

# Nike Inc in Apparel (World)

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## Abstracts

Nike has secured market leadership by spending on endorsements and innovative product development. Brand equity across its portfolio, but above all the Nike brand itself, is exceptional, underpinning high levels of consumer loyalty. Nike is cementing its relationship with its consumers via social media, and is pushing into retail to promote product awareness, showcase new products, and resist the large counterfeit brands market in the emerging countries in which it is seeking to drive growth.

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.

**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.

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