

Nike Italia SRL in Apparel and Footwear (Italy)

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Abstracts

Nike Italia is expected to continue to benefit from the iconic appeal of the Nike brand in Italy in the forecast period, particularly as casual clothing such as sports-inspired apparel and footwear is expected to see a widening appeal among all age groups. The company is also expected to benefit from ongoing strong sponsorship deals with sports teams, leagues and individual players from around the world. Nike is likely to continue to face competition from counterfeit goods in the forecast...

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