



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ACTIVEWEAR IN GERMANY



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

3

Average days/week
exercise

68%

exercise with
moderate intensity

54%

workout with
others

55%

typically exercise
for 30-60 minutes

% REGULARLY EXERCISE



Outdoors



At Home



At a gym or
public facility

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



55%

Running



41%

Cardio training



39%

Cycling or
mountain biking



37%

Swimming



37%

Hiking

TYPE OF CLOTHING WORN DURING EXERCISE

24%

Only activewear

35%

Mostly activewear

34%

Mix of active and
non-activewear

7%

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 GERMANY



HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

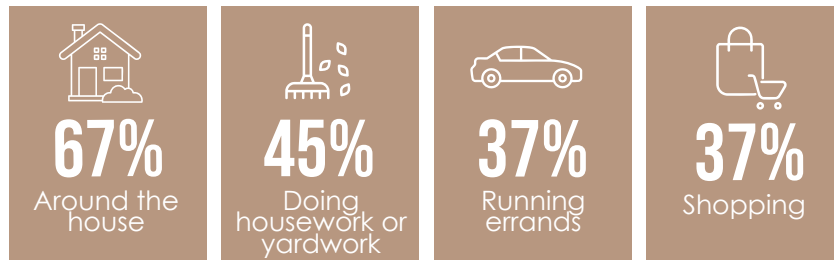
ACTIVEWEAR OWNERSHIP

AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE



MANY OCCASIONS FOR ACTIVEWEAR

% WEAR ATHLETIC APPAREL IN FOLLOWING SITUATION



ACTIVEWEAR PRIMARY PURCHASE DRIVERS



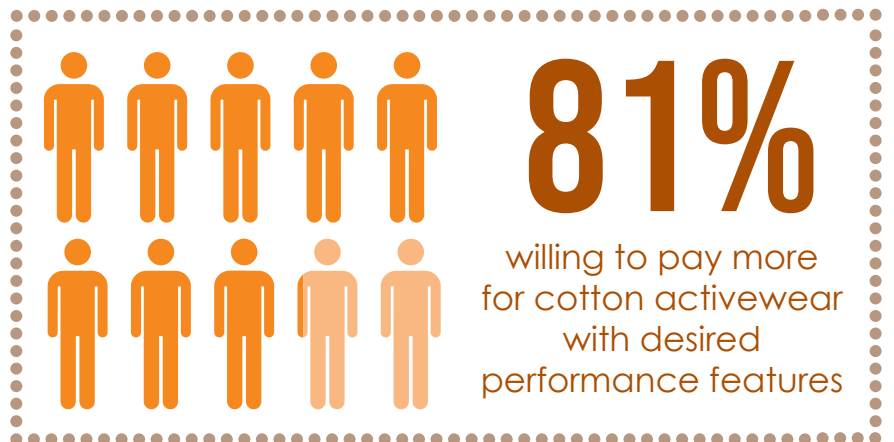
PREFER COTTON FOR ACTIVEWEAR

% 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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