2022-06-17

adidas | Nike

adidas, Nike, Nike App, Nike SNKRS, NIKE RUN CLUB, NIKE + TRAINING CLUB, Nike Adapt, Nike

adidas 比例不断提高

Nike 仍为市场主导，但增长速度放缓。

Global Industry Analysts 预测，2022年-2026年，Adidas 增长率预计为 19.4%，高于 Nike 的 7.8%。
Nike™️adidas™️Puma™️

Nike™️Air Jordan™️Nike™️Air Max Day™️

Nike™️Air Jordan™️Adobe™️CryptoKicks™️

Facebook™️Meta™️Nike™️Just Do It™️Jordan™️Air Jordan™️

Nike™️Roblox™️Nikeland™️5000™️Nikeland™️700™️224™️

Nike™️adidas™️Puma™️
Nike x NFT

Nike x CloneX x NFT

PodX x MNLTH x RTFKT

"The Future of Sneakers"

adidas

Sandbox Logo 12 x 12

adidas Originals

CryptoCoinbase 12 x BAYC

gmoney PUNKS Comic

"Into the Metaverse"

adidas

5924 ETH

Ready Player Me

Ozworld

BAYC NFT

"Crypto"

Nike StockX Vault NFT

Nike NFT

Roblox

Puma

BAYC #4102
<table>
<thead>
<tr>
<th></th>
<th>Nike</th>
<th>adidas</th>
<th>Puma</th>
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<tbody>
<tr>
<td>5/31/2021</td>
<td>57.2%</td>
<td>15.2%</td>
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<tr>
<td>2025</td>
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- Nike's revenue growth rate is 19% compared to adidas' 15%.
- Puma's revenue growth rate is 39%.
- Overall market share in 2025: Nike 60%, adidas 50%, Puma 10%.

- According to Euromonitor, in 2021, Nike's market share is 25.2%, adidas' is 16.2%, and Puma's is 8.2%.

- Vera Glebova notes that Nike's revenue growth is 15.2%, while adidas' is 15.5%.

- adidas' most notable partnerships include Beyoncé, Ninja, Kanye West, Donald Glover, Pharrell Williams, Gucci, and Balenciaga.

- Nike's revenue growth in 2021 is 19%, with an increase of $445.38 million, reflected as a 4.8% increase in the company's share value.

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