



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



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

4

Average days/week
exercise

71%

exercise with
moderate intensity

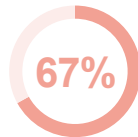
55%

workout with
others

54%

typically exercise
for 30-60 minutes

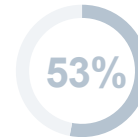
% REGULARLY EXERCISE



Outdoors



At Home



At a gym or
public facility

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



75%

Walking



54%

Cardio training



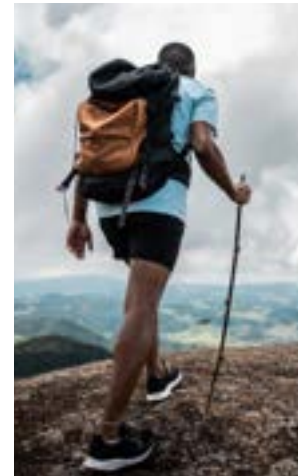
40%

Weight training



33%

Running



27%

Hiking

TYPE OF CLOTHING WORN DURING EXERCISE

24%

Only activewear

35%

Mostly activewear

35%

Mix of active and
non-activewear

6%

Non
Activewear



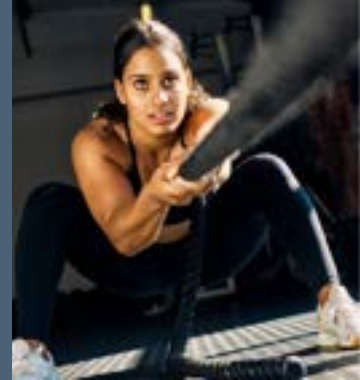
For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated's 2025 Global Activewear Survey, U.S., N=1,019

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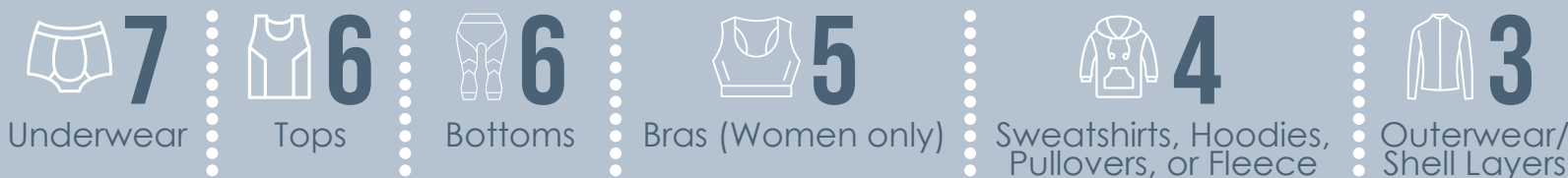


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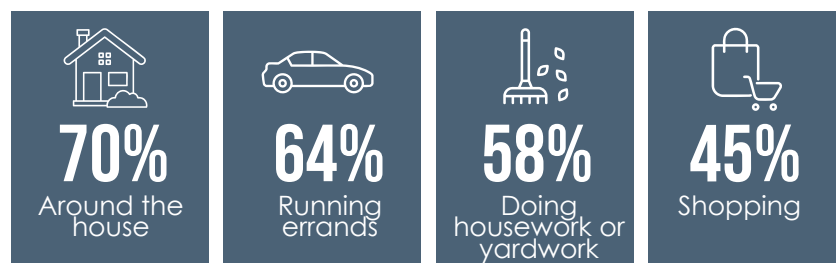


HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

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

