

adidas Korea Ltd in Apparel and Footwear (South Korea)

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Abstracts

Adidas Korea manages four brands: Performance, Originals, Reebok and Kids and the company is expected to continue focusing on them. Sportswear for children is expected to see strong growth as a new market segment for sports manufacturers. The sports-inspired look was successful for adults, and the children's segment is expected to be supported by parents' willingness to spend more on their children in South Korea.

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