

adidas Group in Apparel and Footwear (World)

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Date: May 2023

Pages: 47

Price: US\$ 570.00 (Single User License)

ID: A126920E418EN

Abstracts

Due to innovative products across price points and global reach, adidas remains second in apparel and footwear. It faces challenges from competitors new and old, while dealing with crisis of its own. The German sportswear powerhouse addresses these issues by refusing to choose: it continues developing both sportswear and sports-inspired categories; and while retaining its DTC model, it focuses on expanding its retail footprint. The world-renowned three stripes allow adidas to stay in the race.

Euromonitor International's adidas Group in Apparel and Footwear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Apparel and Footwear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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