

Anta (China) Co Ltd in Apparel and Footwear (China)

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Abstracts

Anta will strengthen its multibrand strategy in four key sports markets, namely running, basketball, cross-training and football, together with new technologies to boost product efficiency for both enthusiasts and athletes. Meanwhile, the company plans to optimise its omnichannel distribution strategy, to further achieve the integration of online and offline stores for maximum benefits and profits.

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