

# Nike Inc in Apparel (United Arab Emirates)

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## Abstracts

Over the forecast period, Nike will face growing competition from adidas, which was very active in terms of major advertising campaigns and sponsorship activities in the United Arab Emirates towards the end of the review period. Nonetheless, Nike will further build on its strong brand reputation in the country and is in a good position to take advantage of growing demand for sportswear in the United Arab Emirates.

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