

Girl Power

FACT SHEET

73%

of regular runners are women

65%

run for fitness reasons

48%

are new runners 1-5 years



78%

of people above 18 exercise regularly (min 2 times a week)



76%

of them are Millennials

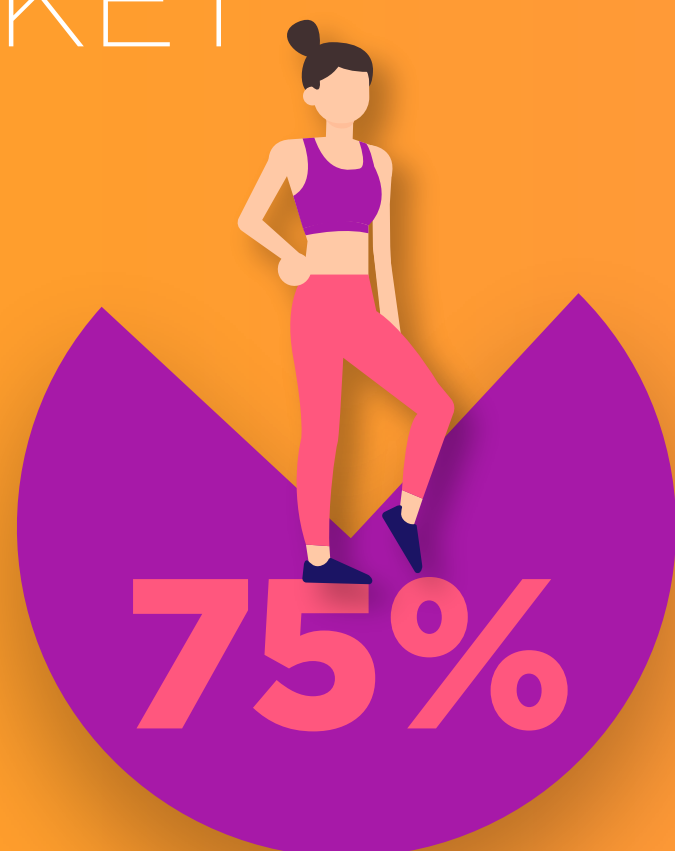


of all runners participate in other sports

94%



SPORTS WEAR MARKET



75%

of all millennials use specific sports gear



65%

of apparel and foot wear market is sports wear



OCT 2014

NIKE reported womens products sales growth pass men products



2015



in the womens intimate market, the largest growing segment is sports bras

Millenials are the largest generation in U.S history (born 1980-2000)

Millenials represent 26% of all consumer market

20% of American households are Millenials