

adidas Italy SpA in Apparel (Italy)

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Abstracts

Adidas Group has been able to maintain solid value sales and a stable position in sportswear in Italy in spite of the current strong economic crisis. Nevertheless, the economic crisis had little effect on the overall performance of adidas between 2009 and 2012. This is because stagnant demand for the company's products in Italy and across Europe were more than compensated for by brilliant results at global level.

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