

# Decathlon progress report on Sustainable Consumption Pledge

July 2025

Since Decathlon's foundation, our mission has always been to make sport accessible to everyone, enabling people to enjoy all the benefits that sport and exercise bring.

Decathlon is committed to decarbonizing our activity and developing a business model that promotes a circular economy; we continue working towards further reducing the impact we have on the environment in order to lead the change in the industry and to become a beacon of light for a more sustainable future.

Following up on the commitments in the Sustainable Consumption Pledge in 2024, we would like to report on Decathlon's progress. We are proud to have surpassed several of our commitments and we work hard to ensure that we further improve towards the future.

Please note that due to reporting specificities, a lot of the results pertain to 2024 - based on our recently published non-financial reporting declaration<sup>1</sup>.

## Decarbonisation

In 2024, Decathlon succeeded in reducing its absolute carbon emissions while increasing its sales. We reached **13.2% reduction of absolute CO2e emissions compared to 2021** and emitted 6.91 kg CO2e emitted per product sold (compared to 7.06 CO2e/product in 2023).

Additionally, Decathlon earned an A on the 2024 Carbon Disclosure Project climate questionnaire and the Group maintained its commitment to international initiatives (RE100, UNFCCC3 Fashion Industry Charter for Climate Action and Net Zero Initiative) to combat climate change collectively.

Decathlon remains committed to the aim to reduce its absolute CO2 emissions by 20% compared to emissions measured in 2021. In line with the Corporate Net-Zero Standard and the global goal of carbon neutrality, the company also constructed new medium and long-term trajectories in 2023, with the aim of:

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<sup>1</sup> <https://sustainability.decathlon.com/decathlon-annual-sustainable-development-reports>

- reducing its absolute CO2 emissions by 42% by 2030 compared to emissions measured in 2021 (scopes 1 and 2, plus scope 3)
- reducing its absolute CO2 emissions by 90% by 2050 compared to emissions measured in 2021 (scopes 1 and 2, plus scope 3) and neutralising residual emissions to help achieve global carbon neutrality.

## Repair

**In May 2025, 9.3% of the global Decathlon turnover was evaluated in the repairability index tool<sup>2</sup> (representing 10.3% of the EU Decathlon turnover).**

Product repair is the cornerstone of Decathlon's circular economy approach and supports the development of business models that allow customers to extend the lifespan of their products through a network of **1.730 in-store workshops** (1,712 in 2023) and **3,841 technicians worldwide in 2024**. It also plays a major role in the development of second life and rentals to guarantee product safety.

Additionally, **in 2014 2.19% of global sales were generated by the selling of products and services for the repair and maintenance of products.**

Decathlon is working on sharing its repairability index system within the industry. For example, we are co-leading t working group on the French reparability index, which will apply to electrically-assisted bicycles in 2026.

## Buy-back

Decathlon has been offering its customers a buy-back system since 2018, through which they can sell their used sporting goods back to Decathlon. This option was available in stores in 22 countries in 2024. The **buy-back offer** continued growing in 2024 **to cover over 150 product types** (100 in 2023).

We strive to ensure constant improvement and further uptake of the buy-back solutions. In Decathlon stores, customers' products are inspected, after which they can be sold in exchange for either a voucher or direct payment to their bank account. To guarantee the satisfaction of the new purchaser, Decathlon offers a warranty for these products.

According to the up-to-date projections regarding buyback, we expect to:

- **Buy-back more than 800.000 products by the end of 2026.**
- **Acquire more than 1.65M products by 2030.**

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<sup>2</sup> Using the repairability index developed in France by ADEME as a guide, Decathlon has established criteria to define its products' repair potential. Please check the [Decathlon non-financial reporting declaration](#) for more information.

Please keep in mind that these figures are based on our most recent simulations and are subject to change.

## **Rental**

Decathlon has incorporated rentals as a strategic lever in transforming its business model. In 2024, the company offered two rental solutions: **short-term rentals and monthly subscription rentals**. Decathlon also continues seeking flexible solutions that are suited to customer needs in order to facilitate the adoption of consumption patterns with a reduced impact.

**In 2024, 0.19% of global sales were generated by product rental** (as opposed to 0.11% in 2023).

**Short-term rentals** come with a one-time payment, so customers can use Decathlon products for a few hours, a few days or an entire season. This is especially suitable for outdoor sports products. In 2024, this service was **available in 21 countries**, which are directly responsible for setting up an adapted local solution to ensure the smooth functioning of the service. This model **generated more than €17.9 million in sales** (€14 million in 2023), **representing a 24.6% increase**.

**Monthly subscription rentals** (usually a minimum of three months), offering greater flexibility for customers, were available in seven countries in 2024 (five in 2023). Subscription rental sales **increased by 193% compared to 2023** (€18.13 million in 2024 vs. €6.19 million in 2023).

**In 2024, Decathlon rolled out the monthly subscription model in two new countries (Portugal and Switzerland).**