

COTTON INCORPORATED'S SUPPLY CHAIN **IN**SIGHTS

ACTIVEWEAR IN THE U.K.



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

Average days/week exercise

71% exercise with moderate intensity **59%**workout with others

60% typically exercise for 30-60 minutes

% REGULARLY EXERCISE





At a gym or public facility



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%

33%

36%

10%

Only activewear

Mostly activewear

Mix of active and non-activewear

Non Activewear





COTTON INCORPORATED'S SUPPLY CHAIN **IN**SIGHTS



HABITS OF ALL RESPONDENTS (ACTIVE AND NON-ACTIVE)

AVERAGE # GARMENTS OWNED AND WORN FOR EXERCISE



Tops



Bottoms



Bras (Women only)



Sweatshirts, Hoodies, Pullovers, or Fleece

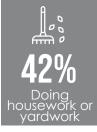


Outerwear/ Shell Layers

MANY OCCASIONS FOR ACTIVEWEAR









ACTIVEWEAR PURCHASE DRIVERS



Quality









PREFER COTTON FOR ACTIVEWEAR % PREFER ACTIVEWEAR MADE OF COTTON OR COTTON BLENDS FOR



Hanging out at home



Running errands



Socializing



A light workout

EREST IN PERFORMANCE

LY TO LOOK FOR PERFORMANCE FEATURES WHEN SHOPPING FOR ATHI FTIC APPAREL



60%

Easy Care



55%

Chafe resistant



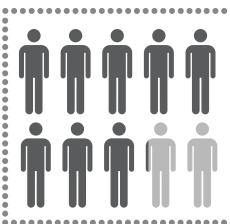
53%

Does not show sweat



52%

Odor resistant



willing to pay more for cotton activewear with desired performance features



