

# adidas Group in Apparel and Footwear (United Arab Emirates)

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Date: September 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A6F6DD52B91EN

## Abstracts

In 2013, Adidas AG overtook Nike Inc as the leading sportswear retailer in the UAE. Capitalising on this development, and in order to take advantage of the anticipated rise in uptake of sporting activities in the UAE, adidas is expecting to continue its expansion in the UAE through the openings of additional own-brand stores. adidas will continue to support that expansion through active marketing campaigns across all media, as well as through the continued extension of its wide sponsorship and...

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## Contents

Strategic Direction

Key Facts

Summary 1 adidas AG: Key Facts

Company Background

Competitive Positioning

Summary 2 Adidas brand: Competitive Position 2013

Retail Operations

Internet Strategy

Production

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