

Under Armour Inc in Apparel and Footwear (World)

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Abstracts

Under Armour underperformed most of its closest global competitors over 2019-2022, falling three positions in the sportswear top 10 ranking. Its sales are heavily concentrated in North America, and in three categories: performance, apparel and men's products. Moving forward, the company plans to increase its presence in women's sportswear and footwear, and aims to better reach younger consumers. Its recent launch of SlipSpeed signals its intention to play beyond its core segment, performance.

Euromonitor International's Under Armour Inc in Apparel and Footwear (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear 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: Apparel, Footwear, Sportswear.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Apparel and Footwear 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.

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