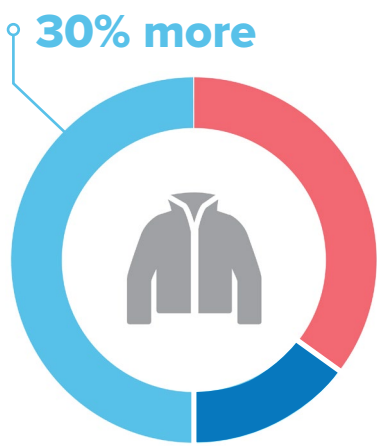


Trends in Active Apparel

MEN'S ACTIVEWEAR

Men Have More Activewear Products to Choose From

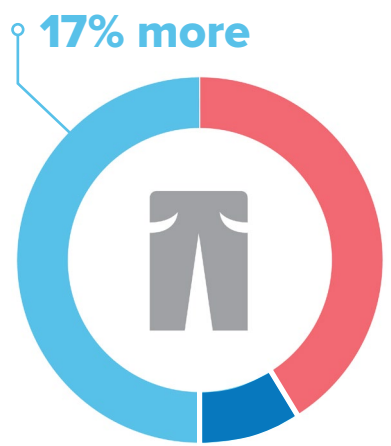
According to the **Indix Cloud Catalog**, there is 47% more men's activewear than women's. Here's what the variance in product count looks like.



Active Jackets

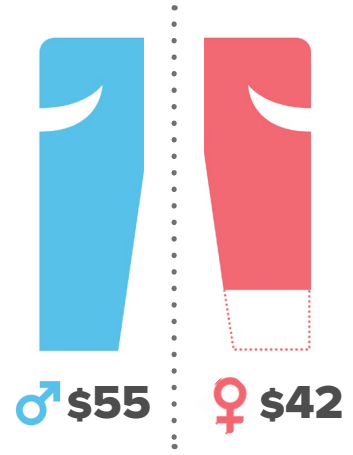
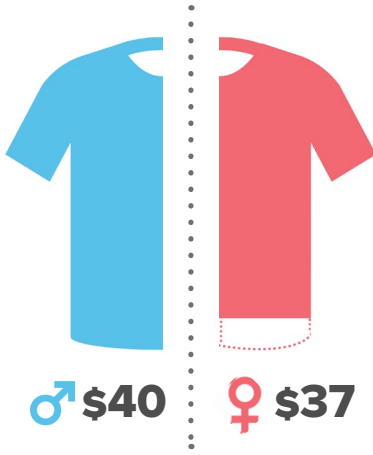
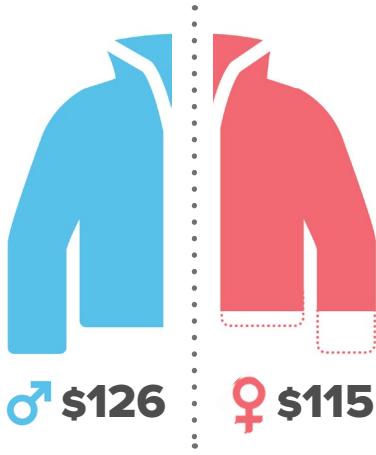


Active Tops



Active Bottoms

Men Also Pay More on Average



BANDIT BRANDS

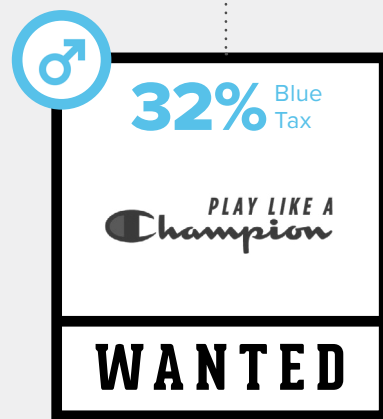
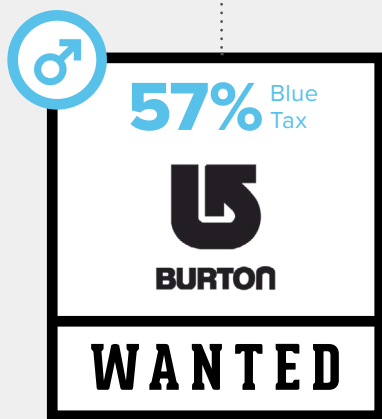
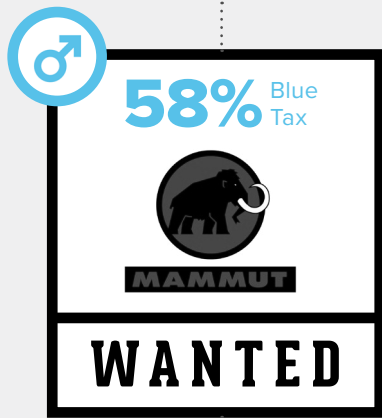
The Pink/Blue Tax

We looked at the average product prices across the top 20 activewear brands to check for **instances of gendered pricing** (called a Pink Tax or Blue Tax).

Active Jackets

Active Tops

Active Bottoms



Note: The threshold for gendered pricing was placed at 15%. Since retailers and marketplaces make up most of the stores in our analysis, we cannot determine whether the brand itself imposed gendered pricing.

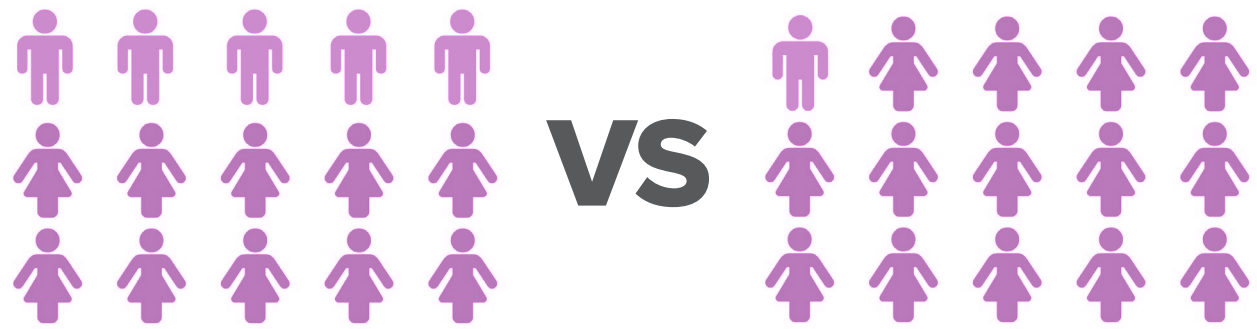
YOGA PANTS

Yoga Pants Have Become Progressively Cheaper

Yoga pants are pioneers of the "athleisure" trend. The Indix Cloud Catalog shows 8,574 in-stock yoga pants/leggings from over 60 brands selling across 115 online stores.

Men's Participation in Yoga

Men's Share of Yoga Pants



28% OF YOGA PRACTITIONERS ARE MEN¹ but they don't have much choice in assortment.

ONLY 6.5% PERCENT OF YOGA PANTS SOLD ONLINE ARE TARGETED AT MEN.

ALSO, MEN PAY \$6 MORE ON AVERAGE.



¹ <http://www.yogajournal.com/yogainamericastudy/>
Data is pulled from the Indix Product API as of August 2016

Learn more about our Indix Data-as-a-Service. Go to www.indix.com, email sales@indix.com or call (206)-743-9100.