



# 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

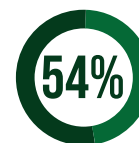
% REGULARLY  
EXERCISE



Outdoors



At a gym or  
public facility



At Home

## TOP EXERCISE ACTIVITIES (% REGULARLY PARTICIPATE IN ACTIVITY)



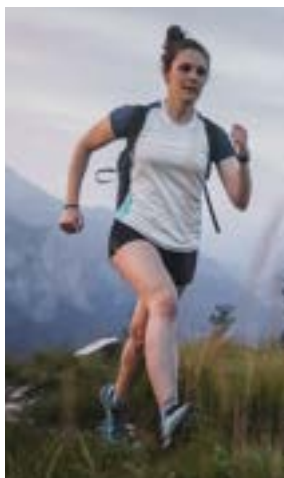
55%

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](mailto:MarketInformation@cottoninc.com)

Source: Cotton Incorporated's 2025 Global Activewear Survey, Italy, N=1,109

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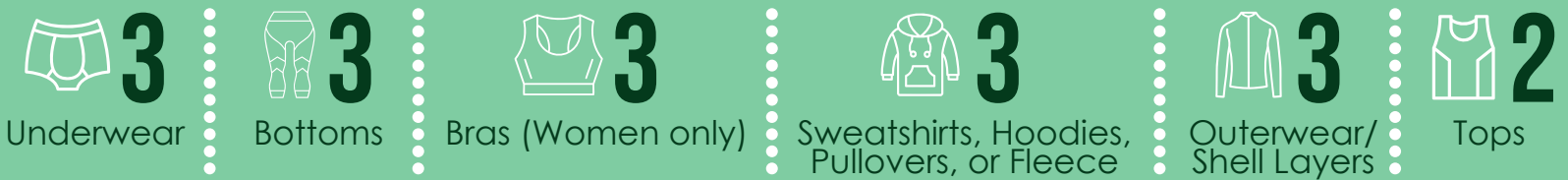


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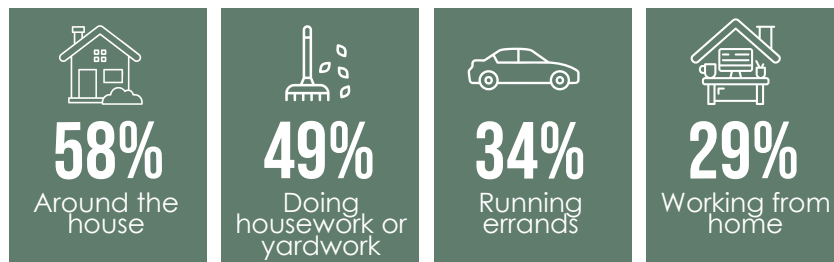


HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

## ACTIVEWEAR OWNERSHIP AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE



## MANY OCCASIONS FOR ACTIVEWEAR % WEAR ATHLETIC APPAREL IN FOLLOWING SITUATION



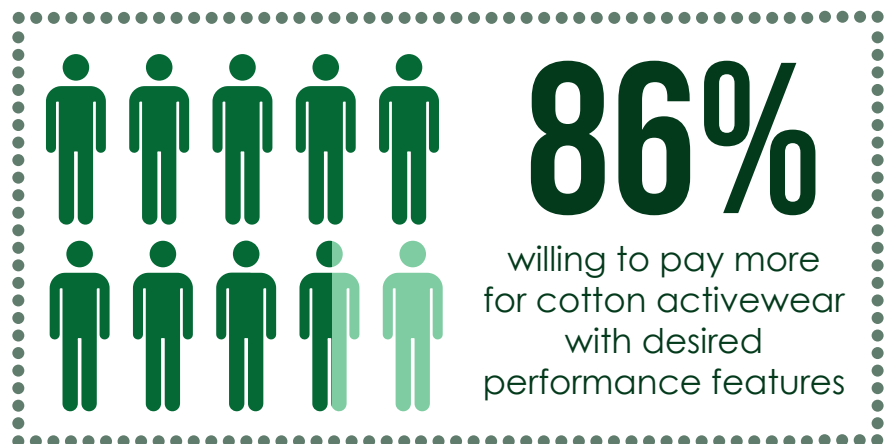
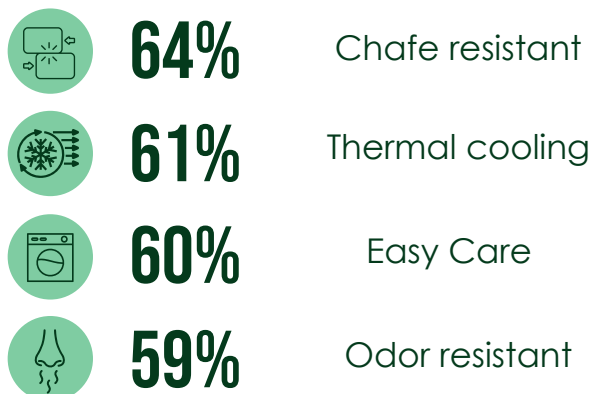
## ACTIVEWEAR PRIMARY PURCHASE DRIVERS



## 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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