

# Is the future female in China's tech industry?

Insights from new research highlight opportunities for companies and women in the tech industry



Over the decades, women in China have fought for the right to take on fulfilling work previously restricted to men. They have succeeded to some degree, but female participation in the Chinese workforce has declined since 1990<sup>1</sup>, even with equitable education policies and government regulations<sup>2</sup> to improve workplaces for women.

Due to cultural norms and widespread misconceptions about stability and earning potential within the tech industry, **47%** of female tech workers in China received no encouragement from their parents to pursue tech careers. Only **8%** received encouragement from school counselors. Whatever progress has been made, there is a clear need for new approaches to garner public support for women in tech and erase stubborn gender gaps in China's skilled professions.

The source of these statistics is an illuminating new survey of developers and IT professionals, which shows that China's tech field risks losing immense human potential if the root causes of gender inequality are unresolved. Building on prior research in the U.S. and India, the survey is part of the **#WomenWhoMaster** movement led by the Logitech Master Series, which aims to celebrate, amplify, and enable the rise of phenomenal women in tech.

By collecting perspectives that might otherwise go unheard, this research will help China's industry leaders design and implement gender equality initiatives that cut to the heart of the issue.

In partnership with local organizations like She Rewires, Logitech is working to raise awareness of the survey's most pressing challenges. She Rewires is a global organization dedicated to closing the gender gap and empowering women and girls to embrace technology.

## Solutions



**Tackle indirect or subtle insults known as microaggressions and address corporate and societal pressure**



**Create networks of support**



**Increase access to hands-on training and address other barriers to entry**

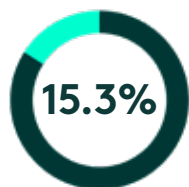
When problems like these are addressed, all of China's tech professionals will finally have the freedom and resources they need to shape the future of their industries.

<sup>1</sup> World Bank. (2024). Women, business and the law: China (Pilot 2.0). <https://wbl.worldbank.org/content/dam/documents/wbl/2024/pilot/WBL24-2-0-China.pdf>

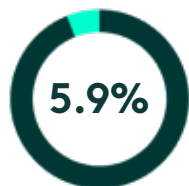
<sup>2</sup> World Bank. (n.d.). China: Gender data overview. <https://genderdata.worldbank.org/en/economies/china>

# Understanding the backdrop

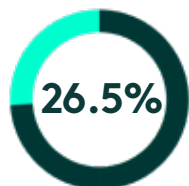
Government initiatives such as education reform have positively affected gender equality in China, with women now claiming the majority of master's degrees<sup>3</sup> and the advantages that come with them. However, big challenges remain<sup>4</sup>:



**15.3%** of time spent on unpaid care and domestic work for women and girls ages 15+



**5.9%** of time spent on unpaid care and domestic work for men



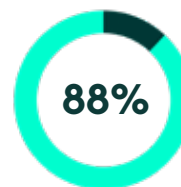
**26.5%** of seats in parliament are held by women



**Negative stereotypes about women and gender discrimination persist in workplaces**

Despite these hurdles, women in the survey entered the tech industry and secured jobs. Most work in their first position as developers, mainly within private national companies. Their average age is **29 years**, and **99%** are employed full-time.

Women in China have a high level of stability within their company.



**88%** of women have been with their current company for 3 to 10 years



As the world's second-largest economy and a hotbed of innovation, China has a great opportunity and responsibility to continue activating the abilities of all its talented women."



**Delphine Donné**

VP and General Manager  
Logitech Personal Workspace Solutions

<sup>3</sup> Statista. (n.d.). Gender distribution of postgraduate and undergraduate students in China in 2022, by degree type.  
<https://www.statista.com/statistics/1324102/china-postgraduate-undergraduate-student-gender-distribution-by-type>

<sup>4</sup> UN Women. (n.d.). China: Gender data.  
<https://data.unwomen.org/country/china>

# Microaggressions: an entrenched problem



Women in China are devalued regularly through microaggressions and unfair stereotypes. If China's tech sector is to be a global leader, we cannot afford to ignore the impact of these problems on women's career satisfaction and performance."

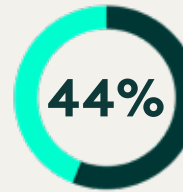


**Wei Shen-Cory**

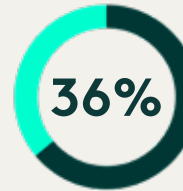
Senior Director, Head of Software Engineering at Logitech

**84%** of women in the survey experience microaggressions—subtle or indirect insults or incidents of discrimination—while working in computer science, and 88% experience microaggressions during their studies. Microaggressions that most affect female tech professionals in China include overly familiar endearments such as "sweetheart," stereotypes about women's skills, and comments that disparage women's thoughts or feelings.

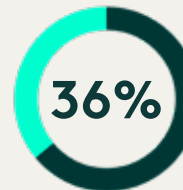
These slights affect women's job performance, contribute to job candidate shortages, and reduce the adaptability and innovation of China's skilled professions.



of women surveyed say they have regularly experienced microaggressions equally from family, friends, and coworkers

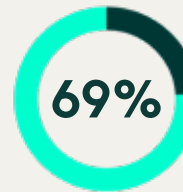


regularly or occasionally feel as if they are treated differently than male colleagues



experience comments about women's emotionality or weaker physicality

Men in the survey confirm this perception.

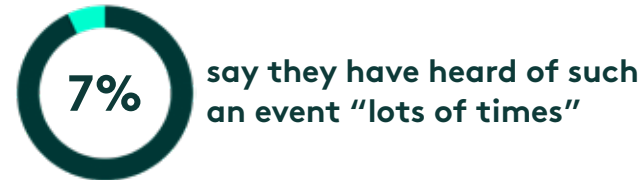
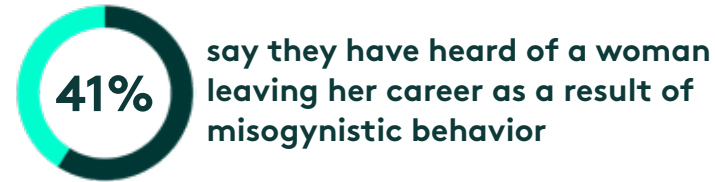
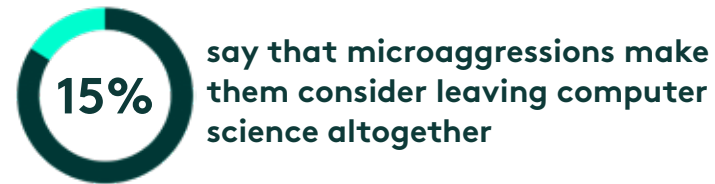
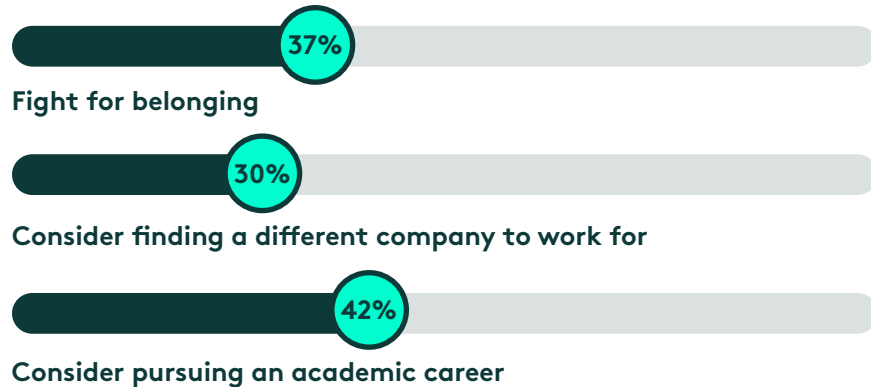


of men surveyed saying that women in IT get fewer opportunities than men



# Why talented women are leaving: the hidden toll of microaggressions

Women surveyed respond to microaggressions most often in three ways:



If microaggressions go unchecked, there is a significant risk to the knowledge base holding up China's tech companies and industry as a whole.

## TACKLE MICROAGGRESSIONS AND ADDRESS CORPORATE, SOCIETAL PRESSURE

Key solutions to address microaggressions in China include improving corporate conditions through training and reducing societal pressure by spotlighting female tech champions.

### SOLUTIONS



#### Foster Allyship

- Reduce microaggressions through workshops and training for employees, leadership, and the community at large.
- Offer training on how bystanders can offer support when observing microaggressions.



#### Broadcast Success Stories

- Showcase stories of successful women in tech to show male colleagues that women provide both indispensable partnership and expertise.
- Show aspiring female workers that the tech field can be rewarding.

# Role models, champions, inspiration, and encouragement

“

I don't come from a tech background, but building a community of women in STEAM has become my source of strength and purpose. I've seen the power of role models — when women see what's possible, connect, and take action, change happens. And we witness this every day in our community: a student confidently choosing a tech major after attending our event; a high school girl stepping up to co-build the community because she sees how girls in her school are discouraged from studying STEM; someone from a non-tech background launching an AI startup after being inspired by others here; and even fathers wanting to set better examples for their daughters. These are real stories from She Rewires — proof that no matter your background or gender, everyone has the power to drive change. We all have a role to play.”



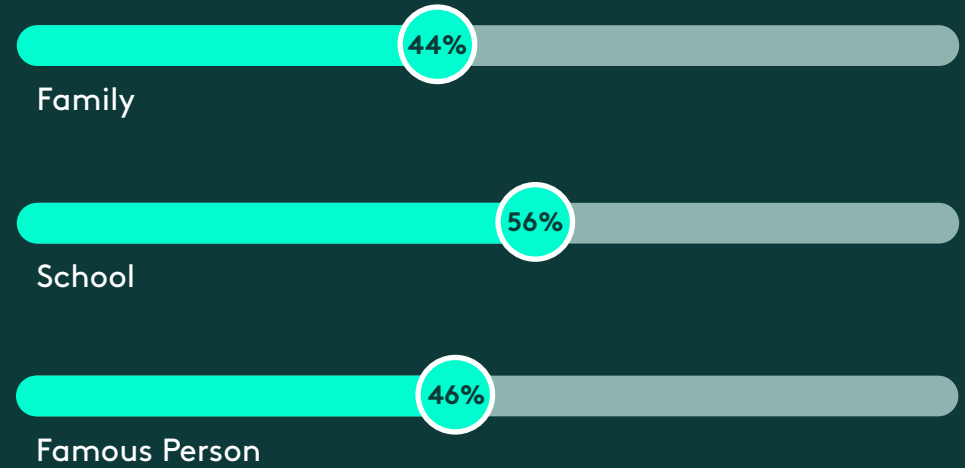
**Jill Tang**

Founder and Community Co-Builder of She Rewires

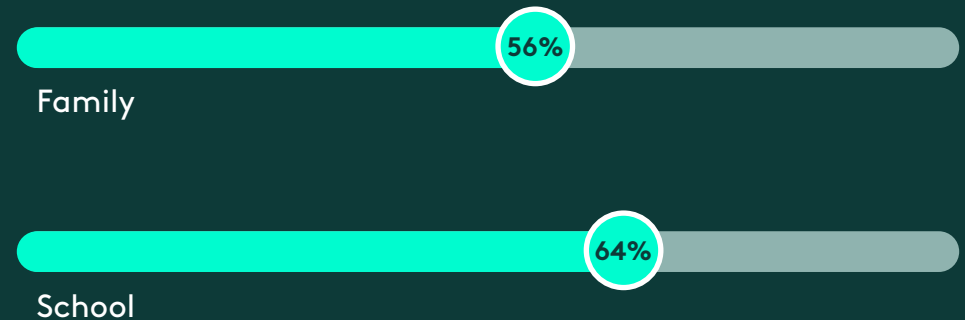
The surveyed women highlighted the importance of individuals who inspired or encouraged their pursuit of computer science. Their motivation to work in tech often came from diverse sources, including family, school, and famous people.

With inspiration and encouragement, especially early on, it can be easier for women to persevere in tech over the years it takes to hone their skills. Networks of support can be a key difference-maker as they progress through their training.

## Sources of inspiration



## Sources of encouragement





School was the leading source of inspiration for women in China's tech journey, and almost one-third of women surveyed were inspired by a famous developer or IT professional. This shows the impact of showcasing female success stories, particularly in academic settings, and may provide a promising direction for future gender equality initiatives.

Crucially, women in China report a relatively low level of familial encouragement. **73** of them received no encouragement from family to pursue a STEM career, compared to **53** of the men surveyed. Along with school counselors — who encouraged just **4%** of the women surveyed — family members could be important target audiences for information campaigns about how and why women in China should contribute to the tech industry.

Spreading awareness of the stability, earning potential, and accessibility of STEM professions should be a key goal, since the decision to major in computer science is significantly influenced by awareness of its top-ranking employment rates and salaries.

Qualitative interviews of tech workers during the survey reveal a perception of computing as the forefront of science, endorsed by the government's view that "science changes our world while computers change our life." However, this perception has not reached everyone, and many women report that their parents did not encourage their career path because they were unaware of how it could improve their lives.

## CREATE NETWORKS OF SUPPORT

Giving inspiration and encouragement to women and girls in China through networks of support can keep them on the path to tech mastery.

### SOLUTIONS



#### Increase school support

Create networks of support in school through mentorship programs where mentors can offer guidance and encouragement to younger women.



#### Fight stereotypes and biases

Implement training programs and information campaigns for teachers and parents to reduce gender biases.



#### Strengthen local networks

Logitech is amplifying local communities and women's groups to reach female professionals who need inspiration and encouragement.

# Barriers to entry: skills, support, and work-life balance



The gender gap in tech doesn't come from just one cause — it's shaped by many factors across society, the workplace, and individual journeys. But that also means we have many entry points to drive change. With collective effort and creative solutions, we can move forward faster — and together."

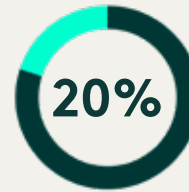


**Jill Tang**

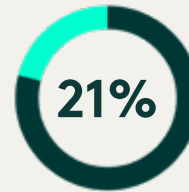
Founder and Community Co-Builder of She Rewires

Along with microaggressions and a lack of role models or encouragement, women in China encounter educational, cultural, and workforce barriers that make it difficult for them to thrive in tech.

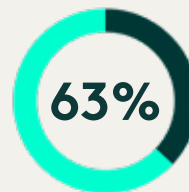
These barriers can prevent them from getting the training they need or securing positions that align with their goals.



report that their education did not include practical or technical skills, as opposed to academic skills



say it is easy to find a job



felt their skills were questioned during the job interview process

Computer science skills were widely found to be necessary (**42%**), but **21%** report missing that skill at the start of their career or current job. Providing more education support and more opportunities for professional development could shrink this disparity between what women need to thrive and what they receive.

In addition to these challenges, many women in China are worried that a tech career will not offer the kind of work-life balance they desire, leading them down other career pathways.



## INCREASE ACCESS TO HANDS-ON TRAINING AND ADDRESS OTHER BARRIERS TO ENTRY

Offering tailored resources and access to industry training can help lower education and workforce barriers. For example, **56%** of the women surveyed report taking a computer science class at a school or university, and **32%** found their first job at a career fair. These and similar initiatives should be focus areas for educators and tech leaders in the years ahead.

### SOLUTIONS



#### Offer hands-on training

Expanding access to the skills women need daily in their jobs can smooth the transition from school to career.



#### Host industry events

Events like career fairs connect professionals and employers while fostering inspiration.



#### Implement inclusive policies

Adopt policies such as comprehensive maternity leave and flexible work options.



#### Raise awareness and revise policies

Logitech plans to raise awareness of the potential that is lost by a biased recruiting process and co-draft replicable hiring guidelines for recruiters.



### What's next

The future of China's tech industry can indeed be female, as the sector holds immense potential with women poised to play a defining role in its growth and innovation. Logitech calls on businesses and professionals in China to embrace the recommendations in this report, push for progress, and actively promote gender equality in the tech sector and the wider workforce.

# Methodology

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Building on the Logitech MX 2022 survey of women in tech in the U.S., Ipsos surveyed 160 women and men working in tech in China and conducted 1-on-1 in-depth interviews with female developers to uncover the insights behind the numbers.

All survey participants were between the ages of 18 and 35 and had been working for 10 years or less as developers (computer programmers, web developers, front- and back-end developers, full-stack developers, application and systems software developers, and software engineers). The survey was conducted in China from November 27, 2023, to December 8, 2023.



# About the Logitech MX #WomenWhoMaster Series

You can't be what you can't see. The Logitech MX #WomenWhoMaster movement is proud to support initiatives that provide girls and women with skills, role models, and strong career pathways.

Here's what we've been up to lately:



**Logitech "The Human Component" video**

In a new Logitech video produced by BBC StoryWorks, a young Kenyan girl named Leddy is inspired to reach for the stars after Logitech introduces her to a trailblazing astronaut.



**Speaking on closing the gender gap at the AI+X Summit**

Logitech had the great pleasure of hosting a panel at the AI+X Summit in Zurich to discuss the gender gap in tech, and how we can help future leaders realize their passions.



**360 commitment to closing the gender gap**

Yuko Nagakura is one of the many examples showing Logitech's 360 commitment to closing the gender gap. When she was 17, Yuko was featured in Logitech MX's "Meet the Masters" series. She was already challenging the status quo and making waves in tech. Two years later, she landed a summer internship with Logitech, inspired, encouraged, and supported by Logitech leaders.



**Women Who Master Series**

Learn more about the #WomenWhoMaster Series: [www.logitech.com/mx/women-who-master](http://www.logitech.com/mx/women-who-master).



## About She Rewires

She Rewires mission is to close the gender gap and to help women embrace technology. They aim to educate, equip, and empower women and girls with the necessary skills, confidence, and opportunities to succeed in STEAM careers, leadership, and in research and deep tech fields with simpler and positive experiences.



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