

# Nike Japan Co Ltd in Apparel and Footwear (Japan)

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## Abstracts

Nike Japan Co Ltd aims to further strengthen its position in sportswear through advertising on television and in other media. Towards the end of the review period, the company particularly focused on the development of running wear and the advertising of running events and campaigns through its website, in response to the recent running and exercise boom among consumers. One of the company's core target segments is female runners, and the company continues to sponsor the Nagoya Women's...

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