



MODE CITY & INTERFILIERE unveil the results of their IPSOS study on French women, sport and underwear

For the latest edition of **MODE CITY**, the Salon International de la Lingerie et du Swimwear and **INTERFILIERE**, the leading fabrics and accessories trade show for intimates, beachwear and activewear to be held on **9th – 11th July 2016** at Eurexpo Lyon, Eurovet was keen to find out about women’s preferences and expectations with regard to underwear and exercise.

“Wellbeing sports” are a fully-expanding sector in France: with 8.5 million runners and a 32% increase in the number of female runners over the last two years, the country is **Europe’s 2nd largest market**. French women are shifting consumption patterns and changing their habits to combine sports activities and wellbeing.

Which sports do French women favour? What dictates their choice of sportswear? What are their lingerie requirements in general and how much are they prepared to invest? **Eurovet** and **Ipsos** have answered all these questions and more, by surveying 1,000 women who take part in sports activities at least once a week, constituting a representative sample of France’s female population aged between 20 and 55, living in cities with populations of over 300,000.

WALKING, FITNESS AND RUNNING: FRANCE’S FAVOURITE SPORTS!

When asked which sports they do regularly, **44% of French women cited walking or hiking**. In second place, **one third of them do fitness or gym-work, ahead of running, in third place (21%)**. These sports are more popular than a number of less physical and more fun activities such as water sports, dance, zumba or gymnastics (17%), yoga or Pilates (11%) and more technical sports such as equestrian (3%), winter (2%) and combat sports (2%).

It is worth noting that older French women prefer walking (57%) to other sports, whereas younger women enjoy more dynamic and trendy activities, such as fitness or gym-work (41% of 20-24 year-olds and 40% of 25-34 year-olds).

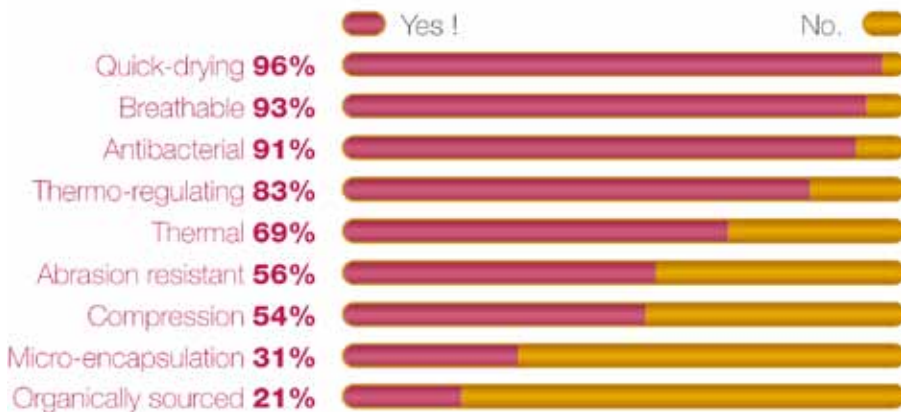
Fitness is more popular with women in the Paris region (38% as opposed to 29% elsewhere in France) as well as running (25% versus 17%) however there are less female cyclists in the Paris region (15%) than in other French cities (18%).



SPORTSWEAR: COMFORT ABOVE ALL

French women unanimously agree that sports clothing should, above all, be **comfortable (it is important to 99% and very important to 73%)**. **Price** is the second most important factor (important to 92% of women, very important to 40%), particularly for young women, who have a lower budget to spend on sports clothing. It would be rash to assume that French women care less about their **look** when exercising, however: the **cut** of garments is important to 86% of them (very important to 36%) and the look is important to 73% (very important to 19%). Finally, **a key element of comfort and look**, the **material** used is the third most important element for sports fans (important to 88% of women, very important to 30%).

Do you know exactly what these terms mean?



As regards “technical” terms relating to sports underwear, French women are familiar with quick-drying (96%), breathable (93%), antibacterial (91%), heat-regulating (83%) and insulating fabrics (69%). On the other hand, they know less about functionalities and specific features such as anti-abrasion (56%), compression (54%), micro-encapsulated (31%) and bio-sourced fabrics (21%).



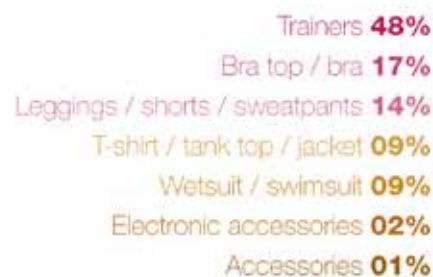
MODE CITY FASHION SHOW 2015

Achieving the right balance between comfort and look involves spending a certain amount and French women have taken this on board: **nearly 1 in 2 women (47%) spend over 75 a year on sports clothing**. Closer inspection reveals that the more time they spend doing sport, the more they spend on sportswear: a third of women who spend over 2 hours a week exercising spend 100 or more on sports equipment each year, as opposed to only 10% of those who do less than 1 hour of sport per week.

For optimal comfort, French women prioritize trainers (the most important element for 48% of them), **as well as sports bras and tops**: when putting together their outfit, **tops** are the second most important element (placed first by nearly 1 in 5 women – 17%), particularly amongst the youngest women surveyed. **The bottom half of the outfit** is cited as the third most important element.

All in all, French women’s expectations of their sports underwear are high: which is why they mainly buy this category of underwear in **sports shops (83%)**. With comfort as their top priority, trying on sports bras is crucial. This explains why few women order sports bras **online (12%)**, even in the youngest age bracket.

What do you think are the three **most important** parts of your sports outfit?





French women are divided in their understanding of sizes when purchasing sports underwear: 40% of them look for **universal sizing (S, M, L, etc.)**, 36% **lingerie sizing (chest and cup-size)** and 24% **European sizing (36, 38, 40, etc.)** and, although nearly two thirds of them (63%) are sure of their bra-size, 35% admit to a degree of hesitation when making their choice and 2% have no idea which size they should be wearing! This is surprising since statistics show that 75% of French women don't wear the right bra size.



Wearing the right bra when doing sport is crucial. Breasts are devoid of any muscle fibre and vibratory motion during exercise makes them bounce up to 9cm with each stride!

EVEN FOR LINGERIE AND SWIMWEAR, COMFORT REMAINS THE TOP PRIORITY!



When purchasing lingerie or swimwear, French women place considerable importance on **comfort, 99% rate it as important in lingerie and 96% in swimwear.**

Women make practical choices when it comes to lingerie: 92% of them look carefully at the **price** (very important to 43% of them) and the **fabric** they are buying (very important to 37%). Although still important to 7 in 10 women, the **look** of garments is less crucial, with the exception of young women, who pay more attention to this factor than other age groups. 82% of French women aged between 20 and 24 agree that the style of lingerie is one of the most important criteria in their purchasing decisions. This is 5 points more than average for all the women surveyed and 9 points more than those aged between 45 and 55.

By contrast, French women favour aesthetics over practical concerns when purchasing swimwear: the **cut and look** of a swimsuit are ranked higher than **the price and fabric** used in the garment. Over half of women even view them as very important: 57% of French women state that the fit of swimwear is very important, 51% say the same about the look. Although **price and fabric** only make it to the 4th and 5th positions, they are still seen as very important by 42% and 35% of women.

