



COTTON INCORPORATED'S SUPPLY CHAIN INSIGHTS ACTIVEWEAR IN INDIA



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

5

Average days/week
exercise

69%

exercise with
moderate intensity

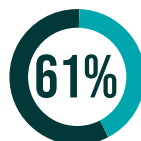
78%

workout with
others

57%

typically exercise
for 30-60 minutes

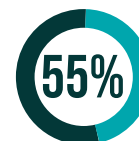
% REGULARLY
EXERCISE



At a gym or
public facility



Outdoors



At Home

TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



71%

Walking



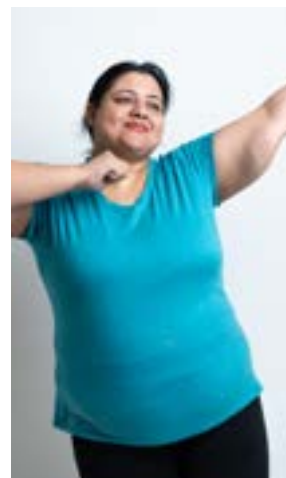
65%

Running



53%

Yoga, Pilates, or
Barre



38%

Dancing



36%

Swimming

TYPE OF CLOTHING WORN DURING EXERCISE

25%

Only activewear

37%

Mostly activewear

26%

Mix of active and
non-activewear

12%

Non
Activewear



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

Source: Cotton Incorporated's 2025 Global Activewear Survey, India, N=976

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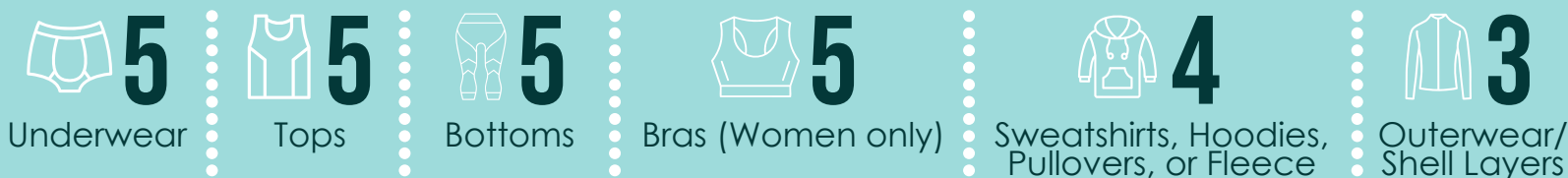
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HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

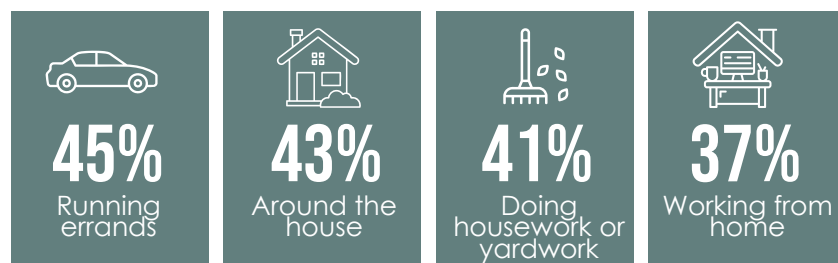
ACTIVEWEAR OWNERSHIP

AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE

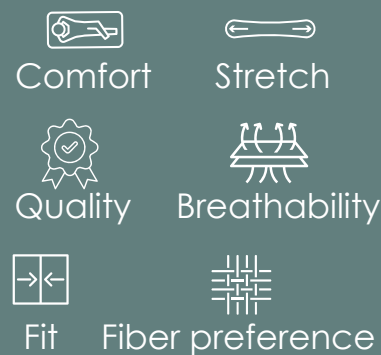


MANY OCCASIONS FOR ACTIVEWEAR

% WEAR ATHLETIC APPAREL IN FOLLOWING SITUATION



ACTIVEWEAR PRIMARY PURCHASE DRIVERS



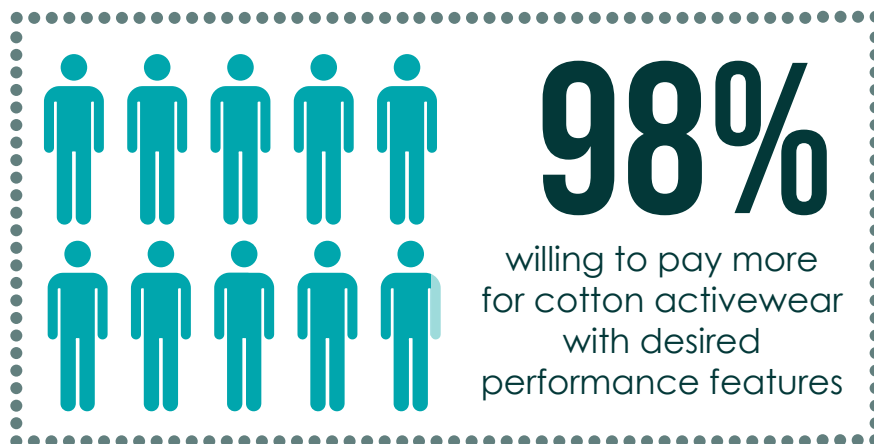
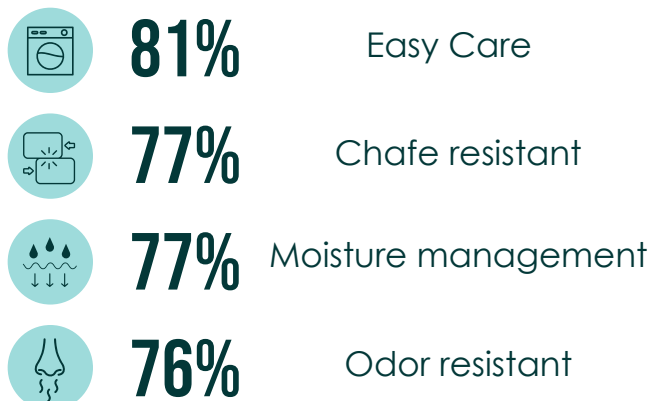
PREFER COTTON FOR ACTIVEWEAR

% 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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