



Euromonitor
International

Nike Inc in Apparel and Footwear

March 2025

Table of Contents

INTRODUCTION

Scope of the report

Executive summary

STATE OF PLAY

Top companies at a glance: Apparel and footwear

Top companies at a glance: Sportswear

Nike Inc's global footprint

Company overview

Navigating the impact of President Trump's policies

Uncertainty around tariffs in the US could end up increasing prices for consumers

Growth decomposition

Shifting consumer values driving purchases

Sportswear vs apparel and footwear

Sports footwear sales by category

Footwear segmentation as Nike Inc's leading product category

EXPOSURE TO FUTURE GROWTH

Exposure to growth

E EXPOSURE TO FUTURE GROWTH

Projected rankings

Sports sponsorship in major leagues worldwide

Womenswear as a key driver for growth globally

Emerging markets will be a key focal point for global footwear growth

Asia Pacific driving expansion of the sportswear industry

COMPETITIVE POSITIONING

Key categories and markets

Relative performance

Competitor overlap

Nike Inc apparel and footwear vs sportswear regional sales

INCUMBENTS VS CHALLENGERS IN SPORTSWEAR

Incumbent vs challenger sportswear brands

Incumbents vs challenger sportswear brands: Brand performance

Incumbents vs challenger sportswear brands: Growth opportunities

On AG: Cultivating a monumental rise

On AG: Value perception through partnerships

Hoka One One : Performance Prioritisation

Hoka One One : Community building through retail strategies

Incumbent nostalgia: adidas' campus-style strategy

Recycled fibres: Puma RE:FIBRE campaign

STRATEGIC RE-EVALUATION

Confronting consumer fatigue

Repositioning sales channels

Repercussions from wholesale restructuring

Nike x Jacquemus 2.0

90s nostalgia: The return of the T90

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nike-inc-in-apparel-and-footwear/report.