



Adidas Group - Strategy, SWOT and Corporate Finance Report

Adidas Group -Market Demand, Growth, Opportunities and Analysis (By product Apparel, Footwear, Sportswear)2017 Forecast To 2022

PUNE, MAHARASHTRA, INDIA, October 20, 2017 /EINPresswire.com/ -- [Adidas Group](#) Industry

Description

Wiseguyreports.Com Adds "Adidas Group -Market Demand, Growth, Opportunities and Analysis 2017 Forecast To 2022" To Its Research Database

adidas Group is maintaining momentum with revenue growth of 16% in Q1 2017, after a strong FY 2016 benefitting from strong performances in the US and China, both of which remain a strategic priority going forward. A diverse geographic presence and innovative retail strategy ensure the company is well positioned for long-term growth, while building on its fashion credentials and exploring the latest technical advancements will lead to a stronger women's business and enhance brand desirability.

Euromonitor International's adidas Group 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.

Euromonitor International's report on adidas Group delivers a detailed strategic analysis of the company's business, examining its performance in the Apparel and Footwear market and the global economy.

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Company and market share data provide a detailed look at the financial position of adidas Group, while in-depth qualitative analysis will help you understand the brand strategy and growth prospects of adidas Group.

Product coverage: Apparel, Footwear, Sportswear.

THIS REPORT EXAMINES:

Company share by region and sector

Brand portfolio

New product developments

Marketing and distribution strategies

A detailed SWOT analysis of adidas Group provides strategic intelligence on:

Strengths and weaknesses

Category and country opportunities for growth

Challenges and threats from current competition and future prospects

Global and regional market positions

Research You Can Trust:

Euromonitor International's company profile reports are written by our Apparel and Footwear research team, a dedicated group of analysts that knows the industry inside and out.

Buy this report to inform your planning, strategy, marketing, sales and competitor intelligence functions.

Why buy this report?

- * 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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Scope

STRATEGIC EVALUATION

Key company facts

FY 2016: Maintaining momentum

2017 set to be another record year

SWOT: adidas Group

Strategic objectives and challenges

COMPETITIVE POSITIONING

adidas picks up the pace

Grounded in second place

Gap between adidas and Nike remains far and wide

MARKET ASSESSMENT

North America remains a weak spot

Broad geographic presence ensures long-term growth

Footwear drives sales while womenswear offers opportunities

Growth across sportswear set to benefit adidas

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

Strong presence in dynamic markets

E-commerce lays foundations for direct-to-consumer strategy

Western Europe stronghold threatened

Progress in North America

Growth in Asia-Pacific spearheaded by China...

...but opportunities abound throughout the region

Positioned for growth in Latin America

Long-term potential in Eastern Europe

Fashion credentials boost women's business

Exploring functional fashion

BRAND STRATEGY

adidas Group consolidates into two core brands

adidas: Combining performance with lifestyle

Reebok: Playing to its strengths

OPERATIONS

Speed becomes priority for adidas Group operations

RECOMMENDATIONS

Strengthening global presence and prioritising innovation

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