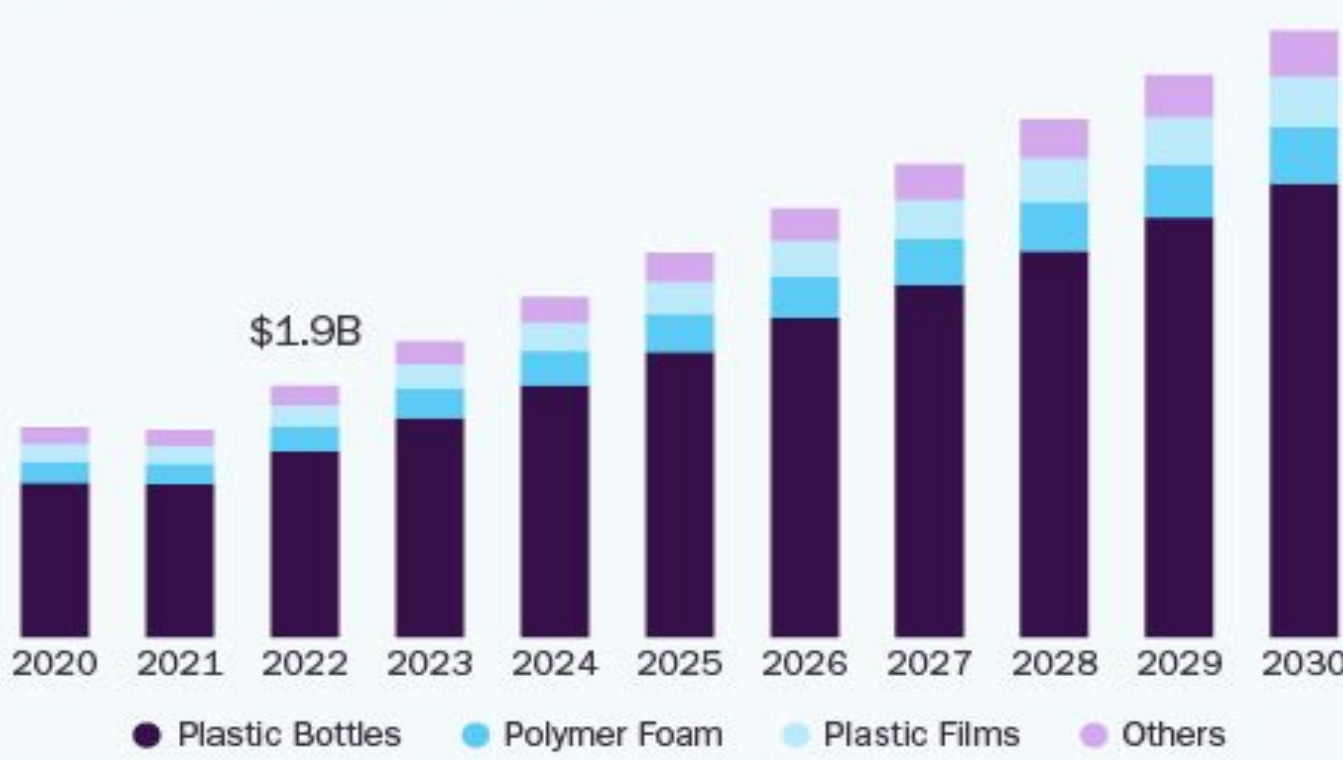


Organic Recycling Of Bio-based Plastics Market
Size, by Source, 2020 - 2030 (USD Billion)



10.1%
Global Market CAGR,
2024 - 2030

Source:
www.grandviewresearch.com

(Source: Grand View Research, 2025b)

Sustainable Brand Extension: Adidas Green Performance Lab

Company overview

- A sportswear brand that is known for its innovations, performance, and sustainability,
- Adidas has a long-term strategy to develop products that lessen the environmental footprint and deliver value to its customers (Adidas, 2025).

ADIDAS GREEN PERFORMANCE LAB

CUSTOMISE. PERFORM. SUSTAIN.

A sustainable brand extension for a circular future.

Adidas Green Performance Lab empowers consumers to design customised sportswear using sustainable materials, made on-demand to reduce waste and carbon footprint.

KEY FEATURES

- CUSTOMISE YOUR GEAR**
AI-powered design platform to personalise style, fit, colour and performance features.
- SUSTAINABLE MATERIALS**
Made with recycled ocean plastic, bio-based fibres and eco-friendly dyes.
- ON-DEMAND PRODUCTION**
Products are made only after order, minimising overproduction and waste.
- REPAIR & CARE**
Extend product life with repair services and care tips.
- TAKE-BACK & RECYCLE**
Return used items for recycling or upcycling into new products.

LOWER CARBON FOOTPRINT

LESS WASTE

ETHICAL PRODUCTION

COMMUNITY IMPACT

SUSTAINABLE MATERIALS WE USE

RECYCLED OCEAN PLASTIC

BIO-BASED FIBRES

NATURAL DYES

ORGANIC COTTON

YOUR DESIGN. YOUR IMPACT.

Create unique sportswear that reflects your style and your values.

THE CIRCULAR PERFORMANCE MODEL

TOGETHER, WE CAN CHANGE THE GAME.

BETTER FOR THE PLANET.
BETTER FOR ATHLETES.
BETTER FOR THE FUTURE.

Sustainable requirements and purpose of the extension

- The Adidas Green Performance Lab is a sustainable brand extension purposes to allow customers to create personalised sportswear with recycled ocean plastic and bio-based fibres with an on-demand approach.
- The bio-based plastics market is projected to grow from USD 8.28 billion in 2025 to USD 16.09 billion by 2033, making a CAGR of 8.7%, which will help Adidas use the bio-based fibres for the proposed extension (Grand View Research, 2025b).

Brand extension to align with sustainability goals

- Adidas Green Performance Lab is taking part in the company's efforts to embed sustainability into its long-term business strategy and create a positive mindset among customers through three integrated strategies, repair services, product take-back programmes, and circular production.
- The challenge of textile waste due to overproduction and responsible consumption, as part of Sustainable Development Goal (SDG) 12, is addressed by this extension (United Nations, 2025).

Appeal to the current market

- The overproduction of textiles is one of the sources of textile waste.
- The global green technology and sustainability market is expected to expand by 23.1% CAGR during the forecast period (2025-2030) and is seeing a rising commercial demand for green innovations (Grand View Research, 2025a).

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