



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS ACTIVEWEAR IN THE U.K.



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

3

Average days/week
exercise

71%

exercise with
moderate intensity

59%

workout with
others

60%

typically exercise
for 30-60 minutes

% REGULARLY
EXERCISE



Outdoors



At a gym or
public facility



At Home

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



66%

Walking



48%

Cardio training



46%

Running



35%

Swimming



28%

Weight training

TYPE OF CLOTHING WORN DURING EXERCISE

21%

Only activewear

33%

Mostly activewear

36%

Mix of active and
non-activewear

10%

Non
Activewear



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com
Source: Cotton Incorporated's 2025 Global Activewear Survey, U.K., N=1,116

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COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS

ACTIVEWEAR IN THE U.K.



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



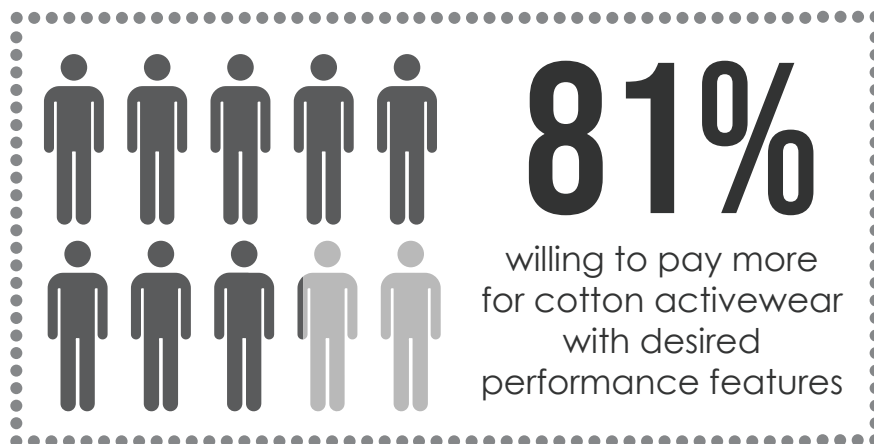
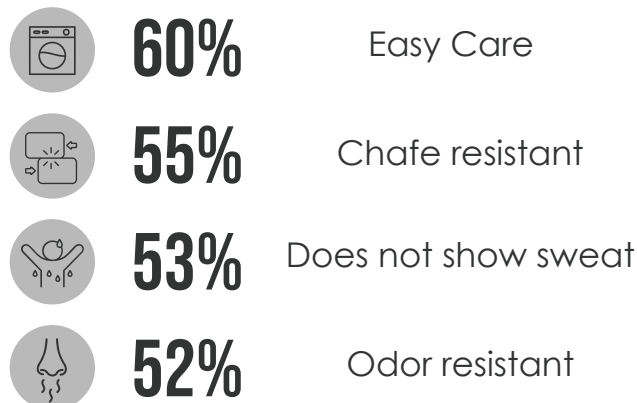
PREFER COTTON FOR ACTIVEWEAR

% 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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