

GETTING *LITTLE KIDS* MOVING



PRESS RELEASE

 **DECATHLON**



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Manifesto

Manifesto

DECATHLON supports fundamental learning for 0-6 year-olds with a new range of products co-developed with child health experts





To discover in that press release

In Spring 2026, DECATHLON is unveiling a brand-new range of innovative products for children aged 0 to 6, co-developed with experts to encourage toddlers to get moving. Walking, running, exploring, pedaling, sliding, splashing, and swimming: physical activity is built from the earliest age with specifically adapted products.

- This new collection is designed to support 0-6 year-olds in their everyday learning.
- Products designed for toddlers that respect their specific needs, in collaboration with child development experts.
- A range that reaffirms DECATHLON's commitment to offering accessible products combining quality, technical performance, and a fair price.

DECATHLON's ambition
Fostering daily movement and mobility to empower today's dynamic child to become tomorrow's active adult

Walking, exploring, pedaling, gliding, swimming: DECATHLON supports 0-6 year-olds in their first learning experiences

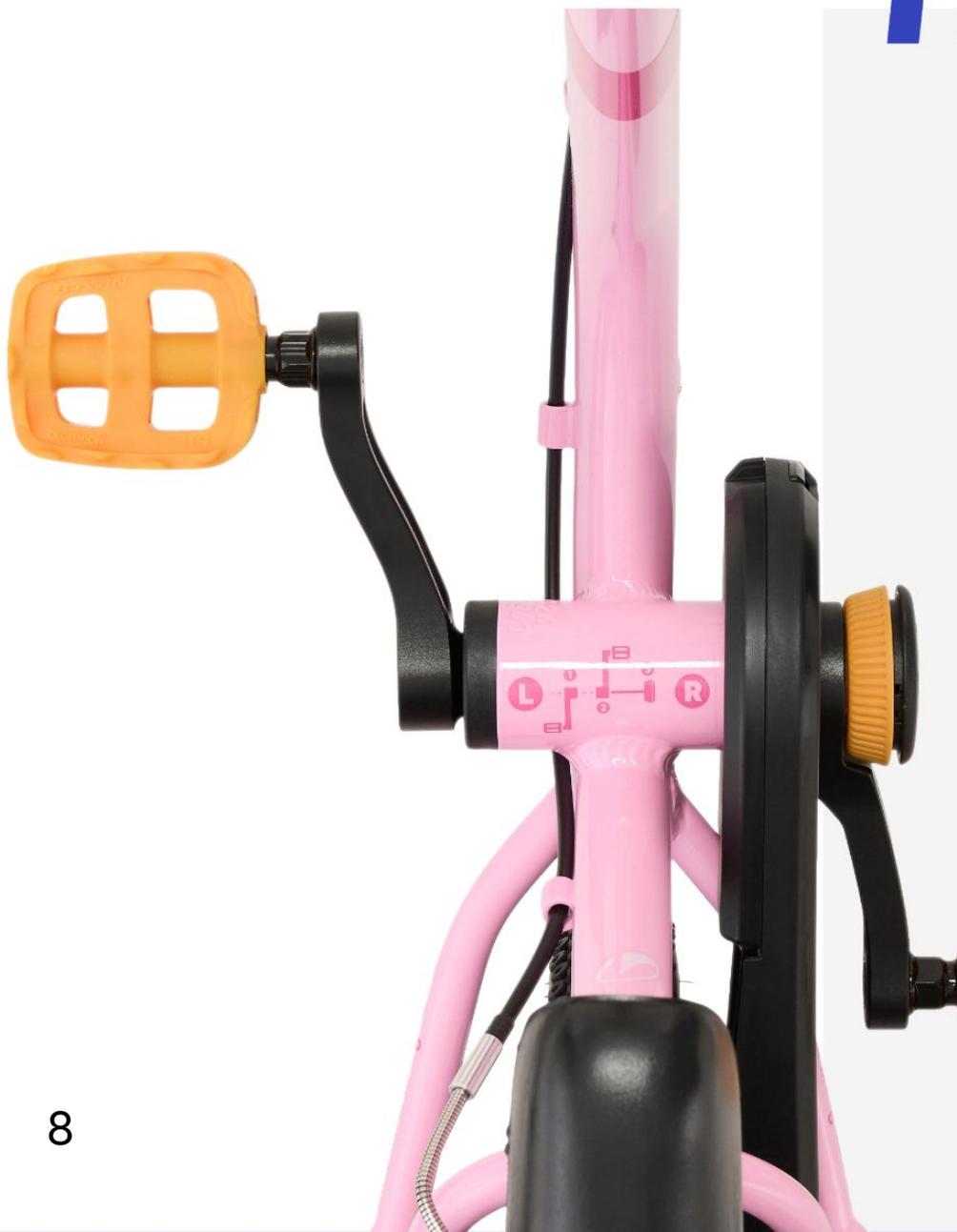
For an adult to be able to run a marathon, play soccer, or learn to surf, it is highly recommended that they develop **Fundamental Movement Skills (FMS)** during childhood. These abilities (running, jumping, throwing, catching, balancing) are often considered **the essential building blocks children must acquire before taking on more complex activities.**

This is the conclusion of a benchmark study in sports science and child development, which demonstrates that *"it is fundamental for these skills to be taught during the kindergarten and primary school years, as children are at an optimal age for motor learning*."*

* Lubans, D. R., Morgan, P. J., Cliff, D. P., Barnett, L. M., & Okely, A. D. (2010). Fundamental Movement Skills in Children and Adolescents: Review of Associated Health Benefits. *Sports Medicine*, 40(12), 1019-1035.



Ride, Swim & Explore



Make way for *Ride* with products designed to teach gliding and balance

Goodbye training wheels: The 14" 2-in-1 balance bike range, featuring a patented removable pedal system, allows children to learn how to pedal progressively, entirely skipping the training wheels stage.

Smooth rolling: The new *Learn 100* inline skates arrive in pastel colors, offering greater gliding pleasure and an easier learning curve thanks to widened wheels, a simplified slip-on system, and improved ground grip.

Growing with them: To properly support growing children from 18 months to 5 years old, the *B900* evolutive scooter transforms from a ride-on mode into a 3-wheel scooter, offering enhanced steering comfort on the handle.

Parents in mind: DECATHLON has also made parents' lives easier with the *EXPL 900*, its first compactable bike trailer. Attached to a bike or used as a stroller, it can comfortably hold two children (from 6 months to 6 years, up to a total of 36kg) and stores away easily after use.



swim



In the Swim universe, the keyword is water confidence

Total freedom: To ensure maximum comfort, the new *Free* armband frees up children's arms. With its patented elongated shape, it provides far greater freedom of movement than traditional armbands and encourages children to actually swim rather than just float.

Autonomous kids: The first Kuwee symmetrical swimming goggles are made for kids starting at age two. Thanks to their flexible strap, they can be put on either way—no upside-down, and no pulled hair.

Early aquatic comfort: To help babies get familiar with water right from the start, DECATHLON introduces its first *Body Warm*, a 2mm neoprene wetsuit that slips on easily from the sides using hook-and-loop fasteners. Its thickness guarantees optimal thermal comfort for babies, whose bodies cool down much faster than those of adults or older children.

explore

Whether indoor or outdoor, Explore happens at every moment

Natural steps: Developed in collaboration with 18 pediatric health experts, the new *Barefoot* shoe range for 1-4 year-olds features 3 essential criteria to respect the healthy development of a child's foot: extreme shoe flexibility, a thin sole, and a wide forefoot.

Nature as a playground: Once a child can toddle around, the outdoors becomes an endless playground! Enter Quechua's famous *Crossrock*, a reinvented outdoor shoe that supports the urge to explore while adapting to how children naturally move. To stay dry, the waterproof apparel range protects kids with overalls, a jacket, a bucket hat, and a bear backpack.

Aiming high: Precision exercises are welcome both indoors and outdoors. With the new junior archery set for children aged 5 and up, archery can be discovered step by step. And for the little ones, the hook-and-loop target is the perfect way to learn how to aim safely.





Co-development with Child Health Experts

A young child with dark hair, wearing a blue and white striped long-sleeved shirt and denim overalls, is sitting on a colorful play mat. The child is focused on putting on their green sneakers with white soles. The background is a bright, blurred indoor space, likely a playroom or classroom, with various toys and furniture visible.

Products co-developed with experts to support children's motor, psychological, and emotional development

Fostering movement and the acquisition of fundamental motor skills is a core commitment for DECATHLON's teams. A commitment that requires an in-depth understanding of the physical and psychological needs of children.

In 1997, DECATHLON inaugurated its Human Body Research and Development Center, now known as the Sportslab. Its forty engineers, including thirteen PhDs in science, explore the physiology and needs of users from a very young age, along with their motivations and the barriers to physical activity.

Within this framework, the Sportslab collaborates with various international universities*. Between 2024 and 2025, several studies were thus conducted on the role of play in sports, motivation, and the identification of the barefoot factor, which is essential to toddler development.

* Detailed Sportslab studies available online

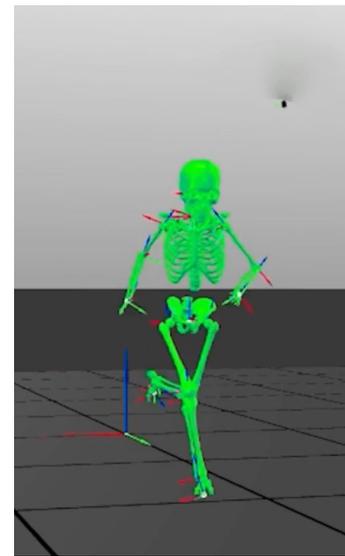
An example with the development of the PLAY range for children aged 7 to 12

Between 2020 and 2023, the SportsLab, in collaboration with the biomechanics laboratory of the **Université Polytechnique Hauts-de-France**, conducted an unprecedented longitudinal study. The goal: to analyze the long-term impact of footwear on the development of **60 children aged 6 to 9**.

To achieve this, a combined scientific and educational project was rolled out in a primary school in Northern France, where students were equipped with specific shoes so they could be monitored in their daily lives.

This real-world experiment was complemented by advanced testing, combining **biomechanical laboratory analyses with stabilometric and ultrasound examinations**.

Cross-referencing all this data allowed the SportsLab to establish **the four fundamental criteria for the ideal shoe for 7-12 year-olds**. Namely: precise cushioning, medium torsion, optimal flexibility, and a low drop (a minimal height difference between the heel and the forefoot).





DECATHLON Innovation

Eleni Grimpampi, Director of the Youth Research Program at DECATHLON

*"Today's children are tomorrow's adults: **establishing healthy habits right now is a public health priority.** At Decathlon, our ambition is to have a lasting impact on the overall well-being of children through our **Youth Research Program.**"*

*Through this program, we do more than just analyze movement; we study the child as a whole based on three fundamental pillars: the **physical aspect**, with the development of motor skills; the **mental aspect**, with the levers of motivation and the joy of moving; and the **social aspect**, with the strength of the bond built with loved ones through sports.*

***Our secret? Play.** Children don't want to train, they want to have fun. By placing playful enjoyment at the heart of our solutions, we give them the keys to thrive fully in today's world".*



Movement: A Challenge for Tomorrow's Adults

Yi hihihhi !!!

Tackling today's sedentary habits in children for the health of tomorrow's adults





Fabien BROSSE
Chief Sports & Products Officer

DECATHLON's Commitment

In 2026, DECATHLON celebrates 50 years of shared adventures. For half a century, the company has been committed to making the pleasure and benefits of sports accessible to as many people as possible. First in France, and then around the world, DECATHLON has accompanied millions of sporting "firsts": the still-hesitant balance of a first bike ride, the pride of reaching a first climbing hold, or simply those very first steps that spark a desire to move and play.

"Our mission has always been to get people moving. And what better way to start than from an early age? It was in 1992 that DECATHLON began designing its own children's apparel."

"Since then, the design teams have come a long way. By constantly rethinking products in light of new needs and, above all, new data on our users, such as toddlers," explains Fabien Brosse, Chief Sports & Products Officer at DECATHLON.

It is upon this strong heritage that DECATHLON's teams are working today to shape the next fifty years of sports practice. *"We don't know exactly what our company will look like tomorrow, but one thing is certain: we want this spark—this desire to move—to last a lifetime,"* adds Fabien Brosse. *"With an ongoing commitment to remain accessible to as many people as possible, by offering sports gear with an excellent price-to-quality ratio and by supporting families and children."*

Photo of a Children's department, 1993. Archive Collection, Decathlon Heritage & Legacy



Facing the Urgency to Move

The World Health Organization (WHO) points out that 31% of adults and 81% of young adolescents do not move enough. The global crisis of physical inactivity is one of the most urgent threats to public health.

Physical inactivity is, according to the WHO, one of the leading risk factors for chronic diseases and mortality worldwide. **Conversely, regular physical activity is a crucial protective factor in preventing and reducing the risks of cancer, heart disease, strokes, diabetes, depression, dementia, and more.**

*"Tomorrow's challenge is right in front of us: getting children moving again and making them want to stay active. **By transforming our playground, by making sports and, more broadly, movement a habit—a daily reflex,**" states Nathalie Rompillon, Social Impact and Well-being Manager at DECATHLON. This always requires a multidimensional approach to be adopted by every agent of change.*

* World Health Organization. (2022, October 5). Physical activity, online



One of the action levers for DECATHLON is helping to break down barriers to sports participation: promoting accessibility through the best price-to-quality ratio, the geographical proximity of its stores, and, of course, customer relations. This means, for example, offering a children's bike rental service for kids who grow fast, or providing products adapted to children's proper development to encourage early psychomotor learning.

It also means encouraging local actors to integrate more sports into their daily lives. DECATHLON thus offers the **Active Design*** program, through which schools can redesign their playgrounds for more playful, equitable, and social play. It also invites communities to practice sports through initiatives like **Vital Sports** or **Decathlon Activities**.

Finally, it is about making the voice of sports heard at the highest level.

*"Last year, alongside the Physical Activity Committee of the World Federation of the Sporting Goods Industry (WFSGI)**, of which DECATHLON is a member, we presented the first impact report of the sporting goods industry on physical activity. This report was published during the World Health Organization (WHO) General Assembly in Geneva. The goal is to drive a unified and sustainable effort to increase physical activity worldwide, thereby expanding opportunities to be active and fostering a positive impact on individual and societal well-being,"* highlights Nathalie Rompillon.



Nathalie ROMPILLON
Social Impact & Wellbeing manager

* <https://www.decathlonpro.fr/collectivites/design-actif> ** WFSGI. (2025, May 23).
** WFSGI Physical Activity Impact Report 2025: Moving the World Towards an Active Future.



WORLD FEDERATION OF THE
SPORTING GOODS INDUSTRY



The Products in Detail

Product prices are provided as an indication for the European zone. Prices may vary by country.

14-Inch Kids' Bike 900 2-in-1 Balance Bike

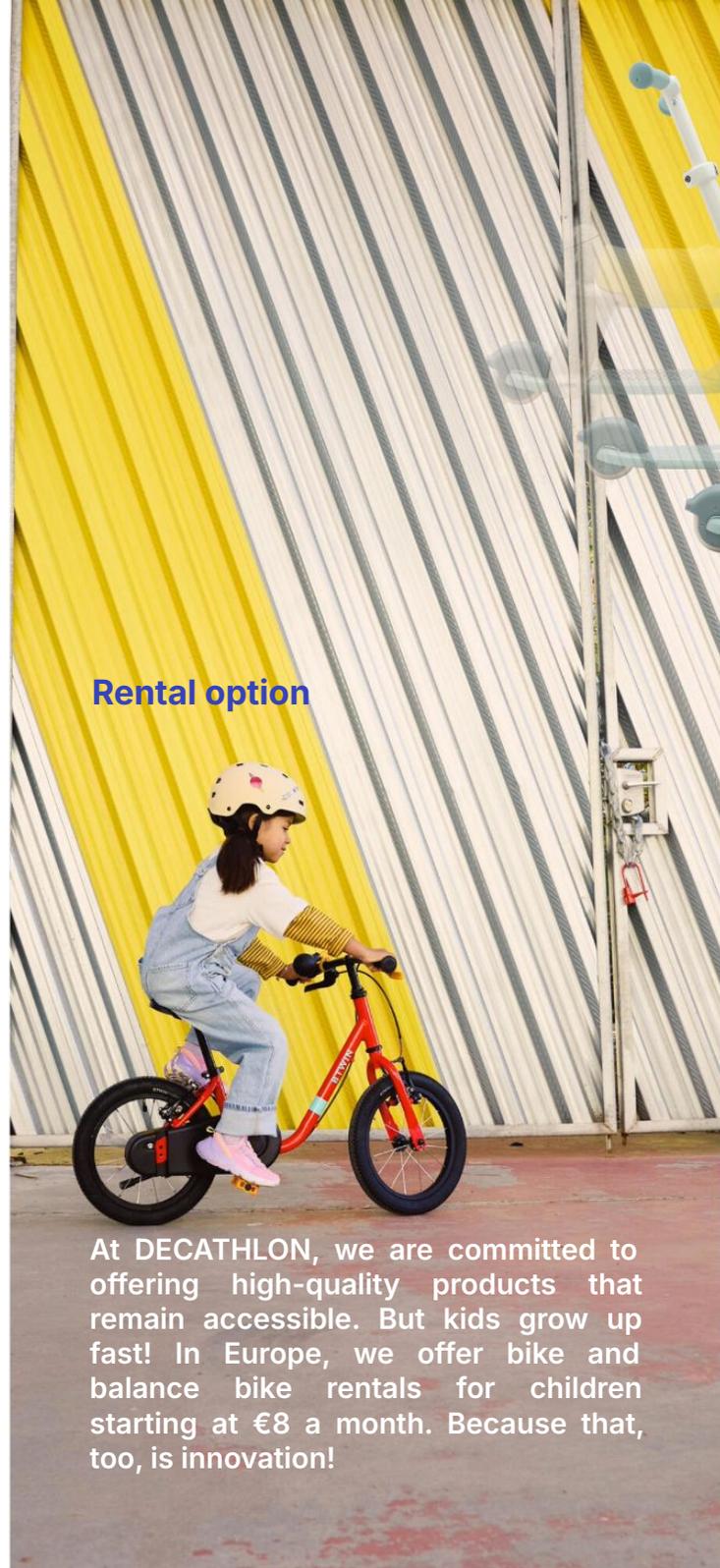
A 2-in-1 bike that transforms into a balance bike in a snap, making it easy to learn how to pedal without the need for training wheels.



Technical Expertise

The unique, patented removable pedal system allows for tool-free installation/removal in **exactly 10 seconds**. The *Stop Easy* braking system, with a more accessible brake lever, provides **30% more braking capacity** compared to a standard lever.

Recommended age: 3 to 5 years
(90 to 110 cm)
€200



Rental option

At DECATHLON, we are committed to offering high-quality products that remain accessible. But kids grow up fast! In Europe, we offer bike and balance bike rentals for children starting at €8 a month. Because that, too, is innovation!

B900 Evolutive Scooter



A **ride-on toy** that seamlessly transitions from a **balance bike** to a **scooter**, following the child's growth and motor development. The B900 transforms in the blink of an eye and is height-adjustable.

Technical Expertise

For 10 years, products in the *Begin* series, like this ride-on, have made it possible to steer a 3-wheel scooter just like a 2-wheel scooter. A truly unique product on the market! **The steering comfort in ride-on mode has been redesigned and patented to ensure ease of use for parents.**

Recommended age: 1 to 5 years
(80 to 120 cm)
€85

EXPL 900 Bike Trailer

For full-day family adventures, the first EXPL 900 bike trailer invites two children (up to a combined 36 kg) to ride safely behind a standard bicycle. It can also be used as a stroller for hiking. **Its major advantage: its compactness!** Easy to dismantle and store, it makes life easier for parents.



Technical Expertise

Thanks to folding kinematics tested on every prototype by a user panel, the design teams guarantee that the EXPL 900 is **the most compact bike trailer currently on the market.**

Recommended age: 6 months to 6 years
(one to two children, total max load 36kg)
€500



Learn 100 Roller Skates

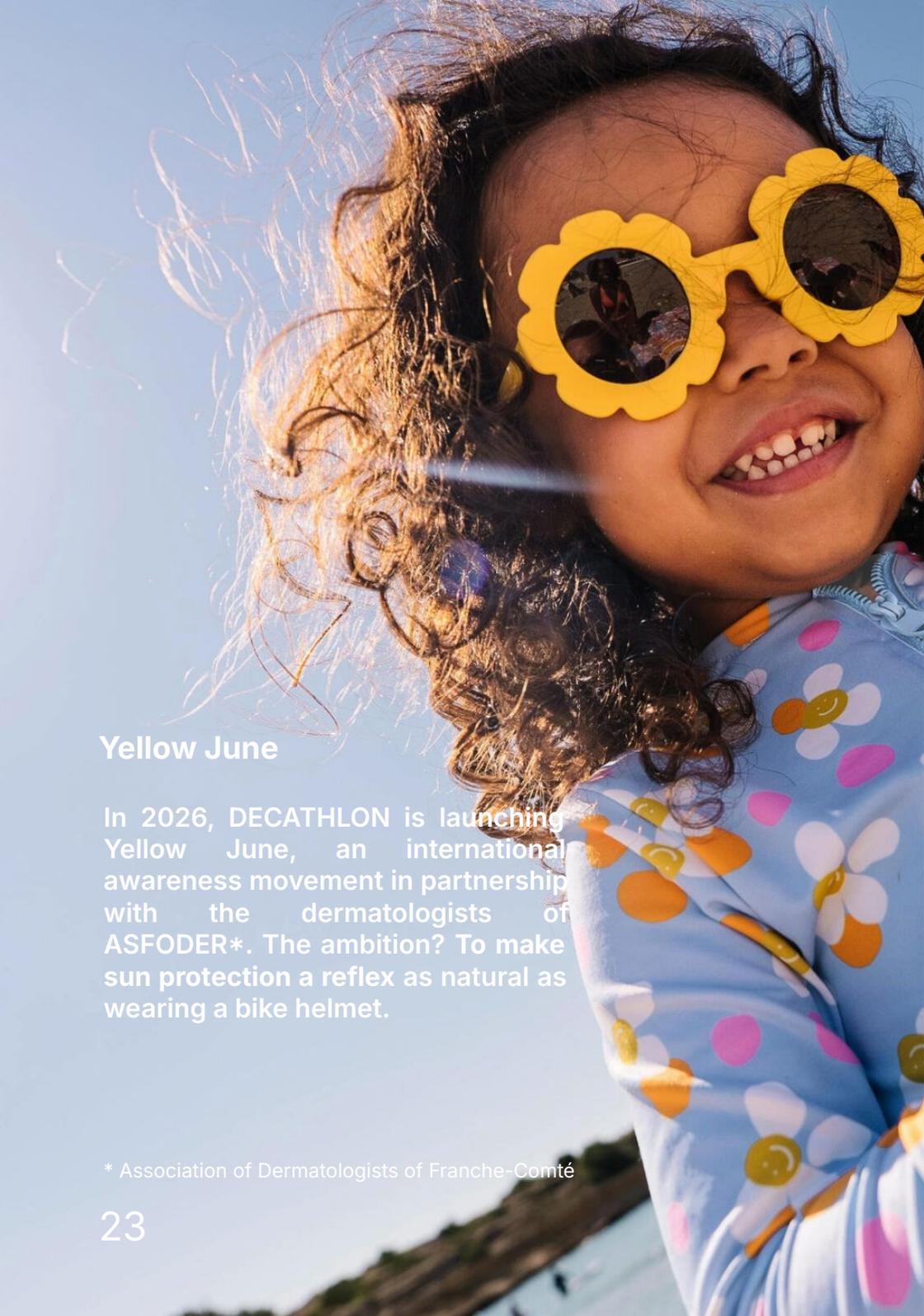
This new inline skate model is the result of a **5-year collaborative project with a psychomotor therapist.** The *LEARN 100* skates accompany children as they learn and help improve their coordination, all while respecting their psychomotor development.

Technical Expertise

The skates **slip on just like a pair of sneakers** thanks to their hook-and-loop fastening system, promoting independence for little ones. They feature **three lightweight wheels for effortless gliding**—wheels that are light yet wide for better ground grip, equipped with ABEC1 bearings to roll at a manageable speed and **build confidence progressively.**

Recommended age: 3 to 6 years
€25





Yellow June

In 2026, DECATHLON is launching Yellow June, an international awareness movement in partnership with the dermatologists of ASFODER*. The ambition? To make sun protection a reflex as natural as wearing a bike helmet.

* Association of Dermatologists of Franche-Comté

Free Inflatable Armbands

This new armband model is thinner, allowing the child greater freedom of movement. Its slender, elongated shape guarantees optimal buoyancy.



Technical & Scientific Expertise

The unique shape of the *Free Arm* is patented. The armbands guarantee an enhanced buoyancy of 30 Newtons. They were validated by a panel of 50 beginner swimmers at DECATHLON's Water Sports design center in Hendaye.

Recommended weight: for children between 11 and 30 kg
€8



Kuwee Swimming Goggles

With these goggles, little swimmers gear up like grown-ups as they learn to put their heads underwater and swim. The secret of the Kuwee: **a perfectly symmetrical frame**. There is no upside-down, no room for error. And thanks to its ultra-flexible strap, hair-pulling is a thing of the past.

Recommended age: from 2 YO
€12

Body Warm Neoprene Wetsuit

Featuring hook-and-loop fasteners on the shoulders and stomach, the *Body Warm* wetsuit beats the 1-minute dressing challenge. **Designed to allow very young children to stay in the water longer by keeping them warmer** than a regular swimsuit, this 2mm neoprene suit combines thermal comfort with absolute freedom of movement.



Scientific Expertise

Water confidence starts at a very young age and encourages learning to swim. Familiarizing a child with water **helps them learn how to float and swim faster**.

Recommended age : 6 months to 3 old
€8

Kids SPF50+ Mineral Roll-on Sunscreen



This roll-on, designed specifically for toddlers, features a **very high protection, water-resistant SPF 50+ formula**. Its roll-on format makes application a breeze.

Technical Expertise

This sunscreen is suitable for babies from 6 months old. The roll-on complies with the Restricted Substance List (which tracks over 1,000 controversial substances) and adheres to Hawaiian law, which bans ingredients deemed harmful to algae and coral reefs (tested by an independent laboratory).

Recommended age: from 6 months old
€8

UPF50+ Anti-UV T-shirt

A baby's skin is 10 times thinner than an adult's. UV rays therefore penetrate more deeply, causing irreversible damage. Recommended by dermatologists, the UV -protection t-shirt stands out as the most effective protection for the entire family.

Scientific Expertise

DECATHLON's anti-UV t-shirts are certified UPF50+: **specifically crafted to block harmful rays** and deliver ultimate protection, even in the water, filtering out **at least 98% of UVB and 95% of UVA rays**.

Recommended age : from 12 months old
€8



The Barefoot Shoe Range

Because a child is not simply a miniature adult, it is essential to fully understand their psychomotor development in order to provide the right solutions. Enter the **brand-new Barefoot shoe range**, designed to accompany children as they take their first steps. "By collaborating closely with eighteen health experts,

including **podiatrists, physical therapists, and osteopaths**, we have designed a **barefoot-feel shoe**. A wide forefoot to let the toes splay, a zero-drop sole, and extreme flexibility," explains Mirela Militaru, Product Manager for kids' multisport shoes.



High flexibility

The shoe's extreme flexibility allows the foot to move completely unconstrained. This freedom of movement helps strengthen the muscles in the foot.



Thin sole and drop 0

A thin, flat sole encourages a natural posture. By providing enhanced ground feel, it helps the child better understand their balance and stimulates their sensory receptors.



Wide toe box

The generous toe box allows the toes to splay freely. This shape respects the natural morphology of a child's foot, ensuring optimal stability with every step.

This range of footwear for young children is the result of a **partnership between eighteen child health experts, DECATHLON's multisport design teams, and the SportsLab teams**. Together, they developed a protocol to define **the criteria for the ideal shoe for 1-6 year-olds**.

Recommended age: 1 to 6 years
From €10 to €30



The Crossrock Shoe by Quechua

For a child, spending time outdoors is far from trivial. According to a recent UNICEF study*, **outdoor play fosters not only physical health but also mental well-being, self-confidence, and social skills.** This *motto* guides DECATHLON's design teams, who have continually reimagined this shoe since its launch 13 years ago. The result: **a highly comfortable shoe with a reinforced toe and a lugged, grippy sole.**

Technical Expertise

In collaboration with DECATHLON's Footwear Industrial Community and the Quechua Kids teams, three specific testing protocols were devised to replicate **the real-world conditions of children's outdoor usage.** These included: observing real behaviors in the field, analyzing end-of-life wear zones, and comparing against market standards.

The field findings were clear: wear occurs primarily at the **forefoot** and **on the sides**, **fastening systems** take a beating, **protection** is needed without hindering movement, and **the demand for comfort** is exceptionally high.

With the Crossrock, Quechua delivers a shoe designed entirely from a child's perspective: robust where it needs to be, comfortable everywhere, and built to withstand any adventure, regardless of weather or terrain.



Recommended age: 3 to 12
years (from 24 to 38)
From €30 to €40



Outdoor Apparel and Accessories Range

Because the outdoors doesn't stop for the weather or the time, **Quechua has imagined a complete wardrobe to accompany children on all their adventures**, from their first trips to the park to long days spent outside.

Waterproof overalls so you no longer have to fear getting your pants dirty. Combined with the **waterproof jacket**, this set forms an effective barrier against bad weather. The small **UPF50+ bucket hat** adds its sun protection function. **The bear backpack**, in addition to being very cute, encourages autonomy towards adventure.

Recommended age: from 2 to 6
From €9 to €22

Junior Archery Set

Specifically designed to teach aiming safely, **this junior archery set is completely risk-free**. With an intuitive nock and string tension adapted to little arms, children can improve their coordination and release an arrow in one smooth motion.

Recommended age: from 5
€10



Hook-and-Loop Target

With this target designed for a child's first throws, **toddlers develop their throwing and aiming skills with zero risk to themselves** or household objects. The brightly colored sections encourage kids to distinguish different zones and learn their numbers.

Recommended age: from 3
€7



Bucket and Landing Net Kit

Developed for kids eager to **discover and observe aquatic life** in the sea or fresh water, this kit allows them to easily catch small fish near the water's edge. **They can observe their catch in the transparent bucket** before safely releasing them back into their natural habitat.

Recommended age: from 2
€12



About DECATHLON

A global multi-specialist sports brand catering for everyone from beginners to top athletes, Decathlon is an innovative manufacturer of sporting goods for all skill levels. With over 101,100 teammates and 1,817 stores worldwide, Decathlon and its teams have been working ever since 1976 to make the joys and benefits of sport truly accessible to all.

Press

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