



# Market Facts

## The Facts and Figures on the Global Athletic Footwear, Apparel and Sports Equipment Markets.

<p><b>Share by Brand - International Athletic Footwear</b></p> <p>Share by Brand - International Athletic Footwear</p> <p>2010 Share by Brand - World</p> <p>2010 Share by Brand - U.S.</p> <p>2010 Share by Brand - Europe</p> <p>2010 Share by Brand - Asia</p> <p>2010 Share by Brand - Other</p>	<p><b>Share by Brand - Athletic Apparel</b></p> <p>Share by Brand - Athletic Apparel</p> <p>2010 Share by Brand - World</p> <p>2010 Share by Brand - U.S.</p> <p>2010 Share by Brand - Europe</p> <p>2010 Share by Brand - Asia</p> <p>2010 Share by Brand - Other</p>	<p><b>Adidas Group AG</b></p> <p>Adidas Group AG</p> <p>Financial Results of Public Companies</p> <p>Return on Sales</p> <p>Return on Assets</p> <p>Return on Equity</p> <p>Advertising/Promotion Spending</p> <p>U.S. Retail Market Expansion Plans</p> <p>Company Information</p>	<p><b>Share by Brand - International Sports Equipment</b></p> <p>Share by Brand - International Sports Equipment</p> <p>2010 Share by Brand - World</p> <p>2010 Share by Brand - U.S.</p> <p>2010 Share by Brand - Europe</p> <p>2010 Share by Brand - Asia</p> <p>2010 Share by Brand - Other</p>	<p><b>Share by Brand - U.S. Athletic Footwear</b></p> <p>Share by Brand - U.S. Athletic Footwear</p> <p>2010 Share by Brand - U.S.</p> <p>2010 Share by Brand - U.S. Athletic Footwear</p> <p>2010 Share by Brand - U.S. Athletic Apparel</p> <p>2010 Share by Brand - U.S. Athletic Footwear</p>	<p><b>ALBA, INC.</b></p> <p>ALBA, INC.</p> <p>Financial Results of Public Companies</p> <p>Return on Sales</p> <p>Return on Assets</p> <p>Return on Equity</p> <p>Advertising/Promotion Spending</p> <p>U.S. Retail Market Expansion Plans</p> <p>Company Information</p>
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SGI Market Facts reports have research and market shares not found in *Sporting Goods Intelligence* or anywhere else. We identify key players and their strategies. Plus advertising expenditures, stock price charts and financial ratios.

The Market Facts series brings you up to speed fast, with detailed tables, full-color charts, and the cutting edge analysis and conclusions that you've come to expect from the leading authority on the market.

- ☑ Brand shares, sales and earnings reports.
- ☑ Detailed company information for all the major brands. Officers, brand names, financials and company news.
- ☑ International shares and sales.

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