



LULULEMON ATHLETICA

VALUE OF WOMEN'S SPORTS

\$1.3B



*As of 2024

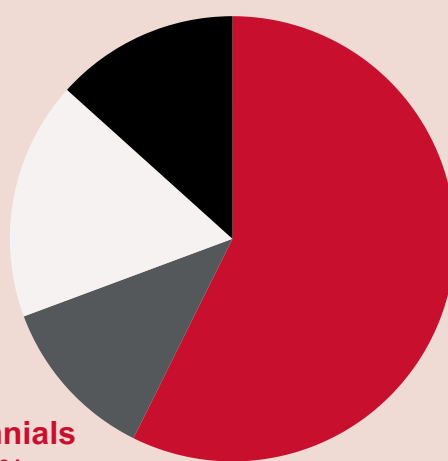
LULULEMON FAVORABILITY BY AGE

Baby Boomers
13.3%

Gen X
17.3%

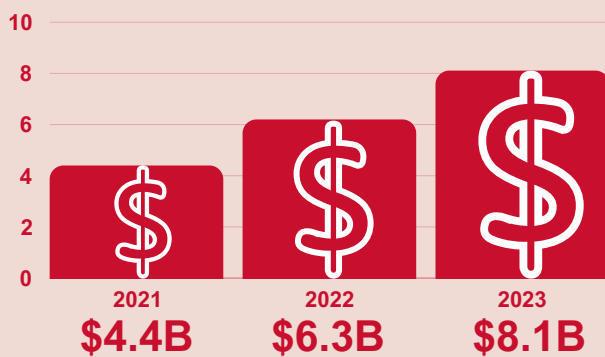
Millennials
12%

Gen Z
57.3%



*As of 2020

LULULEMON REVENUE



AMBASSADORS



Paige Bueckers



JuJu Watkins



Me'Arah O'Neal



Aaliyah Chavez

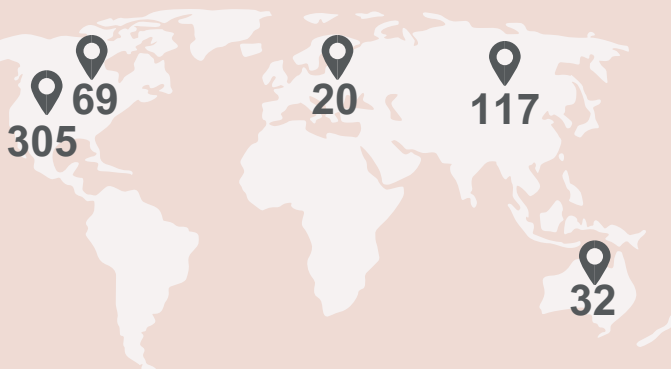


GEN Z BY THE #'S

65% fans want sports culture inclusive towards women

27% enjoy WNBA

21% watch women's NCAA



WORLDWIDE MARKET

of lululemon stores