

# adidas Group in Apparel and Footwear (Philippines)

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## Abstracts

Adidas Group Inc is expected to widen its base in the Philippines by expanding its distribution network. The opening of more shopping malls in Metro Manila and key provincial cities will continue to provide lucrative locations for adidas stores and department stores that carry its brand. Competing directly with other popular brands like Nike and new entrant Under Armour, it is expected that adidas will continue to develop products which boast new technology that boosts users' performance and...

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