

U.S. active wear accounts for one third of the athleisure wear sales worldwide. In recent years, there has been an annual 9% growth in demand for active wear, compared to 3% for other categories. Unfortunately, most athletic wear is made with petroleum-based synthetic fibers leading to the depletion of non-renewable resources and to large volumes of non-biodegradable waste. The objective of this research is to investigate consumer's needs and expectations in athleisure wear and explore the potential of addressing those needs using natural fiber alternatives, namely cotton. To successfully achieve our objective, we will:

- 1- Perform a content analysis of consumers feedback and comments compiled from online sources, including forums, online retail, and Q&A sites. The results of this content analysis will allow us to identify the main characteristics that consumers seek in athleisure wear
- 2- Conduct an in-depth review of technology developed to help cotton compete in the athleisure market. The results of this research will help devise marketing strategies and guide further research efforts to foster cotton competitiveness.