

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

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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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Apparel, Footwear, Sportswear.

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

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