



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS ACTIVEWEAR IN CHINA



HABITS OF ACTIVE CONSUMERS (EXERCISE AT LEAST 2 DAYS PER WEEK)

4

Average days/week
exercise

82%

exercise with
moderate intensity

73%

workout with
others

71%

typically exercise
for 30-60 minutes

% REGULARLY
EXERCISE



Outdoors



At a gym or
public facility



At Home

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



74%

Running



48%

Cardio training



47%

Walking



41%

Hiking



34%

Cycling or
mountain biking

TYPE OF CLOTHING WORN DURING EXERCISE

36%

Only activewear

37%

Mostly activewear

22%

Mix of active and
non-activewear

5%

Non
Activewear



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Source: Cotton Incorporated's 2025 Global Activewear Survey, Germany, N=1,004

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ACTIVEWEAR IN CHINA



HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

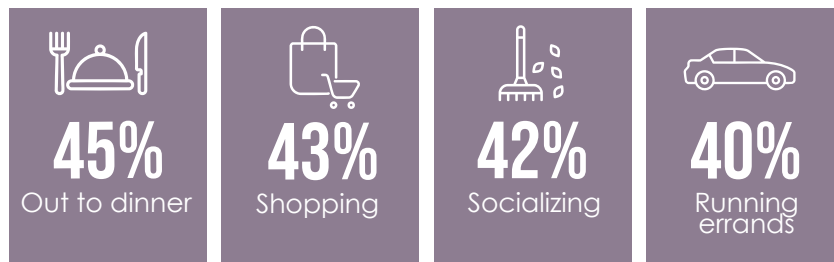
ACTIVEWEAR OWNERSHIP

AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE



MANY OCCASIONS FOR ACTIVEWEAR

% WEAR ATHLETIC APPAREL IN FOLLOWING SITUATION



ACTIVEWEAR PRIMARY PURCHASE DRIVERS



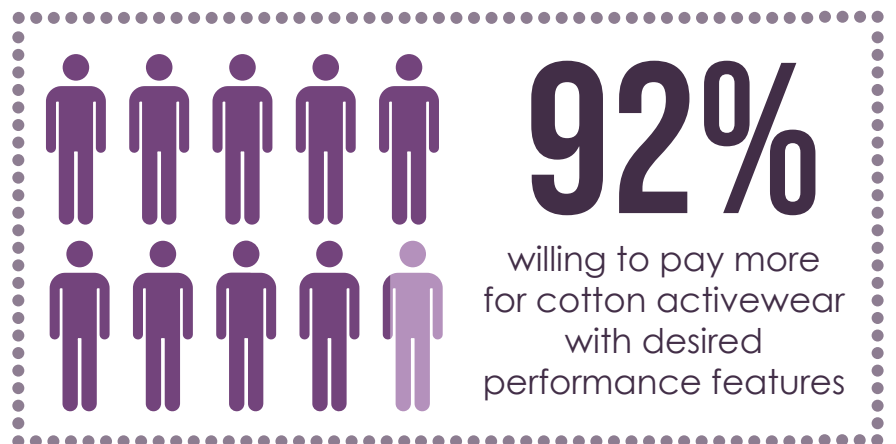
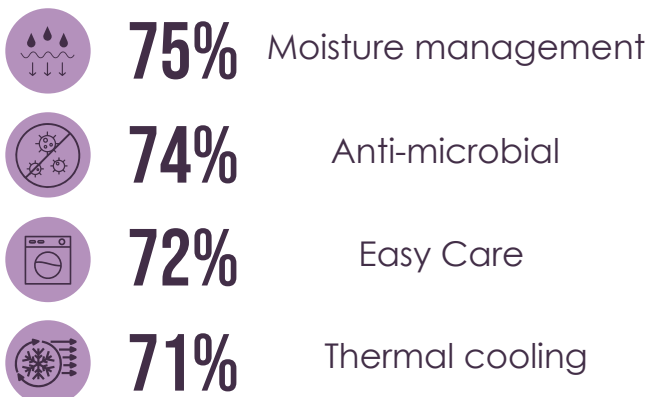
PREFER COTTON FOR ACTIVEWEAR

% PREFER ACTIVEWEAR MADE OF COTTON OR COTTON BLENDS FOR



INTEREST IN PERFORMANCE

% LIKELY TO LOOK FOR PERFORMANCE FEATURES WHEN SHOPPING FOR ATHLETIC APPAREL



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