

Top Five Global Athletic Footwear Manufacturing Companies: Performance, Strategies, and Competitive Analysis, August 2012

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Abstracts

According to this report, increased demand from middle-class consumers from developing nations such as China and India is anticipated to drive the Asia Pacific (APAC) athletic footwear manufacturing industry. The global industry experienced significant growth over the last five years and is expected to continue its growth momentum, reaching approximately US \$42.58billion in 2017 with a CAGR of 6.3% over the next five years.

Increased demand from middle-class consumers from developing nations such as China and India is anticipated to drive the Asia Pacific (APAC) athletic footwear manufacturing industry. The global industry experienced significant growth over the last five years and is expected to continue its growth momentum, reaching approximately US \$42.58billion in 2017 with a CAGR of 6.3% over the next five years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global athletic footwear manufacturers and presents its findings in -Top Five Global Athletic Footwear Manufacturing Companies: Performance, Strategies, and Competitive Analysis.

The report provides detailed insight into the performance of the top five athletic footwear manufacturing companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered. The athletic footwear manufacturing industry is highly consolidated and is dominated by companies in the North American region. A combination of factors such as demographics and consumer spending habits significantly affects market

dynamics.

The athletic footwear industry comprises establishments that are primarily engaged in designing, developing, and manufacturing athletic footwear. Lucintel's research indicates that higher sales volumes and improvements in average selling prices supported the expansion of the market. APAC and Rest of the World witnessed the strongest growth over the last five years.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five athletic footwear manufacturing companies. The study provides current information on market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities, strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to developing and implementing effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global athletic footwear manufacturing companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's top five global athletic footwear manufacturing companies, we thoroughly profile following five companies with detailed competitive assessments:

Adidas AG

ANTA Sports Products Limited

ASICS Corporation

Nike, Inc.

Puma AG Rudolf Dassler Sport

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial and market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business, or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with top five global athletic footwear manufacturing companies. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global athletic footwear manufacturing companies

Regional analysis: global it services companies breakdown by key regions (North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial and market strengths

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 115 valuable figures/charts and 39 tables are provided in this report

Contents

1. EXECUTIVE SUMMARY

2. MARKET DEFINITION AND SCOPE

3. MARKET OPPORTUNITY

Supply Chain - Porter's Five Forces Analysis

4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Company Profile on Following Parameters

Company Overview

Benchmarking (Financial and Market)

SWOT Analysis

Product Positioning

Marketing Strategy and Tactics

Corporate Strategy

5. COMPANY PROFILE ON ADIDAS AG

6. COMPANY PROFILE ON ANTA SPORTS PRODUCTS LIMITED

7. COMPANY PROFILE ON ASICS CORPORATION

8. COMPANY PROFILE ON NIKE, INC

9. COMPANY PROFILE ON PUMA AG RUDOLF DASSLER SPORT

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