

RC Palmer Secondary

Analytical Report

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Marketing 11/12

Reason For Report

Adidas Shoes vs. Nike shoes:

The reason for this report is to conduct a comparative analysis of Adidas and Nike, two major competitors in the sports apparel and footwear industry, in order to gain insights into their strategies, market positioning, financial performance, and overall competitiveness.

Identify an issue or question

Adidas:

1. How can Adidas effectively incorporate sustainable practices throughout its supply chain to reduce its environmental impact and promote responsible manufacturing?
2. How can Adidas improve the durability and longevity of its shoes to enhance customer satisfaction and reduce environmental waste?
3. What steps is Adidas taking to innovate and improve the comfort, performance, and design of its shoes to meet the evolving needs and preferences of consumers?

Nike:

1. How can Nike enhance its diversity and inclusion initiatives to foster a more inclusive and equitable workplace environment for employees, as well as promote representation and cultural sensitivity in its marketing campaigns and product offerings?
2. How can Nike address the concern of sustainable materials and manufacturing processes in the production of its shoes, in order to minimise environmental impact and contribute to a more sustainable footwear industry?
3. What strategies and innovations is Nike implementing to create more sustainable and eco-friendly shoes, including the use of recycled materials, reduced carbon emissions, and improved waste management practices throughout the shoe manufacturing process?

Gather relevant information

Adidas:

Adidas is a renowned global sports apparel and footwear brand known for its innovative and stylish shoes. Here is some relevant information about Adidas shoes:

1. **Product Range:** Adidas offers a wide range of shoes for various sports and activities, including running, basketball, soccer, tennis, golf, and lifestyle footwear.
2. **Technology and Innovation:** Adidas employs advanced technologies to enhance performance and comfort in its shoes. Some notable technologies include Boost, which provides responsive cushioning, Primeknit, a seamless and flexible upper material, and Continental rubber outsoles for exceptional grip.

3. Collaboration and Partnerships: Adidas collaborates with renowned athletes, designers, and brands to create special edition and limited-edition shoe collections. Examples include partnerships with Kanye West (Yeezy line), Pharrell Williams, and collaborations with fashion brands like Stella McCartney and Alexander Wang.

Nike:

Nike is a well-known global brand specialising in sports apparel and footwear. Here is some relevant information about Nike shoes:

1. Product Range: Nike offers a wide range of shoes for various sports and activities, including running, basketball, soccer, tennis, golf, skateboarding, and lifestyle footwear.
2. Collaboration and Partnerships: Nike collaborates with renowned athletes, designers, and brands to create special edition and limited-edition shoe collections. Notable collaborations include partnerships with basketball player Michael Jordan (Jordan Brand), skateboarder Nyjah Huston, and fashion designer Virgil Abloh (Off-White).
3. Iconic Shoe Models: Nike has several iconic shoe models that have gained popularity over the years. Examples include the Nike Air Max series, Nike Air Force 1, Nike Dunk, Nike Cortez, and the basketball line, including the Nike Air Jordan series.
4. Fit and Comfort: Nike places emphasis on fit and comfort in its shoe designs, incorporating technologies like engineered mesh, Flywire cables for support, and cushioning systems to ensure a comfortable and secure fit.

Make Recommendations

Adidas:

Here are some recommendations for Adidas shoes based on different categories and activities:

1. Strengthen Sustainability Efforts: Adidas should continue to prioritise and enhance its sustainability initiatives throughout its supply chain. This includes increasing the use of recycled materials, implementing renewable energy sources, minimising water usage, and reducing carbon emissions. Setting ambitious targets and transparently reporting progress will help reinforce Adidas' commitment to environmental stewardship.
2. Innovate and Enhance Product Offerings: Adidas should focus on continuous innovation to meet evolving consumer demands. Investing in research and development to create technologically advanced products with superior performance, comfort, and style will help Adidas stay competitive in the market. Additionally, identifying and capitalising on emerging trends in

athleisure, sustainability, and customization can attract new customers and retain existing ones.

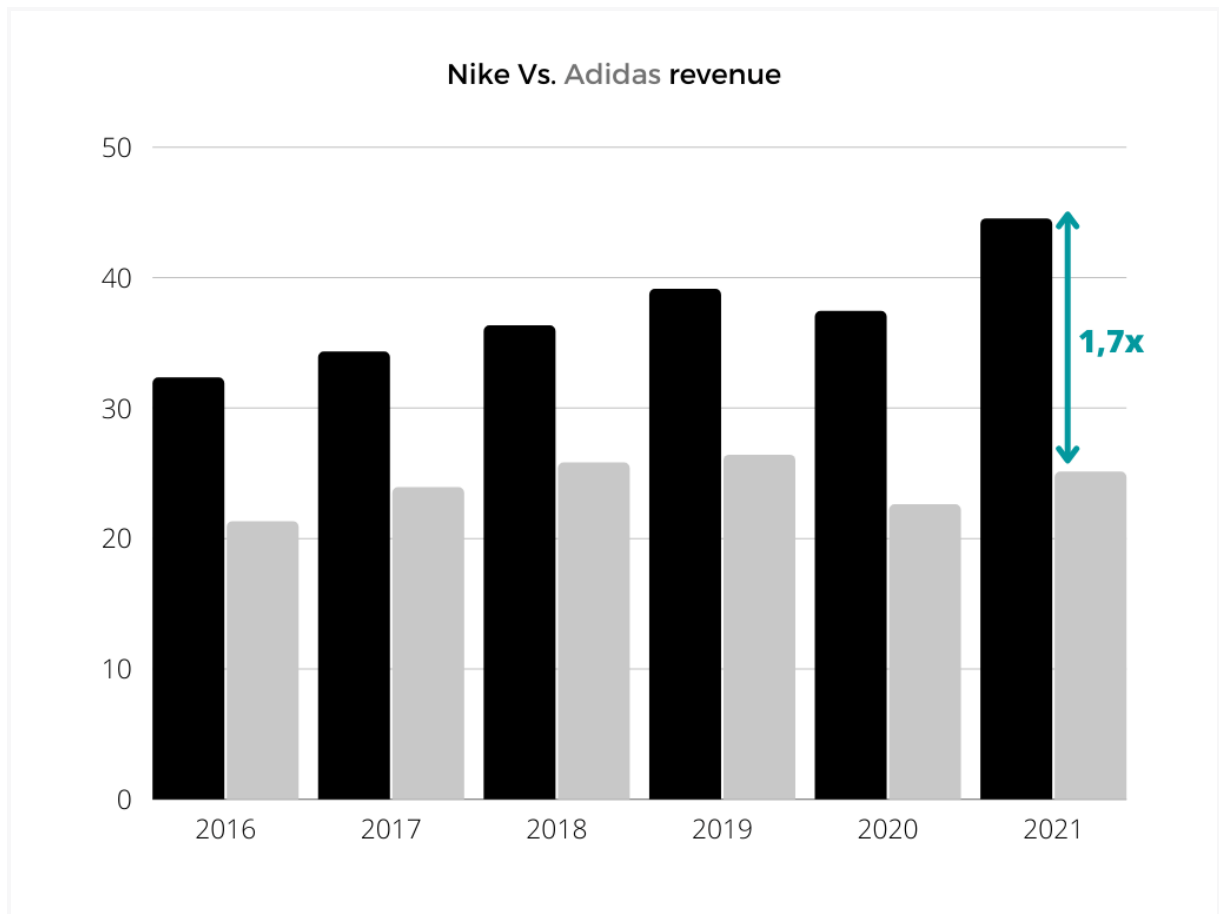
3. **Strengthen Digital Presence and E-commerce:** With the increasing shift towards online shopping, Adidas should further enhance its digital presence and e-commerce capabilities. This includes improving website user experience, expanding online product offerings, and leveraging data analytics to personalise marketing and customer experiences. Investing in digital marketing strategies, including social media engagement and influencer collaborations, can also help reach and engage a broader audience.

Nike:

Here are some recommendations for Nike shoes based on different categories and activities:

1. **Foster Inclusivity and Diversity:** Nike should continue to promote inclusivity and diversity in its workforce, marketing campaigns, and product offerings. This includes ensuring equal representation at all levels of the organisation, partnering with diverse athletes and influencers, and creating products that cater to a wide range of consumers. Building an inclusive and diverse culture can help Nike connect with a broader audience and strengthen brand loyalty.
2. **Enhance Innovation and Product Development:** Nike should focus on continuous innovation to deliver products that meet evolving customer needs. This includes investing in research and development to develop cutting-edge technologies, materials, and designs. Nike can also leverage customer feedback and engage in co-creation initiatives to involve consumers in the product development process, fostering a sense of ownership and loyalty.
3. **Strengthen Brand Partnerships and Collaborations:** Nike should continue to forge strategic partnerships and collaborations with influential individuals, brands, and organisations. These collaborations can help expand brand reach, drive innovation, and tap into new markets. By partnering with athletes, designers, and cultural icons, Nike can create unique and compelling products and experiences that resonate with consumers.

Charts Comparing Adidas and Nike Revenue



<https://seekingalpha.com/article/4516865-nike-vs-adidas-an-undisputed-leader>