

# adidas Portugal - Artigos Desporto SA in Apparel (Portugal)

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## Abstracts

Over the forecast period, adidas expects to conquer market share from the sportswear leader Nike through ongoing investment in marketing campaigns and new product developments. In addition to sportswear, this company is likely to continue enlarging its product portfolio with the development of its streetwear adidas Neo range. With Nike sponsoring the national football team, adidas will probably continue to focus on timely advertising campaigns using some Portuguese football stars, such as Nani...

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