

adidas AG in Apparel (Saudi Arabia)

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Abstracts

As one of the leading players within apparel in Saudi Arabia, adidas already held significant share, in particular within men's outerwear. The company's key challenge and focus area will therefore be trying to expand its consumer base, with low exercise rates and conservative attitudes in the country representing the biggest barriers to growth. Nevertheless, adidas will likely continue careful outlet expansion in the country and also try to capitalise on the slowly emerging group of female...

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