

adidas Israel Ltd in Apparel (Israel)

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Abstracts

The company's biggest challenge is the competition it faces with Nike Israel Ltd. Sportswear is expected to see dynamic growth over the forecast period, a trend set to benefit adidas Israel Ltd. As consumers are looking for more fashionable sportswear, suitable to be worn outside the gym, one of the main focuses of the company will be the incorporation of fashion trends with its sportswear offering. Another important goal of adidas Israel Ltd is to expand its offering for female consumers.

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