

# Analysis of Adidas AG

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## Abstracts

Adidas AG is engaged in the sporting goods industry, offering a range of sports brands across all sporting categories. Adidas manufactures footwear, apparel and hardware. The Adidas brand is structured in three divisions: Adidas Sport Performance, Adidas Sport Heritage and Adidas Sport Style.

The company has approximately 100 subsidiaries in Europe, the US and Asia, each focusing on a particular market or part of the manufacturing process. The Adidas-Salomon Group markets its products under six brand names: Adidas, Salomon, TaylorMade, Mavic, Bonfire and Erima.

The sporting goods and equipment industry's major segments are sports apparel, athletic footwear and sporting goods equipment. This industry includes those companies that design, manufacture, and/or market sporting and athletic gear, including apparel and equipment for fishing, hunting, hiking, golf, tennis, baseball, basketball, football, biking, rollerblading, snowboarding, skateboarding, surfing, skiing, and hockey, along with playground and play scape equipment.

Aruvian's R'search presents Analysis of Adidas AG. A complete and comprehensive analysis of Adidas, one of the leading sporting goods and equipment manufacturer in the world, includes an overview of the sporting goods and equipment manufacturing industry in the United States, a PEST Framework Analysis of the US Sporting Goods & Equipment Industry, and then moves on to analyzing the company itself.

Company analysis from Aruvian includes a history of Adidas, a business segment analysis of the segments Adidas operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors namely Nike and Reebok.

A financial analysis of Adidas AG is presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company balance sheet, and much more.

A SWOT Framework Analysis of Adidas AG completes this in-depth company analysis.

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