



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ACTIVEWEAR IN MEXICO



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

4

Average days/week
exercise

69%

exercise with
moderate intensity

61%

workout with
others

58%

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



55%

Running



55%

Cardio training



36%

Weight training

TYPE OF CLOTHING WORN DURING EXERCISE

34%

Only activewear

33%

Mostly activewear

27%

Mix of active and
non-activewear

6%

Non
Activewear



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated's 2025 Global Activewear Survey, Mexico, N=1,010

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ACTIVEWEAR IN MEXICO



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



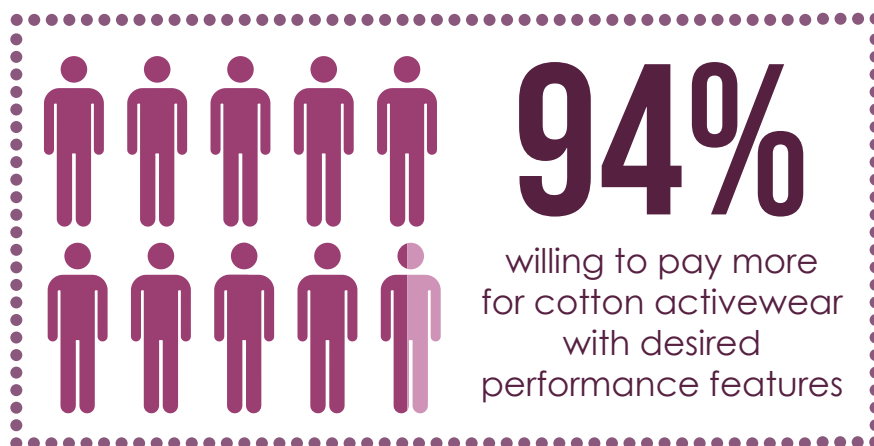
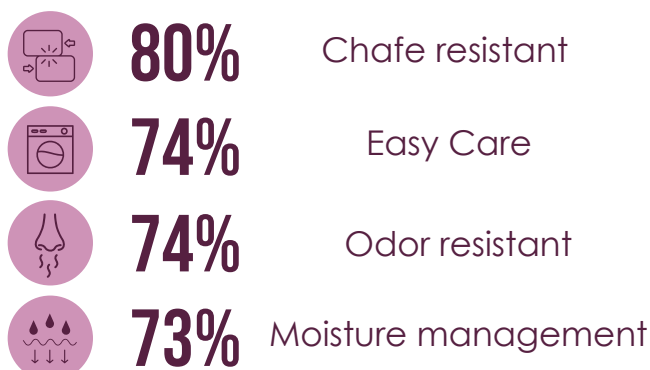
PREFER COTTON FOR ACTIVEWEAR

% 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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