

Nike Inc in Apparel and Footwear (United Arab Emirates)

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Abstracts

adidas AG overtook Nike Inc in 2013 as the leading sportswear brand in the UAE in terms of retail value sales. Thus, with increasing competition from adidas and other leading sports brands set to intensify over the forecast period, Nike Inc is expecting to increase its marketing and positioning efforts in the UAE to better take advantage of the anticipated increase in the level of sportswear purchased and thus regain its leadership of apparel and footwear.

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