

# Nike Inc in Apparel and Footwear (World)

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## Abstracts

Nike Inc remains the world's largest player in apparel and footwear despite inflationary pressures in 2022. Its success is attributed to the Consumer Direct Offense and Acceleration strategies, while sustainability and female empowerment initiatives provide a competitive edge. However, sportswear growth has slowed due to a challenging macro environment, and Nike's year-on-year growth in China has decreased, posing challenges to Nike's expansion efforts.

Euromonitor International's Nike Inc in Apparel and Footwear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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.

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