

Nike France SA in Apparel and Footwear (France)

<https://marketpublishers.com/r/N53362D8BE6EN.html>

Date: April 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: N53362D8BE6EN

Abstracts

Nike France SA is accelerating flagship-store openings in France and aims to have one in all major French cities by 2016 and before the 2016 UEFA European Championship. Nike France SA is expected to move away from the cycling category; the Nike brand suffered from its association with disgraced cyclist Lance Armstrong, who in 2013 admitted to systematic drug use and bullying throughout his seven victories at Le Tour de France. This illustrates the potential hazard with celebrity endorsement.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Apparel, Footwear, Sportswear.

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

Why buy this report?

Get a detailed picture of the Apparel and Footwear market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Nike France SA: Key Facts

Summary 2 Nike France SA: Operational Indicators

Competitive Positioning

Summary 3 Nike France SA: Competitive Position 2014

Retail Operations

Internet Strategy

I would like to order

Product name: Nike France SA in Apparel and Footwear (France)

Product link: <https://marketpublishers.com/r/N53362D8BE6EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N53362D8BE6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970