

adidas AG in Apparel (World)

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Abstracts

adidas, the second largest apparel brand in the world, trails in the wake of its great rival Nike. However, organic growth in developing markets, acquisition and a dynamic marketing and brand strategy have seen it outperform its rival over the review period 2006-2011, and its latest move into a more fashion-aligned position could see it improve global share. NEO, a fast fashion adidas sub-brand aimed at teenagers, will pit the company against the likes of H&M and Zara.

Euromonitor International's adidas AG in Apparel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Clothing, Footwear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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