

# Nike Ltda in Apparel and Footwear (Brazil)

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## Abstracts

Over the forecast period, Nike in Brazil is expected to focus on local production and innovation. This will be mainly driven by the macroeconomic conditions in the country, marked by weak consumer confidence and high exchange rates against the US dollar, which favours exports and limits the performance of imported products. Moreover, the brand will increase investments in other sports' categories besides football, to take best advantage of the Rio Olympic Games due to be hosted in the country...

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