

Anta (China) Co Ltd in Apparel (China)

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Abstracts

Shrinking consumer demand as well as too rapid outlet expansion, high stock levels and excessive competition increasingly became the key obstacles to the sustainable growth of local sports players in the review period, including Anta. In an attempt to improve the company's sustainable growth in the forecast period, Anta launched several approaches in 2012 such as diversifying brands and product portfolios with FILA positioned in high-end segment while Anta and Anta Lifestyle continue to focus...

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