

# Adidas Group in Apparel and Footwear (Hong Kong, China)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A3112B1B593EN

### **Abstracts**

The player is expected to consolidate its leading position in apparel and footwear in general and sportswear in particular by tapping into the potential of sportswear with more-innovative products that meet the needs of local consumers.

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Product coverage: Apparel, Footwear, Sportswear.

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

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Pinpoint growth sectors and identify factors driving change;

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



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