

# Nike Philippines Inc in Apparel and Footwear (Philippines)

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## Abstracts

The company is expected to maintain its bullish position as the biggest player in branded sportswear in the country. Nike Philippines Inc is set to maintain its favourable position as the most popular sportswear brand in the Philippines due to the increasing participation of middle-income and high-income consumers in outdoor activities and lifestyles. The company is also set to take advantage of these factors while depending on its global marketing campaigns to reach out to its expanding target...

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