

# adidas Japan KK in Apparel and Footwear (Japan)

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## Abstracts

The company's recent focus in Japan has been the development of performance apparel and footwear for running, in response to the continuing running and exercise boom. The company has also been investing in expanding its e-commerce platform to pursue an omnichannel strategy. The company aims to improve brand recognition as a global sportswear manufacturer, with sponsorship agreements with domestic sports professionals, including Japan's national football team and professional baseball team...

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