

Nike Inc in Apparel (World)

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Abstracts

Sportswear giant Nike is rebuilding itself to cement its leadership of the global apparel market. It has sold off smaller brands Umbro and Cole Haan, to focus on the Nike brand as a tool for global expansion, as well as developing a more fashion-aligned position for its brands Converse and Hurley. With the forthcoming 2014 FIFA World Cup and 2016 summer Olympics both to be staged in Brazil, the company has massive opportunities to grow sales not only in the host country, but also globally.

Euromonitor International's Nike Inc in Apparel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel 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: Clothing, 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 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

Nike Inc in Apparel (World)
Euromonitor International
August 2013
Scope of the Report
Strategic Evaluation
Competitive positioning
Market assessment
Geographic and Category Opportunities
Brand Strategy
Operations
Recommendations

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