



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS ACTIVEWEAR IN ITALY



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

3

Average days/week
exercise

70%

exercise with
moderate intensity

55%

workout with
others

56%

typically exercise
for 30-60 minutes

% REGULARLY
EXERCISE



Outdoors



At a gym or
public facility



At Home

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



55%

Walking



40%

Cardio training



32%

Running



24%

Yoga, Pilates, or
Barre



23%

Weight training

TYPE OF CLOTHING WORN DURING EXERCISE

31%

Only activewear

40%

Mostly activewear

24%

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, Italy, N=1,109

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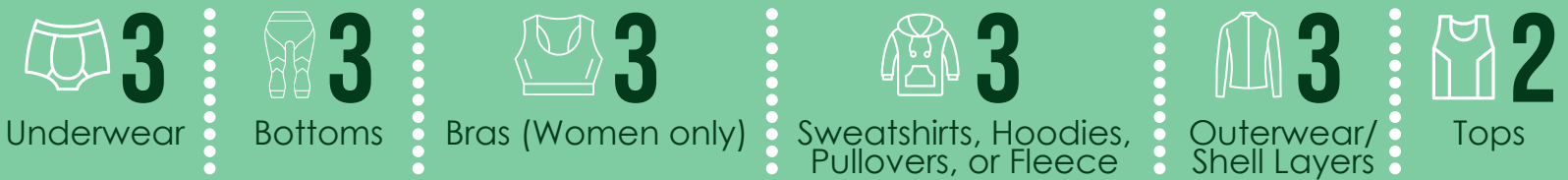


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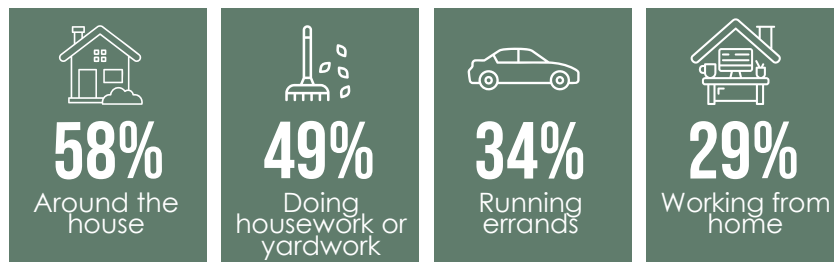


HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

ACTIVEWEAR OWNERSHIP AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE



MANY OCCASIONS FOR ACTIVEWEAR % WEAR ATHLETIC APPAREL IN FOLLOWING SITUATION



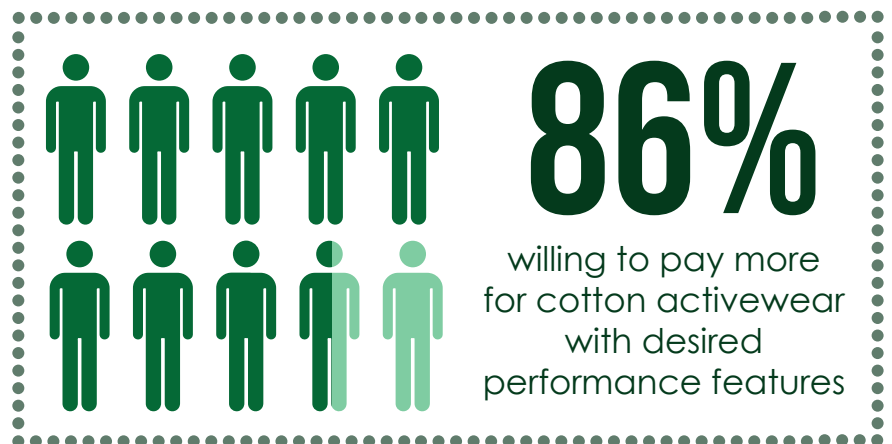
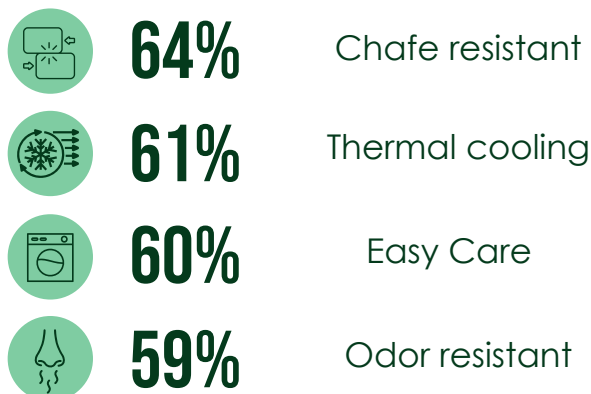
ACTIVEWEAR PRIMARY PURCHASE DRIVERS



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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