



Under Armour Inc in Apparel and Footwear

March 2023

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Case study: Technology at the centre of Under Armour's innovation in sports footwear

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Nike and adidas are UA's largest competitors, while VF Corp has become closer

Sports apparel remains Under Armour's largest category

Under Armour is best positioned in the US, its home market, and Canada

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Case study: "Girl dad", UA and Dwayne Johnson collaboration dedicated to daughters

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Case study: UA partnered with Women's Health in the #itstartswithabra campaign

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Case study: Under Armour opens pop-up store in NYC for the launch of SlipSpeed

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Executive summary

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Projected company sales : FAQs (2)

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