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adidas in Apparel and Footwear (world)

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Abstracts

In the phygital era, adidas has capitalised on digital engagement to better understand consumers and their needs. This level of insight has empowered the company to innovate not only by launching new products, but also to rethink channels, launching new stores and digital tools to improve the consumer experience. The inclusion of differentiated needs (eg adidas has become the first major sportswear brand to produce period-proof activewear) has opened the space to new technologies and a modern an...

Euromonitor International's adidas in Apparel and Footwear (world) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Apparel, Footwear, Sportswear.

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

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Contents

Introduction
State of play
Exposure to future growth
Competitive positioning
Sportswear
Footwear
Key findings
Appendix

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