

Zava Market Brief

Athletic Fabrics — Polyester / Nylon / Spandex — Q3 Market Brief

Brief ID: MB-2025Q3-FABRICS • Sentiment: Neutral • Updated: 2025-08-25 • Region: Global → NA Retail • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

Executive summary

Core athletic fabrics are stable this quarter. Polyester holds flat with ample supply; Nylon

6,6 shows mild firmness on feedstock; spandex pricing is steady but lead times can stretch on

color-matched lots. For Zava's leggings, tops, and compression lines, landed cost variance is

Signals

Signal	Current	WoW Δ	YoY Δ	Confidence
Polyester staple (dex)	\$1.10/kg	+0.2%	+1.5%	High
Nylon 6,6 chip (dex)	\$2.85/kg	+0.5%	+3.8%	Medium
Spandex (elastane)	\$5.60/kg	0.0%	+2.1%	Medium
Dyehouse lead time	9-12 days	+1d	+2d	Low

Drivers & risks

• Driver: Polyester supported by steady PTA/MEG costs and adequate capacity utilization

• Driver: Nylon firmness tied to adiponitrile availability and balanced chip inventories

• Driver: Spandex availability adequate; specialty colors batch-limited

• Risk: Sudden freight surcharges could outweigh resin stability

• Risk: Heat waves impacting dyehouse throughput in select regions

Implications for Zava

• Core leggings/tees BoM costs should hold; protect margins via freight discipline

• Reserve dyehouse capacity ahead of promotional color drops

• Pilot recycled polyester (rPET) blends where hand-feel allows to support sustainability

messaging

Watchlist

• Upstream MEG/PTA movements >3% in a week

• Supplier color lab backlogs exceeding 5 days

• Lock rolling 60-day fabric commitments for top 10 SKUs; keep small spot flexibility

• Pre-approve 2 color substitutes per style to reduce dyehouse bottlenecks

• Validate rPET hand-feel on two high-volume styles; add care-label guidance

Recommended actions

Zava Market Brief

Footwear & Accessories Materials — EVA / Rubber / Zippers — Q3 Market Brief

Brief ID: MB-2025Q3-FOOTWEAR • Sentiment: Neutral • Updated: 2025-08-25 • Region: APAC → NA • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

Executive summary

EVA and rubber inputs are range-bound; the main swing is logistics. Zipper lead times

normalize, but branded pulls and custom tapes still queue. For Zava's trainers and outerwear,

Signals

Signal	Current	WoW Δ	YoY Δ	Confidence
EVA resin (demo)	\$1.65/kg	-0.3%	+2.0%	Medium
Natural rubber index	\$1.32/kg	+0.4%	+6.1%	Medium
YKK zipper lead time	14-18 days	-1d	-4d	Medium

Drivers & risks

• Driver: EVA follows ethylene dynamics; capacity ample

• Driver: Rubber supported by weather and plantation yields

• Driver: Trim suppliers clearing backlog; customization still a gating factor

• Risk: Peak-season port congestion can slip footwear delivery windows

• Risk: Late artwork approvals for custom zipper pulls create avoidable expedites

Implications for Zava

• Sole unit costs should track BoM; room to shift density/hardness without price shock

• Outerwear production schedules benefit from early trim lock-down

• Custom hardware should be tied to drop calendars with freeze dates

• Stage trim purchase orders 4-6 weeks before cut-and-sew

• Approve generic pulls for carryover styles; reserve custom for hero SKUs

• Keep a 5% expedite contingency in footwear drops landing within 2 weeks of marketing windows

Watchlist

• Lane-specific dwell times >2 days at LA/LB

• Supplier MOQ changes on zipper families

Recommended actions

• Stage trim purchase orders 4-6 weeks before cut-and-sew

• Approve generic pulls for carryover styles; reserve custom for hero SKUs

• Keep a 5% expedite contingency in footwear drops landing within 2 weeks of marketing windows

Signals

- Mid-month GRI announcements

Zava Market Brief

Semiconductors — Microcontrollers & Sensors — Q3 Market Brief

Brief ID: MB-2025Q3-MCUSENS • Sentiment: Positive • Updated: 2025-08-25 • Region: Global → NA • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

Executive summary

Lead times for mainstream MCUs and sensor modules continue to normalize. Pricing is competitive

on high-run families; niche parts still carry premiums. For Zava's high-tech accessories,

Signals

Signal	Current	WoW Δ	YoY Δ	Confidence
MCU lead time (demy)	12-16 weeks	-1w	-6w	High
Sensor module ASP	\$3.10	-0.5%	-4.0%	Medium
Allocation status	Low	↔	↓	Medium

Drivers & risks

• Driver: Foundry capacity rebalanced to MCUs from bleeding-edge nodes

• Driver: Distributor inventories healthier; broad-market demand mixed

• Risk: Sudden design wins can whipsaw niche SKUs

• Risk: Package substitutions can invalidate certifications if unmanaged

Implications for Zava

• Accessory builds less likely to slip for silicon; buffer can be reduced modestly

• Pin-compatible alternates lower risk in seasonal ramps

• PCBA house cycle times around holiday peaks

• Notices on EOL/LTB for older MCU families

Watchlist

• PCBA house cycle times around holiday peaks

• Notices on EOL/LTB for older MCU families

Recommended actions

• Approve two pin-compatible MCU alternates per board

• Move critical sensors to 13-week rolling forecasts with disti commits

• Bake in automated incoming tests for substituted packages

Zava Market Brief

Memory — DRAM & NAND — Q3 Market Brief

Brief ID: MB-2025Q3-MEMORY • Sentiment: Negative • Updated: 2025-08-25 • Region: Global • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

Executive summary

Memory pricing trends higher on producer discipline and AI-adjacent demand. DRAM spot moves

lead contract resets; NAND contracts lag but drift up. For Zava's devices, BoM pressure is

Signals

Signal	Current	WoW Δ	YoY Δ	Confidence
DRAM spot (8Gb, de)	\$2.45	+1.8%	+22%	Medium
NAND contract (per	\$46	+0.9%	+12%	Medium
Lead time (modules)	10-12 weeks	↔	-3w	Medium

Drivers & risks

• Driver: Capacity prioritized to higher-margin parts; limited spot relief

• Driver: AI server demand tightens certain DRAM grades

• Risk: Sudden ASP jumps on constrained nodes

• Risk: Spec creep in consumer devices inflates BoM without visible benefit

• Retail device margins sensitive to density selections

• Promotional bundles should avoid top-bin memory SKUs

Implications for Zava

• Contract resets at quarter boundaries

• Vendor guidance on wafer starts and utilization

• Standardize on 2-3 memory options per platform; pre-qualify alternates

• Right-size capacities for actual use; avoid over-spec in entry SKUs

• Negotiate index-based clauses with quarterly caps

Recommended actions

Zava Market Brief

Plastics for Housings — Polycarbonate / ABS — Q3 Market Brief

Brief ID: MB-2025Q3-RESINS • Sentiment: Neutral • Updated: 2025-08-25 • Region: APAC → NA • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

Executive summary

PC and ABS pricing is stable with improved availability. Lead times are predictable; specialty

grades (UV, flame-retardant) carry modest premiums. For Zava's tech housings and wearables,

focus turns to cosmetic yield and assembly fit to protect margin.

Drivers & risks

- Driver: Steady upstream aromatics; plant turnarounds largely completed

- Risk: Better utilization at molders improves slot availability

- Risk: Color-match rework can extend cycle time

- Risk: Flame-retardant additives add cost and can complicate recycling claims

Implications for Zava

- BoM stability allows focus on yield and scrap reduction

- Marketing claims around recycled content should align with grade specs

Watchlist

- Large outage notices at regional producers

- Molder queue length >7 days

- Lock cosmetic masterbatch early; run first-article approvals on two lots

Recommended actions

- Add simple go/no-go gauges for snap-fit features to reduce rework

- Keep FR grades limited to SKUs with a real compliance need