

adidas Italy SpA in Apparel and Footwear (Italy)

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Abstracts

Adidas has been able to maintain solid value sales and a stable position in sportswear in Italy in recent years in spite of the current strong economic crisis. Nevertheless, the economic crisis had little effect on the overall global performance of adidas between 2009 and 2013. 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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