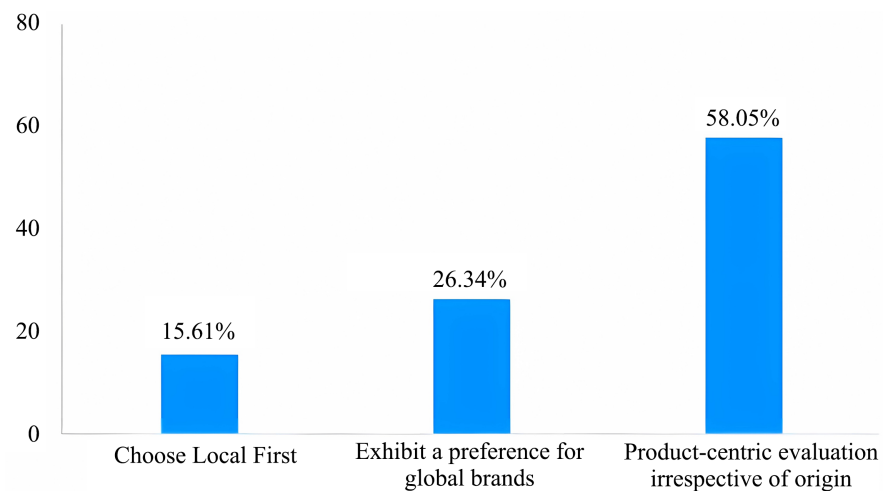


Figure 4. Attitudes of middle-aged adults towards domestic brands.

Thirdly, economic demand predominates, reflecting a dynamic interplay between price sensitivity and value-for-money pursuit. The middle-aged demographic exhibits consumption patterns centred on economic rationality, with pronounced price sensitivity (as illustrated in **Figure 5**). Data indicates an average price rating of 2.82 out of 5, with the 100 - 300 RMB price segment encompassing casual wear (49.76%), sportswear (41.95%), and formal attire (38.54%) (as illustrated in **Figure 6**). Seventy-six per cent of consumers allocate single-item expenditures between 80 - 350 RMB, with an annual apparel budget averaging approximately 2500 RMB. This behaviour correlates closely with peak household financial responsibilities, including over 50% allocation to children's education and eldercare, driving a preference for high-cost-performance products. For instance, 61.46% demand antibacterial and deodorizing features, yet only 23% of products under 300 RMB offer these functionalities, highlighting a tension between features and price. Market homogenization further intensifies the conflict with value-seeking behaviour. While 58.05% of consumers adopt a borderless

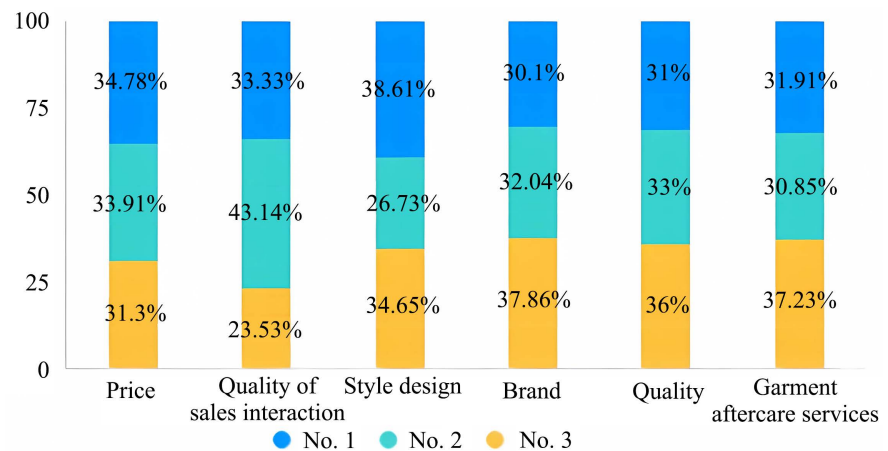


Figure 5. Top three factors influencing apparel purchases among middle-aged consumers.

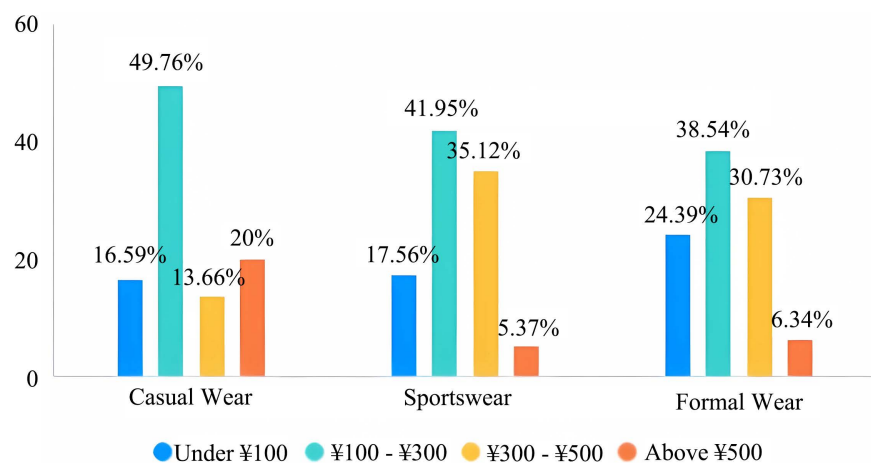


Figure 6. Acceptable price range for single-item apparel among middle-aged consumers.

product perspective, domestic brands suffer from severe product homogeneity, with basic items like wrinkle-resistant shirts and stretch pants exceeding 70% market share. For example, Semir's 2023 financial report shows that the 100 - 300 RMB segment accounts for 65% of revenue, but design uniformity results in a repurchase rate of only 28%. Channel fragmentation exacerbates these issues: 70% of consumers rely on short videos for information, yet 51.71% call for enhanced offline fitting experiences. Domestic stores commonly face outdated store designs (e.g., wall-mounted displays in Beijing malls) and lack intelligent fitting technologies, resulting in conversion rates below 15%. In contrast, Uniqlo's implementation of AI-powered "smart buyer" screens has boosted conversion rates by 32%. Under economic rationality, brand perception misalignment exposes the premium dilemma for domestic brands. While 26.34% of consumers prefer international brands, 58.05% prioritize functionality. Despite being priced approximately 30% lower, domestic brands fail to effectively convert cultural value into consumer willingness to pay. For instance, Bosideng's premium line, the "Dengfeng" series, suffers from a lack of technological differentiation (relying solely on in-

creased down fill power), resulting in a market share less than one-third that of Canada Goose. In contrast, Li-Ning has leveraged “Guochao design combined with cushioning technology” to achieve a 12% market share increase within the 300 - 500 RMB price segment. The core issue lies in the market supply failing to meet the demand for “precise functionality and contextualized user experience,” leading to a dichotomy between “low price, low quality” and “high quality, high price”.

The apparel needs of the middle-aged demographic exhibit a dual emphasis on functional practicality and emotional value: physiologically, concerns over body shape changes and health drive demand for inclusive tailoring and functional features such as antibacterial and odor-resistant fabrics; psychologically, the integration of bright colors with traditional Chinese elements satisfies visual age-defying preferences while reinforcing cultural identity and social recognition; economically, the core consumption pattern centers on “low frequency, mid-range pricing”, favoring high cost-performance basic items, though advanced demands such as slimming cuts and fashion-forward designs are increasingly prominent, reflecting a dual motivation of pragmatism and emotional resonance. This text employs reasoning to penetrate the surface of data, using in-depth local samples as a “microscope” to analyze the structural causes of demand mismatch. The goal is to generate actionable, adaptive strategies rather than statistically significant conclusions. Therefore, specific descriptions of survey designs and statistical analyses are appropriately reduced.

5. Specific Recommendations for the Current Middle-Aged Apparel Market

5.1. Physiological Fit Requirements: Enhancing Body Inclusivity and Functional Innovation

Develop adaptive apparel tailored to dynamic body changes. Addressing the 73.66% prevalence of weight gain among middle-aged consumers, incorporate stretch fabrics such as honeycomb aerogel and modular tailoring techniques to create localized pressure relief systems in areas like the waist, abdomen, and shoulders. For example, design business trousers with built-in invisible support strips to alleviate fatigue from prolonged sitting or household chores. Establish a dynamic body measurement database and collaborate with medical institutions and technology firms to develop AI-driven body scanning tools that offer personalised fit recommendations, mitigating sizing issues reported by 57.56% of consumers.

Strengthen R & D in health-functional garments. In response to the 61.46% consumer demand for antibacterial and odour-resistant features, promote large-scale adoption of silver ion antimicrobial fabrics and graphene heating membranes. Focus on high-frequency items such as antibacterial underwear and wrinkle-resistant shirts for workplace and home environments. Expand into innovative apparel by partnering with wearable technology companies to integrate heart rate monitoring and posture correction functions into business casual wear (e.g.,

pressure-sensing suits under the EU HORIZON program), addressing health management and professional appearance needs.

Segment scenario-specific product lines. For the 8.78% of retired rehired individuals, design business casual collections that balance formality with mobility, such as detachable collar shirts and wrinkle-resistant, non-iron trousers. For full-time homemakers (17.07%), develop loungewear featuring storage pockets, oil-resistant coatings, and antimicrobial treatments to enhance practicality and hygiene.

5.2. Aesthetic Demand: Innovation in Cultural Symbols and Colour Expression

Reconstruct the design language of Chinese elements by integrating traditional craftsmanship (such as pankou buttons and embroidery) with modern minimalist tailoring. For instance, Bosideng incorporates pankou buttons into lightweight down jackets, enhancing product premiumization by 30%. Jiangnan Buyi employs digital printing technology to create dynamic ink-wash effects that appeal to a cross-generational consumer base. Launch “New Guochao” marketing campaigns by collaborating with intangible cultural heritage inheritors to release limited-edition collections (e.g., Su embroidery-themed business attire), strengthening cultural identity while avoiding outdated stereotypes.

Balance bright colour strategies with contextual adaptability. Addressing the 35.12% consumer preference for vivid colours, introduce a “scenario-based bright colour series”: use high-saturation hues (such as royal blue and magenta) for travel settings to increase visibility; apply Morandi colour palettes in workplace attire to balance professionalism with vibrancy. Drawing on South Korea’s “classic styles + youthful colours” approach (which improved conversion rates by 18%), incorporate colour-blocking details in traditional business suits, such as navy and bright yellow linings, to diminish age-related perceptions.

Break down intergenerational aesthetic barriers. Leverage nostalgia marketing to evoke emotional resonance among middle-aged consumers, exemplified by Li Ning’s “90s retro sportswear” series that combines classic designs with contemporary silhouettes to attract the 48 - 58 age group. Utilise social media campaigns like the “Middle-aged Styling Lab” to invite key opinion leaders to showcase the fusion of bright colours and Chinese elements, reshaping the perception of “appropriate yet non-conservative” aesthetics.

5.3. Economic Rational Demand: Developing a Cost-Performance and Emotional Value Equilibrium Model

Implement a tiered pricing strategy. The basic line targets the 100 - 300 RMB price range, leveraging economies of scale to reduce production costs (e.g., Bosideng’s basic down jackets account for over 60%), addressing budget constraints during peak family responsibility periods. Limited editions incorporate cultural IP or advanced technology elements (e.g., antimicrobial temperature-regulating jackets),

priced between 500 - 800 RMB to attract consumers willing to pay a premium for quality (26.34% preference for international brands).

Optimise supply chain and channel integration. Employ a flexible supply chain model and collaborate with e-commerce platforms to enable rapid small-batch responsiveness, adjusting product colours and details based on consumer feedback (e.g., Handu Yishe's flexible supply chain achieves a 30% repurchase rate). Enhance offline store experiences by introducing "smart fitting mirrors + online customisation" zones, resolving the conflict where 70% of consumers rely on online access but desire in-store experiences.

Strengthen domestic brand equity. Elevate the premium positioning of domestic products through a dual "functionality + cultural" approach, such as Li Ning's "professional sports technology + Dunhuang Museum collaboration" strategy, which increased market share by 12% in the 300 - 500 RMB segment. Establish a transparent quality traceability system using blockchain technology to showcase fabric composition and manufacturing processes, boosting consumer trust in domestic basic products (e.g., antimicrobial shirts).

5.4. Policy and Industry Synergy Recommendations

Establish Industry Technical Standards: Collaborate with the Textile Industry Federation to develop a "Functional Grading Standard for Middle-aged Apparel", defining quantifiable metrics for features such as antibacterial and wrinkle-resistant properties to prevent misleading claims. Promote Implementation of Silver Economy Policies: Advocate for government subsidies supporting innovative apparel R & D, including tax incentives for companies integrating health monitoring technologies, to accelerate technology commercialisation. Create Industry-Academia-Research Collaboration Platforms: Facilitate joint R & D initiatives between universities (e.g., Donghua University's Textile College) and enterprises to expedite the adaptation of cutting-edge technologies like 3D-printed garments and biodegradable materials for the middle-aged market.

The breakthrough strategy for the middle-aged apparel market should focus on "precise fit, cultural empowerment, and value equilibrium": addressing physiological needs through technological innovation to resolve body shape and health challenges; reconstructing generational identity via modernization of traditional symbols on the aesthetic front; and balancing functionality and price through tiered pricing and supply chain optimization economically. Going forward, enterprises must develop an integrated model of "data-driven design + culturally immersive operations + agile supply chain" to secure a competitive edge amid the silver economy and consumption upgrade trends.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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