

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

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## 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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