

Nike Inc in Apparel and Footwear (Thailand)

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Abstracts

Nike Inc's new product launches will be a key driving factor in drawing consumers' attention and demand. New innovative technology embedded in products will be a highlight. Moreover, the company will shift its overall business strategy towards premiumisation. For Thailand, more product varieties for women targeting both apparel and footwear are expected since fast fashion, and the street-style trend is expected to continuously support demand for sportswear over the forecast period.

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