

NIKE SURVEY 2Q 2014

Survey completed June 4th, 2014. We spoke with store managers of various independent athletic apparel retailers across France, Germany, Italy, Spain and UK; our focus was on customer brand preferences, with a particular emphasis on Nike products.

 SURVEY DISTRIBUTION

of Surveys

162

 DISTRIBUTION PER STORE

France	Count	Percentage
Intersport	30	100%
Total	30	100%

Germany	Count	Percentage
Intersport	15	48%
Independent Retailer	8	26%
Karlstadt Warenhaus	7	23%
Decathlon	1	3%
Total	31	100%

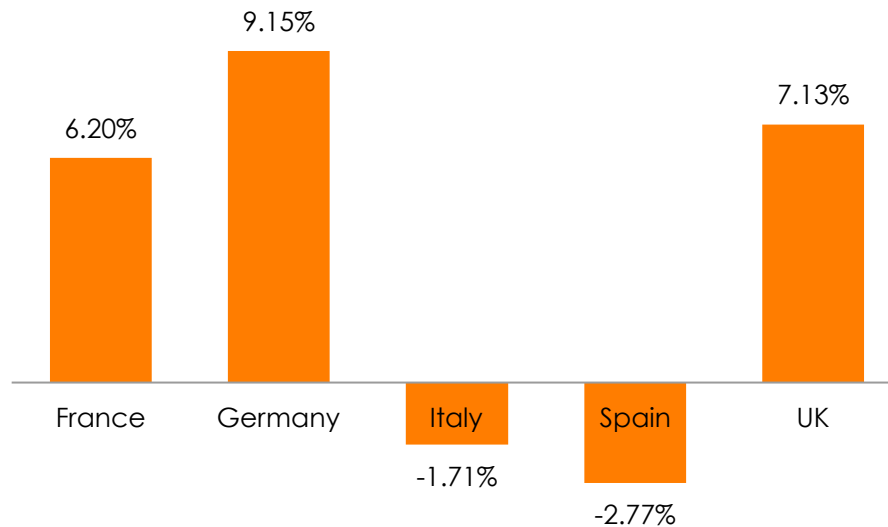
Italy	Count	Percentage
Independent Retailer	27	77%
Nike Store	4	11%
Decathlon	3	9%
Intersport	1	3%
Total	35	100%

Spain	Count	Percentage
Intersport	13	37%
Base Detai	7	20%
Decathlon	6	17%
Independent Retailer	4	11%
Despostes	3	9%
Decimas	2	6%
Total	35	100%

UK	Count	Percentage
JD Sport	17	49%
Footlocker	8	23%
Sport Direct	5	14%
Intersport	3	9%
Decathlon	2	6%
Total	35	100%

QUESTION 1

How much did sales increase or decrease for NIKE FOOTWEAR in March, April and May (2Q), compared to the same time last year?



Country	Average
France	6.20%
Germany	9.15%
Italy	-1.71%
Spain	-2.77%
UK	7.13%
Total	3.42%

Sample Comments:
Italy:

- *Up 2%. Nike footwear sales have always a positive trend, especially running and football shoes. (Cisalfa Sport Italy)*
- *The same as last year. The store don't sell many Nike sneakers, just a few models, and not the more attractive. According to the manager, Nike policy is to give not the bestseller models to Decathlon stores. (Decathlon Italia Srl)*
- *Unchanged or slightly decreased (10%circa) (Essetresport)*
- *Nike Footwear sales are same as last year for running shoes, while they are increasing for football (+2%). (Anna Sport)*
- *Nike Footwear sales decreased up 50% vs the prior year. (Grandinetti Sport)*

- Nike Footwear sales increased up 2% vs the prior year for Football and Running. In other area Nike sneakers sales are the same as last year, but we have to recognize the relevant role played by Nike in promoting sneakers as daily lifestyle. (Quota Cs)
- Same as last year. Nike Vomero and Pegasus models are going well, now there are new variety of colours and we have still to see the impact on our customers. (Fini Sport - Street Independence)
- Nike Footwear sales increased up 2% vs the prior year with regard to running sneakers, while fashion models sales decreased (Salinas Magazzini Dello Sport)
- Up 2% vs the prior year, thanks to new running models (Max - A.S. Calzature Srl)
- Down 2% vs the prior year both Nike and the other sport brands. (Intersport - Usa Sports)
- Up 2% vs the prior year, because of quality improvement and a great investment in marketing. (Nike Store)
- Up 2% vs the prior year, thanks to new attractive models and a great marketing strategy. (One Block Down)
- Same as last year, but this store has chosen to have just a few Nike footwear models. (Play Sport Emporio)
- Up 2% vs the prior year, also because of the VAT increase. (Happy Feet Calzature Per Bambini E Ragazzi)
- Nike Store opened just last December, I am not able to compare to the same time last year. (Nike Factory Store - Barberino Designer Outlet)
- Up 2% vs the prior year. Nike is becoming the Number One sportswear brand, according recent statistics. Moreover the Franciacorta Outlet new direction are investing a lot in marketing and promotions, capturing new groups of customers. (Nike Factory Store - Franciacorta Outlet)

Spain:

- general footwear sales increased 0-5%
running shoes increased 10-15% (Decathlon)
- Sales remained the same, says only about 3% of the store is dedicated to NIKE, and about 10% of the store is dedicated to International brands. They only have 2 NIKE products in the entire store (Decathlon)
- sales have decreases for NIKE FOOTWARE, cannot tell what percentage, but estates that NIKE sales are decreasing faster than other brands vs. the previous year (Base Detai Sport Sa)
- down 5%; sales have dropped significantly (Deportes Lopez Y Arzua)
- She doesn't know, she thinks that sales increased a little but didn't know how much because she does not keep track on sales. (Base Detail Sport)
- down 30% vs. last year, sales decreased significantly (Manusports Cambre)

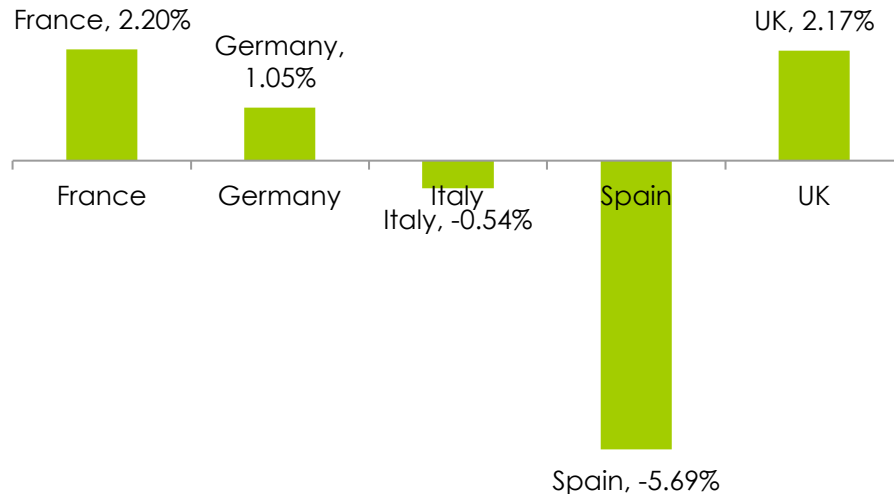
- *Down 5 % vs. last year; NIKE FOOTWARE is selling less and less by the day, they do not understand why this is happening. People tend to buy less expensive brands. They used to have many NIKE items, today there is hardly no apparel at all, says they had to return many products marked as out of season. (Décimas (Monleón))*

UK:

- *big jump and up by 5-10%, we are better than 2Q of last year (Jura-Sport-Service)*

QUESTION 2

How much did sales increase or decrease for NIKE FOOTWEAR in March, April and May (2Q), compared to the same time last year?



Country	Average
France	2.20%
Germany	1.05%
Italy	-0.54%
Spain	-5.69%
UK	2.17%
Total	-0.34%

Sample Comments:
Germany:

- *I would say they had also a small increase, maybe 2% (Karlstadt Warenhaus Konstanz)*
- *neither, just flat (Intersport Ewen Roersch GmbH)*

Italy:

- *The store just sales Asics athletic apparel. (Cisalfa Sport Italy)*

- Nike Athletic Apparel sales decreased up 80% vs the prior year. (Grandinetti Sport)
- Down 2% vs the prior year both Nike and the other sport brands. (Intersport - Usa Sports)

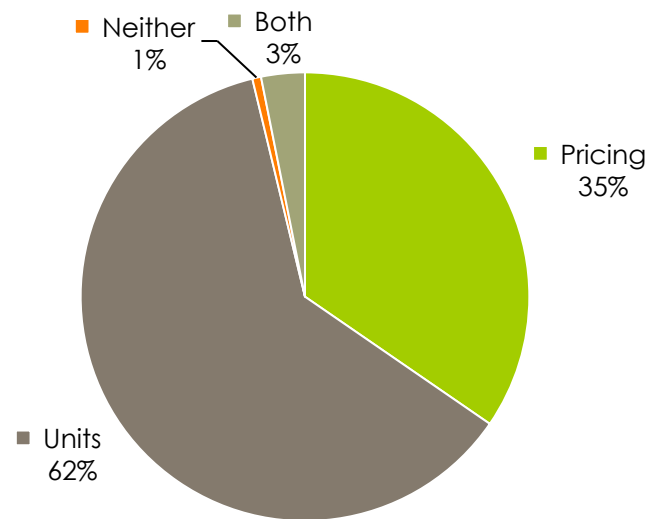
Spain:

- general apparel sales increased 0-5%
Apparel sales increased 10-15% (Decathlon)
- Sales remained the same, only about 3% of the store is dedicated to NIKE, and about 10% of the store is dedicated to International brands. They only have 2 NIKE products in the entire store (Decathlon)
- sales have decreases for NIKE APPAREL, cannot tell what percentage, but estimates that NIKE sales are decreasing faster than other brands vs. the previous year (Base Detai Sport Sa)
- Down 10 % vs. last year
NIKE APPAREL is selling less and less by the day, they do not understand why this is happening. People tend to buy less expensive brands. They used to have many NIKE items, today there is hardly no apparel at all, says they had to return many products marked as out of season. People tend to buy less expensive clothes nowadays due to economic breakdown (Décimas (Monleón))

UK:

- about the same and flat, does not improved and pretty flat compared to 2Q of last year (JD Sport)

QUESTION 3

What are driving Nike sales more, pricing or units? (in March thru May)


Response	Count	Percent
Pricing	56	35%
Units	98	61%
Neither	1	1%
Both	5	3%
Total	160	100%

Sample Comments:
Germany:

- *pricing but maybe a good mix of both (price and units) (Karlstadt Warenhaus Berlin)*
- *both. it always depends (Karlstadt Warenhaus)*
- *Generally always Units. (Intersport Ewen Roersch GmbH)*
- *A good combinations, though pricing is #1 (Intersport)*

Spain:

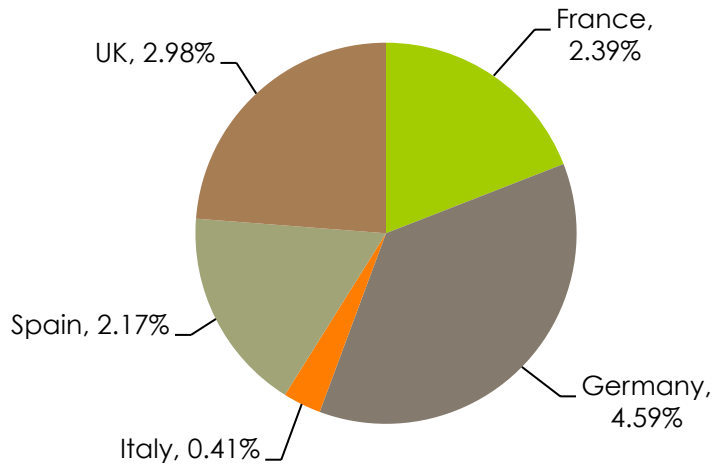
- *Running and Track Shoes (Decathlon)*

UK:

- *Units-styles and trends (Jd Sport)*
- *Even. the same pricing and unit (Sport Direct)*
- *neither of the one (Its a product & different launches) (Jd Sport)*
- *stock (Decathlon Italia Srl)*

QUESTION 4

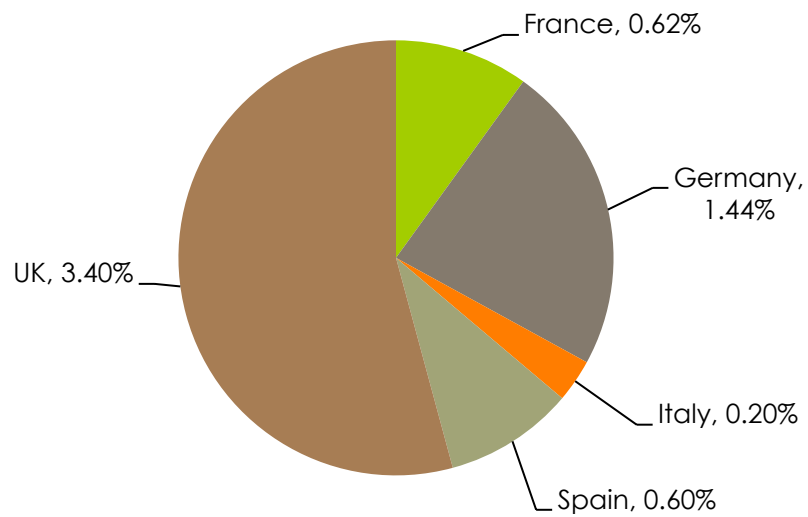
How much are average prices up in 2Q (March thru May) compared to 2Q last year on NIKE FOOTWEAR?



Country	Average
France	2.39%
Germany	4.59%
Italy	0.41%
Spain	2.17%
UK	2.98%
Total	2.46%

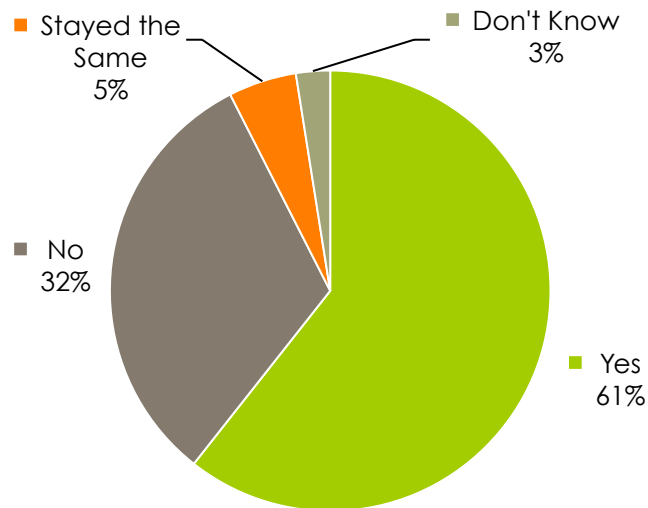
QUESTION 5

How much are average prices up in 2Q (March thru May) compared to 2Q last year on NIKE APPAREL?



Country	Average
France	0.62%
Germany	1.44%
Italy	0.20%
Spain	0.60%
UK	3.40%
Total	2.46%

QUESTION 6

Do you think Nike is gaining share in 2Q?


Response	Count	Percent
Yes	97	61%
No	51	32%
Stayed the Same	8	5%
Don't Know	4	3%
Total	160	100%

Sample Comments:
France:

- No, not enough models. (Intersport Andelnans)
- No, Nike does not gain. Under armour is dynamic (Intersport Mozac)
- Yes Nike is success , #1 (Intersport Nîmes)
- No. Local policy. I do not want too much Nike, in my shop. I prefer our own brands, Intersport sneakers & athletic apparel. (Intersport Furiani)
- Yes Nike gains share. Nike follows fashion, trends. Nike is the best for classic sport products (Intersport Noyon)
- Nike gains share. Nike is #1. (Intersport Rouen)
- Nike gains shares □popular brand + design products. (Intersport Villebon-Sur-Yvette)

- Yes Nike gains share over Adidas & Puma. Nike products are popular. (Intersport Reims Cormontreuil)
- Nike gains share. Design of Nike products explain success. Airmax is a bestseller. (Intersport Châtelleraut)
- On shoes, yes, Nike gains shares. Nike is the most popular. (Intersport Cholet)
- Nike gains shares on shoes. Nike offers innovative product. (Intersport Le Creusot)
- Nike gains shares. Nike offers a lot of products & design. (Intersport Villers-Semeuse)
- Nike gains shares. Colors & reputation are winning for Nike. (Intersport Barentin)
- On shoes, yes Nike Gains share. Nike has got a strong reputation, on classic products, innovative products , powerful advertising & mass medias support.
Nike has its ads on all the best teams of the World cup.
On athletic apparel Nike does not have enough products, and too expensive, very sport but not fashion. (Intersport Crêches-Sur-Saône)
- Nike loses share + I do not like Nike current collection so don't put it in my shop + Nike is too expensive, French people look for better price/quality ratio. (Intersport Saint-Père-Sur-Loire)
- Nike gains shares + advs , marketing support Nike (Intersport Bergerac)
- Nike gains share on shoes. Nike classic models are steady. (Intersport Flers-En-Escrebieux)
- Nike gains shares , Powerful corporation, reputation. (Intersport Liévin)
- same (Intersport Valence)
- Nike gains shares, Nike meets market demands, Nike follows trends, fitness & zumba. (Intersport Soyaux)
- Nike gains shares on the shoes. Nike loses on textile. Nike is very innovative for shoes. (Intersport Propriano)
- Nike gains share on both textile & shoes. Celebrities support their products + innovative products (Intersport Tignieu-Jamezieu)
- same (Intersport Bruay-La-Buissière)
- On shoes, Nike gains market shares. Air shoes, bubble shoes is fashion. "air max" (Intersport Raismes)
- Nike gains market shares, Nike offers innovative products, and marketing. (Intersport Dignes Les Bains)
- Nike gains shares on shoes. Nike has got a powerful reputation. (Intersport Saran)
- On shoes, Nike gains shares. Nike's shoes design is the best. On textile, Nike's products are too expensive. (Intersport Granville Yquelon)
- Nike gains shares. On shoes, Nike often renew its shoe collections. (Intersport Maurepas)

- Nike gains shares, on leisure sport shoes, kind of fashion shoes. Nike tend to extend its customer base, more young people. Before Nike was limited to sportsmen. Nike follows fashion, trends. Nike reach more young people. (Intersport Dole)

Germany:

- Yes, the new Nike free model extrem is a best seller. (Intersport Profimarkt - 3453)
- Yes, the soccer boots. We sell less apparel. (Jura-Sport-Service)
- No. We have a lot of Jako AG offer. This is the brand that we sell more. (Sportshop Nagels GmbH)
- Yes, we are specialized in soccer Nike shoes of all models. (Anton Sportshop Inh. Kresimir Dujmic -2)
- Yes Nike is gaining share because the world cup in soccer and we sell more soccer boots of Nike. (Blessing Intersport)
- No. Because we sell less Nike products in our store. We sell more the brand Quechua. (Decathlon)
- no, we rather have an opposite tendency. Both for Sneakers and Apparel. Addidas is selling better so our buyer is getting more of those products. Besides- they are colorful and the ones we have from Nike here are all grey (Karlstadt Warenhaus Singen (Hohentwiel))
- yes, Nike Sneakers have gained share but I am not sure of how much Nike Athletic Apparel has stayed same (Karlstadt Warenhaus Berlin)
- Yes. New soccer boots with the name Magister. (Intersport)
- No. Because Adidas is on the first place in our store. Adidas is the main seller. (Intersport)
- maybe some 7% (Karlstadt Warenhaus)
- yes, Nike Sneakers are gaining share, because they are trendy and they look good.
No Nike athletic apparel has stayed on the same level. No specific reason I guess (Intersport)
- yes, especially free run is selling better than addidas at the moment. Nike Athletic Apparel stayed the same (Karlstadt Warenhaus Konstanz)
- Yes and No.
Yes to the Nike Free boots. (Intersport)
- yes, but not all too much, maybe 3% Nike Sneakers
the same goes for Athletic Apparel (München Karlstadt Warenhaus)
- Yes. Nike is not the main seller in our store. Its Adidas. (Intersport)
- no, not at all (Karlstant Warenhaus)
- No. Because Adidas is on the first place and the main seller in our store. (Intersport)
- not, we actually think about decreasing Nike Sneakers and Nike Athletic apparel. There are some obstacles. (Sport-Ebli GmbH)

- yes, they are gaining share both Nike Sneakers and Nike Athletic Apparel.maybe 5% up (Eska Sport)
- yes, by 20% (Intersport Ewen Roersch Gmbh)
- yes, maybe 5-10% (Intersport Intersport Profimarkt Dümptener Tor)
- Yes.The Nike Free Sneakers. (Gradl Wolfgang Sportartikelverkauf)
- yes, Nike Sneakers and Nike Athletic Apparel are gaining share. Maybe some 4% (Intersport)
- yes, definitely - bot Nike Sneakers and Nike Athletic Apparel. They are very in and tredy. Nike hired better representatives and have great marketing. So a lot of young people are looking to get specifically their products since they are hip, trendy, look good. they do not care if they fit perfectly. What they care about is that Ronaldo is representing it. (Intersport)
- Yes.Soccer footwear. (Karlstadt Sport Gmbh)
- yes, Nike Sneakers and Nike athletic are gaining share. They are very modern and in trend. Therefore a lot of young people want to buy them. (Intersport)
- yes, Nike Sneakers are gaining share, because they are very hip and in. Nike Athletic Apparel is not gaining share. Its just stays flat. (Intersport)
- yes, Nike Sneakers are gaining share. Because they are very in. And they are in because the marketing is good. Nike Athletic Apparel is flat (Intersport)

Italy:

- Yes, Nike sneakers continue to attract a lot of customers. (Cisalfa Sport Italy)
- No, Nike (Nike Sneakers in particular) is loosing share, because of the competition with Asics regarding running shoes. (Decathlon Italia Srl)
- No, Nike is loosing shares, especially Nike sneakers, because competitors can offer more attractive qualities and innovations (for instance Adidas energy boost, Asics gel). Nike customers are brand loyal customers, who always looks for Nike products (especially Vomero and Pegasus shoes). Nike Athletic apparel is also loosing shares, but Decathlon sell just his brand apparel. Moreover, Decathlon policy is oriented towards the lowest price brand product and this affects Nike sales trend. (Decathlon Italia Srl)
- No, but the store don't sell many Nike running products. (Decathlon Italia Srl)
- No is not due to high prices. Women apparel performs better than the rest of nike products. (Essetresport)
- Yes, Nike brand continues to attract because of the originality and smart look of his products. Nike sells the world best fitness shoes, while in running

and football Nike finds good competitors (Adidas for instance). (Free Style News Abbigliamento Sportivo)

- No, Nike is losing share. There are more attractive competitors like Adidas. (Willy Sport Snc)
- Yes, Nike is gaining share and not only in Spring 2014. Since 2013 every new Nike product becomes a top seller. (Minoia Sport)
- No, Nike Footwear is losing share in 2Q and compared to last years. There are other competitors that can offer high quality products, more interesting for our sport consumers.
In particular, for this store Nike has become the 4th brand, thanks also to the massive offer of running products. (Sonogo Sport)
- With regard to football Nike is gaining share in 2Q, while in running Nike is stable, because there are just a few top seller models. (Anna Sport)
- No, Nike is losing share both in Footwear and Athletic Apparel. Especially in Footwear Nike is facing strong competition with Asics high quality products. (Giannone Sport)
- No, at the opposite Nike is losing share both in Footwear and Athletic Apparel. In particular, in Footwear Nike strong competitor is New Balance. Nike produces a great variety of footwear models, with just 1-2 top sellers sneakers. (Grandinetti Sport)
- Nike footwear is continuing to gain share in 2Q. (Par 5)
- Yes, I think Nike is gaining share in 2Q in Football and Running, because of their strong investment in marketing and communication. Nike is able to put in the boots of its customers better than other companies and to invest in brand communication instead of discounting its products. (Quota Cs)
- Nike is gaining share in 2Q because of its wide variety of running shoes and also sportswear. Apart from a great competition, Nike is able to offer and enlarge its already great variety of products. This is why Nike is becoming the dominant brand in all Milan boutique, revolutioning also the daily lifestyle. (Space23)
- Yes, Nike is maintaining a good share in 2Q, thanks to his high quality products and wide variety of sneakers. (Lupo Sport)
- Yes, Nike is continuing to gain share in 2Q. Nike has always strong impact products, new models and colours and it is able to satisfy every kind of customers. Every 2 months Nike publishes a new list of models, pushing up footwear and athletic apparel sales. (3A Moda Mare Sport)
- No, Nike is not gaining share in 2Q, because it can offer just 2 technical products, while its competitors have a wide variety of technical sneakers. For sure, Nike takes care more of aesthetics and its customers pay more attention to appearance than other customers, more interested in technique. (Fini Sport - Street Independence)
- Yes, Nike is gaining share in 2Q thanks to new models of running sneakers. (Salinas Magazzini Dello Sport)

- Yes, Nike is gaining share in 2Q thanks to new running models, like Free and Air Force. Moreover Nike has revolutionised daily lifestyle, manufacturing beautiful and practical sport shoes to combine with every kind of apparel. (Max - A.S. Calzature Srl)
- No, Nike is loosing share in 2Q because the company offers always the same models and colours, while its competitors show more creativity. (Ma.Ma Sports)
- Nike is gaining share in 2Q in Footwear (Running), while Nike Athletic Apparel has loosing share compared to other competitors. (Intersport - Usa Sports)
- Yes, Nike is continuing to gaining share in 2Q, thanks to competitive models and its ability to preserve/promote his brand. (Usa Sport)
- No, I think both Nike and Adidas are doing well, but I am not able to say if Nike is gaining share in 2Q compared to Adidas. (Fini Sport - Children)
- Yes Nike is gaining share in 2Q, because of the success of new models and its ability to understand customer needs. In particular Nike has been able to invest in sport technology and new colours, creating new models that are increasing Footwear sales. (Nike Store)
- Yes, Nike is gaining share year after year, because of a perfect conjunction between excellent customer service strategy and product quality. (Nike Store - Brennero Designer Outlet)
- Nike is gaining share in 2Q because of its attractive models and colours that stimulate customer purchases. Nike is able to offer always best-seller products, thanks also to its great investment in communication and its attention to customer needs. (One Block Down)
- No, Nike Footwear are losing in running, but this store has chosen to have just a few Nike models, so this is just my opinion. In any case, Nike is a great brand that always creates new models, like Blazer last year, the basket shoes with a vintage style. (Play Sport Emporio)
- No, Nike Footwear for children is losing share in 2Q. There are other brands that are investing more in trend colors and models for children. (Bimbo Shoes)
- Yes, Nike is gaining share in 2Q because of new models that have increased Nike Footwear sales. In particular, the best seller models like Blazer, Air Max, Flex have captured the attention of a lot of new Nike customers. (Happy Feet Calzature Per Bambini E Ragazzi)
- Yes, Nike is continuing gaining share also in 2Q 2014, thanks his great investment in design and marketing and its ability to be trendy, if not the trend for excellence in sportwear. (New Jump)
- Yes, Nike is gaining share in 2Q thanks to new attractive models and colours. (Nike Factory Store - Barberino Designer Outlet)
- Yes, Nike is gaining share in 2Q, both Nike Sneakers and Apparel are going very well. Moreover our Outlet is doing a lot of promotions that are attracting many new customers. (Nike Factory Store - Franciacorta Outlet)

Spain:

- *Hard to tell, items in the store are organized by sports and not by brands. Running and Track are selling the most (Decathlon)*
- *NO; only about 3% of the store is dedicated to NIKE, and about 10% of the store is dedicated to International brands. They only have 2 NIKE products in the entire store (Decathlon)*
- *Yes; people look for promotions on sneakers and apparel (Decathlon)*
- *Yes. People like to buy good stuff even if it's expensive. They have a feeling that when they buy something expensive they are actually buying something good, but most customers always look for quality first, then, economy. NIKE products are hard to sell because high pricing, but they still get sold.*

These are small shops, but Nike occupies 30% of the entire store, dedicating 20% of the space for Soccer, 50% running Expect sales to go up with the World Cup since the media is advertising cleats and other soccer apparel. (Base Detai Sport Sa)

- *No there is a strong competition with other brands like Assics (Intersport)*
- *increases because there are lots of advertising (Intersport)*
- *Yes, sales are picking up (Base Detai Sport Sa)*
- *NO. Nike is losing shares, mentioned their customer service changing very often and having new reps every once in a while. (Base Detai Sport Sa)*
- *NO. NIKE is actually losing shares at a very fast pace. Economy is tight and people are not willing to pay 80-90 euros for a t-shirt, there are many competitors, every one is selling at low prices, but they are still selling. Sales are in mass. He supplies his store with all NIKE models available, about 33% of the store is dedicated to NIKE, but it was better years ago (Base Detai Sport Sa)*
- *NIKE is losing shares only advertised products are getting sold, non advertised products are forgotten (Base Detai Sport Sa)*
- *NIKE is losing shares only advertised products are getting sold, non advertised products are forgotten (Base Detai Sport Sa)*
- *No, Nike is losing share, because the product is classic, clients want more flashy colors (Intersport)*
- *All brands are imporving sells. (Intersport)*
- *No. Nike is losing share, other brands like Adidas and Reebok are selling cheaper shoes and growing in sales. Prices are too high nowadays and people tend to go for the low prices and more economic brands. (Deportes Lopez Y Arzua)*
- *Not in this store. (Base Detail Sport)*
- *NO. Apparel is not selling at this point, and sales for the brand NIKE have dropped significantly, other brands are selling more due to lower prices About the footwear, for this season (Cleats), people do not enjoy updating their wardrobe every time a player changes their gear. NIKE is offering a new version of each item once every 1-2 months, and people*

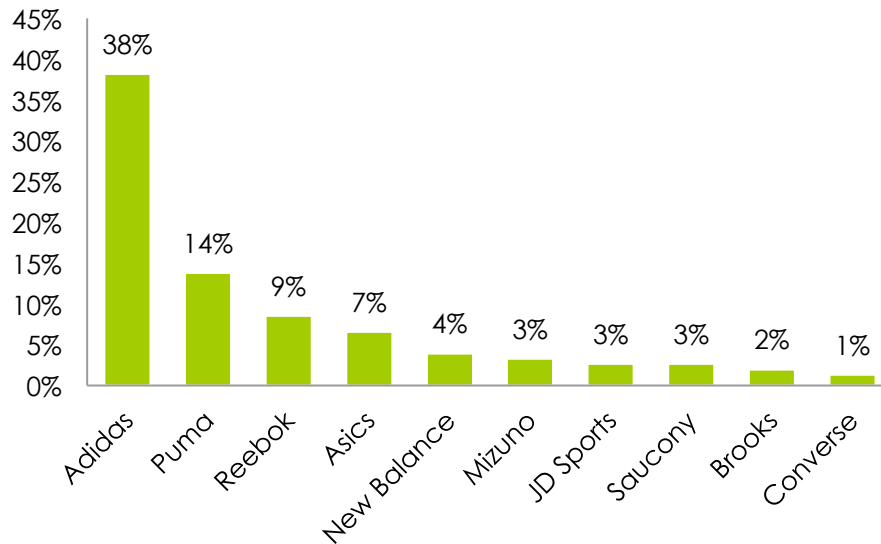
- just don't have money to be buying a new pair of shoes every time a new product is out on the market. (Manusports Cambre)*
- *Nike is not gaining share in 2Q. (Intersport)*
 - *NO. Nike sells a lot in the store, but there are other brands such as Asics and Mizuno taking over (Deportes Moya)*
 - *Not at all, prices are too high and people are going for the more economical brands like Asics, Adidas (Décimas)*
 - *Yes, about 5% due to running season. Store is dedicated to "running" shoes, apparel and accessories (Bikila Mora)*
 - *No. Selling as usual along with other brands (Deportes Halcón)*
 - *Yes, about 5% due to running season. Store is dedicated to "running" shoes, apparel and accessories (925 341 136)*
 - *Not at all, NIKE APPAREL is selling less and less by the day, they do not understand why this is happening. People tend to buy less expensive brands. They used to have many NIKE items, today there is hardly no apparel at all, says they had to return many products marked as out of season. People tend to buy less expensive clothes nowadays due to economic breakdown (Décimas (Monleón))*
 - *NO, au contraire, NIKE is losing terrain big time, brands like Adidas, Kappa, Puma, Decathlon are taking over the market, especially Adidas now with the World cup (Decathlon)*
 - *No, people are looking for products less expensive. (Intersport)*
 - *Yes, but the just start to sell Nike, 3 months ago. (Intersport)*
 - *Yes, they gaining share for the running products (Intersport)*

UK:

- *Just for shoes - Um, I think there are more exciting things for apparel, and for the shoes they are really pulling rank with their selection and styles. (Jd Sport)*
- *a bit yes, it sells more on the other brands we have (Sport Direct)*
- *Yes, because obviously the Nike have launched classic lines back in the market. (Jd Sport)*
- *yes, we got more nike product in the store (Jd Sport)*
- *Yes,been selling a lot better this year on both. (Jd Sport)*
- *yes - Just because of the amount of new styles. I would say we sell a lot of football gear, and Nike has taken over on that. (Jd Sport)*
- *not really it is equal with adidas (Sport Direct)*
- *Yes, a lot of things for Nike (Jd Sport)*
- *No idea (Jd Sport)*
- *Yes, because more people are trying to get into shape, and companies like Nike, Adidas, are starting to make brands towards the current and younger generation. (Footlocker)*
- *Not really, is just a product that is not selling well right now (Footlocker)*

- Yes, a lot of the Nike are designed for the runners and gyms, the footwear has evolved to fit that area (Footlocker)
- because of the trend is setting much, one of the better brand by far and growing and increasing in popularity (Jd Sport)
- Yes, the amount of product, they are massively putting product out. (Jd Sport)
- no - all other brands are also making good sale and the same space allocated last year, no better than last year (Jd Sport)
- Yes, but only womans apparel (Jd Sport)
- Not in my branch no (Jd Sport)
- I honest do not know (Jd Sport)
- not really is what it was last year (Jd Sport)
- yes - because we are selling more in 2Q this year than last year (Jd Sport)
- yes more profits, because of better stocks (Jd Sport)
- yes - its getting better and better and offering new line of product. i know that nike is the strongest product we got (Sport Direct)
- Yes, (Sport Direct)
- Yes, I am not sure the reason (Sport Direct)
- Not really will stay as is I think (Jd Sport)
- no - all branded are losing share, our own brand Kalengi is gaining share. (Decathlon)
- No, because we push our brand mostly (Decathlon)
- Yes, due to the new stock being delivered to the store (Footlocker)
- Yes, many bigger range of prodcuts, a lot of more Nike selling (Footlocker)
- yes - on foot wear but on apparel adidas is selling more. (Footlocker)
- Not really - It sells on par with everything else. (Footlocker)
- yes, but not guarantee that (Footlocker)
- NO, au contraire, NIKE is losing terrain big time, brands like Adidas, Kappa, Puma, Decathlon are taking over the market, especially Adidas now with the World cup ()

QUESTION 7

If Nike is gaining share during 2Q, which brands are losing share as a result?


Brand	Count	Percent	Brand	Count	Percent
Adidas	58	38%	K-swiss	1	1%
Puma	21	14%	Le Coc Sportif	1	1%
Reebok	13	9%	Lotto	1	1%
Asics	10	7%	Lova	1	1%
New Balance	6	4%	McKinley	1	1%
Mizuno	5	3%	Mercury	1	1%
JD Sports	4	3%	New Era	1	1%
Saucony	4	3%	Pro Tough	1	1%
Brooks	3	2%	Pure	1	1%
Converse	2	1%	Reebok	1	1%
AirForce1	1	1%	Solomon	1	1%
Brookhaven	1	1%	Tacchini	1	1%
Bubble	1	1%	Tempo	1	1%
Decathlon	1	1%	Tenth	1	1%
Diadora	1	1%	Vans	1	1%
Ernest	1	1%	Wilson	1	1%
Essex	1	1%	Total	152	100%
Jako AG	1	1%			
Joma	1	1%			
Kappa	1	1%			

Sample Comments:**France:**

- Nike does not gain, stable. (Decathlon Italia Srl)
- Bubble shoes + airmax shoes (München Karlstadt Warenhaus)
- I prefer our own brands, it is my policy in my shop.
Our own brands have greatly improved + lotto, umbro, kappa. (Karlstant Warenhaus)
- Puma , Reebok, Adidas are suffering + Nike's airmax is a bestseller (Eska Sport)
- Puma , Adidas are suffering (Intersport Ewen Roersch GmbH)
- Small brands are crushed by Nike.
Such as the following
 - Lotto
 - Ernest (Intersport)
- Adidas' & Puma's selective product policies only allow us to sell sport shoes, as our profile is mainly a sports products retailer. We cannot get fashion products, only sports ones. (Thallmair Thomas)
- Adidas is steady. Good marketing. (Minoia Sport)
- Puma ; Adidas are losing, because they are less popular than Nike. (Base Detai Sport Sa)
- Puma is not innovative at all, puma products are outdated (Base Detai Sport Sa)
- Adidas is losing. Nike is way more popular than Adidas. A lot of Nike products in shop. (Intersport)
- Puma does not renew its models (Intersport Liévin)
- On shoes Puma is losing a lot, too few products compare too Nike. Nike is everywhere, Puma does not renew models. On athletic apparel, Nike is coming back with retro style products, 80's style . They copy Adidas on 80's, Adidas met success with its 80's series. Puma is only good on sports. (3A Moda Mare Sport)
- Brooks on running . Asics on textile. "Energetic" & "protouch" , our own brands perform well. (Deportes Lopez Y Arzua)
- Puma & Adidas are more expensive than Nike (Intersport Tignieu-Jameyzieu)
- Asics is losing, Asics does not renew its models, delivery delays are way too slow. (Ma.Ma Sports)
- Adidas, Reebok, their products are not up to customers demands. (Usa Sport)
- Puma does not renew models, not enough fashion. Puma is losing. (Manusports Cambre)
- Puma does not match trends (Intersport Granville Yquelon)
- Puma has got a bad reputation (Deportes Moya)

- Adidas , Puma are gaining shares, their products are fashion, it is about the looking. (Bikila Mora)
- Adidas is not so much in "air" shoes, which is is a main trend. (Décimas (Monleón))
- Adidas is losing, Adidas collection are so so. (Intersport)
- Asics is losing, Poor design for asics, not enough innovative. On sport textile , Asics gains, as it is better priced (affordable) . Textile leisure, jack jones gains as it is better priced (affordable) . (One Block Down)
- Puma is losing a lot, Puma is not popular. (Intersport)
- Adidas is losing. Nike has got better marketing, Nike has got celebrities. Ronaldo support Nike soccer shoes. (Intersport)

Germany:

- Mercury sport shoe. (Intersport Furiani)
- Adidas is a main seller. (Cisalfa Sport Italy)
- We do not offer Nike for main selling. We offer Jako AG for main selling, but we have Nike article. (Karlstadt Warenhaus)
- Adidas is losing share. (Intersport Rouen)
- Not at all. Nike is losing share. (Intersport Reims Cormontreuil)
- Adidas is the main seller in our store. Nike is on the second place. (Decathlon)
- Puma, Pro Tush, Mckinley shoes shoes. (Intersport)
- Asics and Addidas (Sport-Ebli GmbH)
- Addidas, definitely (Intersport Intersport Profimarkt Dümptener Tor)
- Kswiss and Wilson is loosing there. (Intersport Châtellerault)
- No, it is not (Decathlon)
- New Balance and Puma is loosing there. (Intersport)
- Solomon, Tempo, Lova. (Sonego Sport)
- Essex, Addidas (Anna Sport)
- Adidas is losing there. (Intersport Villers-Semeuse)
- Adidas and Puma. (Intersport)
- New Balance, Reebok, (Base Detai Sport Sa)

Italy:

- Asics are loosing shares. (Intersport)
- As mentioned above, Nike Sneakers are loosing competition with Asics, because Asics Shoes are more comfortable than Nike and customers appreciate this quality. Then, in general, considering Decathlon policy is oriented to offer more than 100 products at a lower price than last year, its customers prefer buying distributor brand shoes. (Decathlon)
- All the brands are losing share compared to Nike Footwear products. (Base Detai Sport Sa)

- Nike Footwear competitors who are gaining share are Asics, Mitsu-Uma, Brooks la qualita del prodotto, nike per camminare nike 4 marchio (Intersport Saint-Père-Sur-Loire)
- Brands that are losing the competition with Nike are Diadora and Le Coc Sportif. (Intersport Valence)
- Adidas is losing share as a result of Nike strong competition. (Intersport Bruay-La-Buissière)
- There are no brands that are loosing shares. Every company is promoting and offering different products and has its bestseller as new Reebok and Adidas sneakers. (Intersport - Usa Sports)
- All the brands are strong competitors and there is anyone who is losing share in this period, among all the brands sold. During athletic competitions, fans have a look at winner's shoes brands and they area always the same. (Intersport Dignes Les Bains)
- There aren't brands that are losing the competition with Nike. Every brand has its top seller products and it has never happen to register strong sales decreases. (Intersport Saran)
- Brands, that are losing share as a result of the competition with Nike, are Adidas (Adidas Trainer has been walloped by 2 Nike running models) and in particular Puma, who has suffered a strong sales decrease. (925 341 136)
- Nike is loosing share, while Adidas is gaining share during 2Q as a result of its investment in innovation. (Fini Sport - Children)
- Adidas are losing share in Running Footwear as a result of the new models launched by Nike. (Nike Store)
- All the brands are losing share as a result of Nike market dominance. (Decathlon)
- Reebok is losing share as a result of the competition with Nike. (One Block Down)
- At the opposite, Adidas Footwear for children are gaining share compared to Nike. (Bimbo Shoes)
- I can't say that Adidas are losing share as a result of this new wave of Nike trendy models. Both the brands offer high quality and good value footwear products. (Happy Feet Calzature per Bambini e Ragazzi)
- My store sells great timeless brands, like Nike, Adidas, Converse All Stars, that continue to gain share in sportwear. As added value, Nike has the ability to work with great football clubs, famous athlets, outstanding sponsors that make its brand "invictus". (New Jump)
- Regarding atheltic apparel, Adidas Original has gaining share in fitness, while Nike remains number one in running. (DF-SportSpecialist)

Spain:

- Hard to tell, items in the store are organized by sports and not by brands. Running and Track are selling the most (Decathlon)

- No; only about 3% of the store is dedicated to NIKE, and about 10% of the store is dedicated to International brands. They only have 2 NIKE products in the entire store (Decathlon)
- yes, people look for promotions on sneakers and apparel (Decathlon)"
- yes, always (Decathlon)
- Yes; People like to buy good stuff even if it's expensive. They have a feeling that when they buy something expensive they are actually buying something good, but most customers always look for quality first, then, economy. NIKE products are hard to sell because high pricing, but they still get sold.
These are small shops, but Nike occupies 30% of the entire store, dedicating 20% of the space for Soccer, 50% running Expect sales to go up with the World Cup since the media is advertising cleats and other soccer apparel. (Base Detai Sport Sa)
- No there is a strong competition with other brands like Assics (Intersport)
- increases because of lots of advertising (Intersport)
- increases because there are lots of advertising (Intersport)
- Yes, sales are picking up (Base Detai Sport Sa)
- NO. Nike is losing shares, mentioned their customer service changing very often and having new reps every once in a while. (Base Detai Sport Sa)
- NO. NIKE is actually losing shares at a very fast pace.
Economy is tight and people are not willing to pay 80-90 euros for a t-shirt, there are many competitors, every one is selling at low prices, but they are still selling. Sales are in mass.
- He supplies his store with all NIKE models available, about 33% of the store is dedicated to NIKE, but it was better years ago (Base Detai Sport Sa)"
- NIKE is losing shares
only advertised products are getting sold, non advertised products are forgotten (Base Detai Sport Sa)
- No, Nike is losing share, because the product is classic, clients want more flashy colors (Intersport)
- All brands are imporving sells. (Intersport)
- "No.
- Nike is losing share, other brands like Adidas and Reebok are selling cheaper shoes and growing in sales. Prices are too high nowadays and people tend to go for the low prices and more economic brands. (Deportes Lopez Y Arzua)"
- Not in this store. (Base Detail Sport)
- NO; Apparel is not selling at this point, and sales for the brand NIKE have dropped significantly, other brands are selling more due to lower prices
- About the footwear, for this season (Cleats), people do not enjoy updating their wardrobe every time a player changes their gear. NIKE is offering a new version of each item once every 1-2 months, and people

just don't have money to be buying a new pair of shoes every time a new product is out on the market. (Manusports Cambre)"

- *Nike is not gaining share in 2Q. (Intersport)*
- *NO. Nike sells a lot in the store, but there are other brands such as Asics and Mizuno taking over (Deportes Moya)*
- *Not at all, prices are too high and people are going for the more economical brands like Asics, Adidas (Décimas)*
- *Yes, about 5% due to running season. Store is dedicated to "running" shoes, apparel and accessories (Bikila Mora)*
- *No. Selling as usual along with other brands (Deportes Halcón)*
- *Not at all, NIKE APPAREL is selling less and less by the day, they do not understand why this is happening. People tend to buy less expensive brands. They used to have many NIKE items, today there is hardly no apparel at all, says they had to return many products marked as out of season. People tend to buy less expensive clothes nowadays due to economic breakdown (Décimas (Monleón))*
- *NO, au contraire, NIKE is losing terrain big time, brands like Adidas, Kappa, Puma, Decathlon are taking over the market, especially Adidas now with the World cup (Decathlon)*
- *No, people are looking for products less expensive. (Intersport)*
- *Yes, but the just start to sell Nike, 3 months ago. (Intersport)*
- *Yes, they gaining share for the running products (Intersport)*

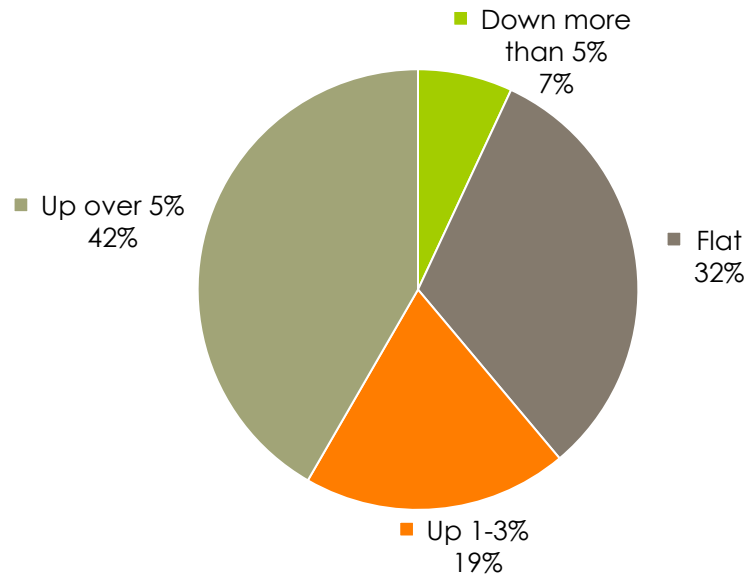
UK:

- *Just for shoes - Um, I think there are more exciting things for apparel, and for the shoes they are really pulling rank with their selection and styles. (Jd Sport)*
- *a bit yes, it sells more on the other brands we have (Sport Direct)*
- *Yes, because obviously the Nike have launched classic lines back in the market. (Jd Sport)*
- *yes, we got more nike product in the store (Jd Sport)*
- *Yes,been selling a lot better this year on both. (Jd Sport)*
- *yes - Just because of the amount of new styles. I would say we sell a lot of football gear, and Nike has taken over on that. (Jd Sport)*
- *not really it is equal with adidas (Sport Direct)*
- *Yes, a lot of things for Nike (Jd Sport)*
- *Yes, because more people are trying to get into shape, and companies like Nike, Adidas, are starting to make brands towards the current and younger generation. (Footlocker)*
- *Not really, is just a product that is not selling well right now (Footlocker)*
- *Yes, a lot of the Nike are designed for the runners and gyms, the footwear has evolved to fit that area (Footlocker)*
- *because of the trend is setting much, one of the better brand by far and growing and increasing in popularity (Jd Sport)*

- Yes, the amount of product, they are massively putting product out. (Jd Sport)
- no - all other brands are also making good sale and the same space allocated last year, no better than last year (Jd Sport)
- Yes, but only womans apparel (Jd Sport)
- Not in my branch no (Jd Sport)
- yes - because we are selling more in 2Q this year than last year (Jd Sport)
- yes more profits, because of better stocks (Jd Sport)
- yes - its getting better and better and offering new line of product. i know that nike is the strongest product we got (Sport Direct)
- no - all branded are losing share, our own brand Kalengi is gaining share. (Decathlon)
- No, because we push our brand mostly (Decathlon)
- Yes, due to the new stock being delivered to the store (Footlocker)
- Yes, many bigger range of prodcuts, a lot of more Nike selling (Footlocker)
- yes - on foot wear but on apparel adidas is selling more. (Footlocker)
- Not really - It sells on par with everything else. (Footlocker)
- NO, au contraire, NIKE is losing terrain big time, brands like Adidas, Kappa, Puma, Decathlon are taking over the market, especially Adidas now with the World cup ()

QUESTION 8

What do you expect overall athletic sales will be around the World Cup - down 5%, flat, up 1-3%, up over 5%?



Response	Count	Percent
Down more than 5%	10	7%
Flat	46	32%
Up 1-3%	28	19%
Up over 5%	60	42%
Total	144	100%

Sample Comments:
France:

- *It is up to French soccer team. (Intersport Rouen)*

Germany:

- *10%up. (Intersport Profimarkt -3453)*
- *The same, no change. (Jura-Sport-Service)*
- *10-15% (Anton Sportshop Inh. Kresimir Dujmic -2)*
- *5-10%up. (Decathlon)*

Italy:

- *flat, Just football apparel and shoes will increase sales shares around the World Cup. (Decathlon Italia Srl)*

- flat, Olympic games can have an impact on athletic sales, but the World Cup will increase just football sales. (Lupo Sport)
- flat, just athletic t-shirt and pants/shorts (Usa Sport)
- up over 5%, The store sell the World Cup t-shirts. (Fini Sport - Children)
- flat, At first sight World Cup products attract the customers, but eventually they prefer to buy typical daily shoes. (Happy Feet Calzature per Bambini e Ragazzi)

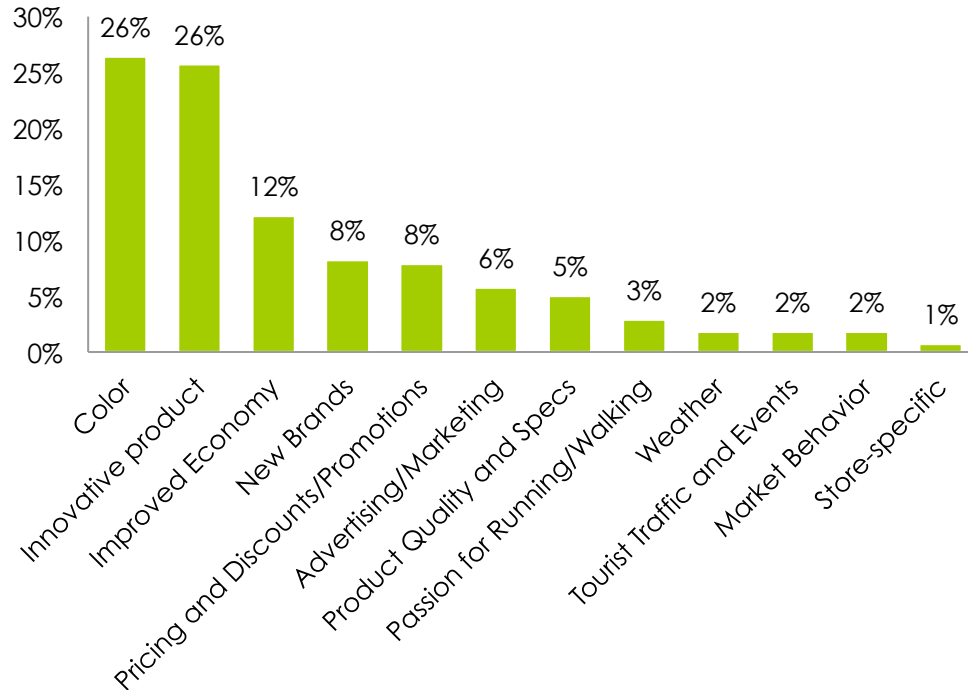
Spain:

- 10-12% (Decathlon)
- flat, up 1-3%, very little (Deportes Lopez Y Arzua)
- Up, more than 25% (Base Detail Sport)
- up over 30%-40% for soccer apparel especially (Décimas)
- 60%-100% (Decathlon)
- up for Adidas, the % depends if Spain selection win her games (InterSport)

UK:

- Through the roof (Jd Sport)
- up over 5%, we tend to raise accross the board when the world cup comes (Sport Direct)

QUESTION 9

What were the biggest drivers of traffic during the 2Q (March, April, May)?


Driver	Count	Percent
Color	74	26%
Innovative product	72	26%
Improved Economy	34	12%
New Brands	23	8%
Pricing and Discounts/Promotions	22	8%
Advertising/Marketing	16	6%
Product Quality and Specs	14	5%
Passion for Running/Walking	8	3%
Weather	5	2%
Tourist Traffic and Events	5	2%
Market Behavior	5	2%
Store-specific	2	1%
Total	280	100%

Sample Comments:
France:

- *A lot of fliers and catalogs + a lot of local marketing. (Intersport Noyon)*
- *world cup + local marketing (Intersport Villebon-Sur-Yvette)*
- *Innovative product, World cup products (Intersport Reims Cormontreuil)*

- *It is about prices + discounts. (Intersport Le Creusot)*
- *Celebrities support Nike products (Intersport Tignieu-Jameyzieu)*
- *Local marketing + aggressive pricing. (Intersport Dignes Les Bains)*
- *A lot of room for Nike in our shop + good local marketing + emphasis on Nike products within the shop (Intersport Saran)*
- *It is about comfortable & solid shoes. (Intersport Maurepas)*
- *Innovative product, Marketing + ads from Nike. (Intersport Dole)*

Germany:

- *New Brands (Intersport Profimarkt -3453)*
- *The commercial on the Billboard and TV. (Blessing Intersport)*
- *Innovative product, The good weather is a main factor for traffic. (Decathlon)*
- *football shoes are very in at the moment (Intersport Ewen Roersch GmbH)*

Italy:

- *Discounts/Promos (Decathlon Italia Srl)*
- *Innovative product, Technical products, Price (Essetresport)*
- *Low prices/discounts/promos (Sonogo Sport)*
- *Color, Same as last year, because there aren't innovations or new brands to breakthrough the sport industry (Treesse Sports)*
- *The biggest driver of traffic, not only during the 2Q, is a new trend and passion for running and walking, that is involving every kind of people (Quota Cs)*
- *Color, summertime, a new passion for running (Space23)*
- *a new passion for running and walking (Fini Sport - Street Independence)*
- *Running is a sportswear that we have been always sold well. (Fini Sport - Children)*
- *Running is a discipline, that is achieving great success during the economic crisis, because it is really easy to practice (a low-cost sport).. (Play Sport Emporio)*

Spain:

- *Marketing Campaigns (Base Detai Sport Sa)*
- *spring and summer season (Intersport)*
- *advertisement (Intersport)*
- *Color, running (Intersport)*

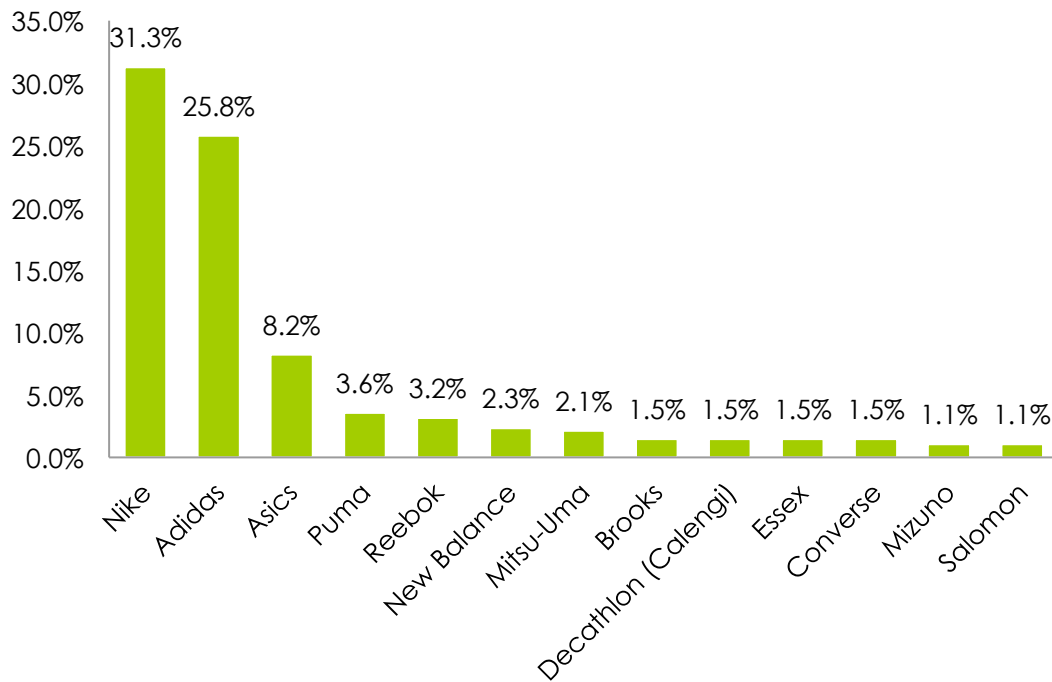
UK:

- *Innovative product, high demand for various products (Footlocker)*
- *Huarchus, a new shoe designe (Footlocker)*
- *More foot traffic in general in our area (Jd Sport)*
- *improved products, new line (Footlocker)*
- *celebrity influence (Footlocker)*

QUESTION 10

Can you please rank your top selling brands in 2Q (March, April, May)?

Brand	Count	Percent	Brand	Count	Percent
Nike	148	31.30%	Ernest	1	0.20%
Adidas	122	25.80%	Freddy	1	0.20%
Asics	39	8.20%	free run	1	0.20%
Puma	17	3.60%	Head	1	0.20%
Reebok	15	3.20%	Hernes	1	0.20%
New Balance	11	2.30%	Huarache	1	0.20%
Mitsu-Uma	10	2.10%	Intersport Furiani	1	0.20%
Brooks	7	1.50%	JD Sports	1	0.20%
Decathlon (Calengi)	7	1.50%	Karramor	1	0.20%
Essex	7	1.50%	Lacoste	1	0.20%
Converse	7	1.50%	Lacrosse	1	0.20%
Mizuno	5	1.10%	Lova	1	0.20%
Salomon	5	1.10%	Mercury	1	0.20%
DC shoes	3	0.60%	Merel	1	0.20%
Jako AG	3	0.60%	Mizuno.	1	0.20%
Le coq sportif	3	0.60%	North Face	1	0.20%
Skechers	3	0.60%	Oxbow	1	0.20%
Umbro	3	0.60%	Quechua	1	0.20%
Pro touch	3	0.60%	QuikSilver	1	0.20%
Airforce1	2	0.40%	Saucony	1	0.20%
Champions	2	0.40%	Schäffel	1	0.20%
Jack & Jones	2	0.40%	sconics	1	0.20%
Jacks	2	0.40%	slazenger	1	0.20%
Jones	2	0.40%	Sneaker Freak	1	0.20%
pegasus 89	2	0.40%	Supra	1	0.20%
Sixx	2	0.40%	teddy smith	1	0.20%
Vans	2	0.40%	Tenth	1	0.20%
Max90	2	0.40%	Top selling br	1	0.20%
Avenger	1	0.20%	Under Armour	1	0.20%
BillaBong	1	0.20%	Gore	1	0.20%
deuter	1	0.20%	Santoni	1	0.20%
Diadora	1	0.20%	Total	473	100.00%
Dilux	1	0.20%			
Erina	1	0.20%			



Sample Comments:

France:

- Asics, Mizuno. (Intersport Andelnans)
- #1 Under armour in textile. In shoes: #1 Asics, #2 Nike (Intersport Mozac)
- #1 Nike, #2 Adidas, #3 Asics (Intersport Nîmes)
- Salomon + our own brands (Intersport Furiani)
- #1 Nike, #2 Adidas, #3 Puma (Intersport Noyon)
- #1 Nike, #2 Adidas (Intersport Rouen)
- For shoes: #1 Nike, #2 Adidas, #3 Reebok (Intersport Villebon-Sur-Yvette)
- 1. Skechers, 2. Nike, 3. Supra (Intersport Reims Cormontreuil)
- #1 Nike, #2 Adidas, #3 Asics (Intersport Châtellerault)
- For shoes: #1. Nike For textile: #1. Jack and Jones (Intersport Cholet)
- #1 Nike, #2 Adidas (Intersport Le Creusot)
- #1. Nike, #2. Puma, #3. Adidas (Intersport Villers-Semeuse)
- #1 Nike, #2 Adidas (Intersport Barentin)
- Athletic apparel: #1 Adidas, #2 teddy smith, #3 Ernest, #4 Nike
Shoes: #1. Nike, #2. Adidas, #3. Puma (Intersport Crêches-Sur-Saône)
- Textile: #1. Jacks and Jones, #2. Oxbow
Shoes: #1. Coq sportif. (Intersport Saint-Père-Sur-Loire)
- #1 Converse, #2 Vanns (Intersport Bergerac)
- #1 Nike, #2 Adidas (Intersport Grande-Synthe)
Textile: #1 Adidas, #2 Dilux, #3 Jack Jones
Shoes: #1 Nike, #2 Adidas (Intersport Flers-En-Escrebieux)

- #1 Nike, #2 Adidas, #3 Puma, #4 Reebok (Intersport Liévin)
- #1 Nike, #2 new balance, #3 Adidas, #4 Asics (Intersport Valence)
- Textile: #1 Adidas, #2 Nike, #3 Reebok is coming back strong.
Shoes: #1 Mizuno, #2 Nike, #3 Le coq sportif, #4 Adidas (Intersport Soyaux)
- #1 Nike, #2 Adidas (Intersport Tignieu-Jameyzieu)
- Bestsellers are #1 Adidas, #2 Puma, #3 Asics, #4 Nike (Intersport Bruay-La-Buissière)
- #1 Nike, #2 Reebok, #3 Adidas (Intersport Raismes)
- #1 Nike, #2 Asics, #3 DC shoes (Intersport Dignes Les Bains)
- #1 Nike, #2 Adidas, #3 Asics. (Intersport Saran)
- On sport shoes: #1 Nike. On leisure shoes: Vanns. Textile: #1 Jack & Jones, #2 Nike. (Intersport Granville Yquelon)
- #1 Nike, #2 Adidas, #3 DC shoes. (Intersport Maurepas)
- Running shoes: #1 Asics, #2 Mizuno
Overall shoes: #1 Nike, #2 Puma, #3 New balance (vintage product)
Sport textile: #1 Adidas, #2 Nike, #3 Hernes, #4 Humbro, #5 Pro touch (Our own brand, affordable textile) (Intersport Dole)

Germany:

- 1.Adidas, 2.Nike, 3.Mercury (Intersport Profimarkt -3453)
- First place is Adidas. Second place is Nike. Third place is Jako AG. (Jura-Sport-Service)
- Jako AG and Adidas. (Sportshop Nagels Gmbh)
- Soccer Nike sneaker.Nike shoes for running,Nike free. (Anton Sportshop Inh. Kresimir Dujmic -2)
- 1.Nike, 2.Adidas (Blessing Intersport)
- We have Quechua in our store a own brand. (Decathlon)
- Addidas is ultimative top seller, especially since we have their special eddition for the World Cup. They also have a lot of space here and are by far the most ranked brand (Karlstadt Warenhaus Singen (Hohentwiel))
- Nike, Addidas Karlstadt Warenhaus Berlin
- Adidas and Nike.
More Adidas then Nike. (Intersport)
- Adidas,Nike. (Intersport)
- Addidas, Asics and Nike (Karlstadt Warenhaus)
- Addidas, Nike, Essix (Intersport)
- Nike, Adidas, Essix (Karlstadt Warenhaus Konstanz)
- Head,Nike,Adidas,Sixx. (Intersport)
- Addidas, Nike, Essex (München Karlstadt Warenhaus)
- 1.)Adidas, 2.)Nike, 3.)Puma. (Intersport)
- Addidas (Karlstant Warenhaus)
- 1.)Adidas 2.)Nike-Air Max Shock,Nike Free. 3.)Puma (Intersport)
- Erina, Jako, Nike (Sport-Ebli Gmbh)
- Nike, Addidas, Essex (Eska Sport)

- Schöffel and Lova-Hiking sports stuff. (Intersport)
- Nike, Addidas (Intersport Intersport Profimarkt Dümptener Tor)
- Adidas and Nike. (Gradl Wolfgang Sportartikelverkauf)
- Addidas, Nike, Salomon (Intersport)
- Nike, Sixx (Thallmair Thomas)
- Nike, Addidas (Intersport)
- Nike Air Max, Nike Air Force 1. Nike Free. (Karlstadt Sport GmbH)
- Addidas, Salomon, Nike, New Balance, Essex (Intersport)
- Addidas, Nike, Essex (Intersport)
- Addidas and Nike (Intersport)

Italy:

- The top selling brands in 2Q are Nike, Asics, Brooks and Pro Touch. (Cisalfa Sport Italy)
- Top selling brands in 2Q are Asics, Mitsu-uma, Nike, apart from the distributor brand. (Decathlon Italia Srl)
- Top selling brands in 2Q are the distributor brand - Calengi, followed by Asics, Adidas, Nike. (Decathlon Italia Srl)
- Apparel and Shoes top selling brands is Decathlon brand (Calengi), followed by Asics shoes. (Decathlon Italia Srl)
- Brooks, Nike (Essetresport)
- My footwear top selling brand are Adidas and Nike, while Nike and Reebok are the top brands for athletic apparel. (Free Style News Abbigliamento Sportivo)
- The Footwear top selling brands in 2Q are Adidas, Nike, Skechers, while Adidas, Champions and Nike are the best sellers for athletic apparel. (Willy Sport Snc)
- The top selling brands in 2Q are Nike (units), Converse, New Balance, Asics, Skechers, Adidas, Puma. (Minoia Sport)
- The top selling brands in 2Q are Nike, Asics, Adidas, Mitsu-Uma, Brooks, both for athletic apparel and footwear. (Sonego Sport)
- Top selling brands in 2Q are Mitsu-Uma, Asics and Nike (Anna Sport)
- The top selling brands in 2Q are Nike, Asics, Mitsu-Uma, Puma. (Giannone Sport)
- Footwear top selling brand are New Balance, Nike, Adidas, while Adidas is the top selling brand for Athletic Apparel. (Grandinetti Sport)
- The top selling brands are the same as last years: Nike, Asics, Adidas, etc. (Treesse Sports)
- Footwear top selling brands in 2Q are Nike, Adidas, Le Coc, Diadora, Puma. (Par 5)
- Footwear top selling brands are Nike (as quantity), Asics, Saucony, Brooks for running. Then New Balance is playing an important role among the not technical shoes. (Quota Cs)

- Top selling brands in 2Q are Nike, Under Armour (a new brand for Italy) and Adidas. Now running shoes are pushing on colour and are becoming a fashion element to combine with every kind of apparel, increasing sport footwear sales. (Space23)
- Top selling brands in 2Q are Asics, Mitsu-uma and Nike, both for Footwear and Athletic apparel. (Lupo Sport)
- Top selling brands in 2Q are Nike, New Balance, Asics, Adidas, Mitsu-Uma. (3A Moda Mare Sport)
- Footwear top selling brands are Mitsu-Uma, sconics, Asics, Nike (just Vomero and Pegasus models), Adidas and Brooks (men/women). Athletica apparel top selling brands in 2Q are Nike (both for men and women) and Mitsu-Uma. (Fini Sport - Street Independence)
- Top selling brands in 2Q are Mitsu-Uma, Nike and Adidas for Footwear. (Salinas Magazzini Dello Sport)
- air force nike, adidas, nuovi modelli running di nike scarpe tutti e rivoluzione nei colori fluo (Max - A.S. Calzature Srl)
- Top selling brands is Adidas, followed by Nike. (Ma.Ma Sports)
- Footwear top selling brand is Nike Vomero, followed by Adidas, while Athletic Apparel top selling brands are Freddy, Adidas and Nike. (Intersport - Usa Sports)
- Footwear top selling brand in 2Q is Nike Pro, while Adidas and Reebok are the top selling brands for Athletic Apparel. (Usa Sport)
- Top selling brands in 2Q are Nike and Adidas (the store sells just these 2 brands). (Fini Sport - Children)
- Footwear top selling brands in 2Q are Nike, that is having great success, followed by Reebok. (One Block Down)
- Footwear top selling brands in 2Q are Santoni, Asics, Mitsu-uma and Nike. Mitsu-uma is our top seller brand. (Play Sport Emporio)
- Footwear top selling brands in 2Q are Adidas and Nike for children. (Bimbo Shoes)
- Our top selling brands in 2Q are Adidas and Nike for Children. (Happy Feet Calzature Per Bambini E Ragazzi)
- Our top selling brands are Nike, New balance, Adidas, Puma, Converse All Stars. (New Jump)
- Nike (Nike Factory Store - Barberino Designer Outlet)

Spain:

- 1. Nike, 2. Adidas, 3. Asics
 *They manage their own brand, (DECATHLON) and it's supposed to sell more than other brands. (Decathlon)
- 1. Nike, 2. Adidas, 3. Assics (Decathlon)
- 1. Nike, 2. Adidas, 3. Reebok (Decathlon)
- 1. Nike, 2. Adidas, 3. Assics, 4. Salomon, 5. New balance, 6. umbro (Decathlon)

- 1. Nike, 2. Adidas, 3. Assics (Base Detai Sport Sa)
- 1) Asics, 2) Adidas, 3) Nike (Intersport)
- 1) Nike, 2) Adidas, 3) Reebok (Intersport)
- 1. Nike, 2. Adidas, 3. Assics (Base Detai Sport Sa)
- 1. ADIDAS, 2. NIKE, 3. (NB, Assics, PUMA...) (Base Detai Sport Sa)
- 1. Adidas, 2. Joma, 3. NIKE (Base Detai Sport Sa)
- 1. Nike, 2. Adidas, 3. Assics (Base Detai Sport Sa)
- 1. Assics, 2. North Face, 3. Salomon (Intersport)
- 1. Nike, 2. Adidas, 3. Assics (Base Detai Sport Sa)
- 1. QuikSilver, 2. BillaBong, 3. DC (Intersport)
- 1. Nike, 2. Adidas, 3. Puma (Intersport)
- Adidas, Nike (Deportes Lopez Y Arzua)
- Nike Adidas (Base Detail Sport)
- 1. Adidas, 2. Nike, 3. Assics, reebok, ... (Manusports Cambre)
- 1. Adidas, 2. Nike, 3. Puma (Intersport)
- 1. Asics, 2. Mizuno, 3. Nike (Deportes Moya)
- 1. Adidas, 2. Nike, 3. Assics (Décimas)
- 1. Brooks, 2. Asics, 3. Mizuno, 4. Nike (Bikila Mora)
- 1. Adidas, 2. NIKE, 3. NB (Bimbo Shoes)
- 1. Brooks, 2. Asics, 3. Mizuno, 4. Nike (Deportes Halcón)
- 1. Adidas, 2. NB, 3. NIKE, 4. Tenth (Décimas (Monleón))
- 1. Adidas, 2. Nike, 3. Umbro
 *even Decathlon, their brand sells a lot, but focused on international brands for the survey. (Decathlon)
- 1. Nike, 2. Adidas, 3. Champions (Intersport)
- 1. Nike, 2. Adidas, 3. Reebok (InterSport)
- 1. Nike, 2. Reebok, 3. Adidas (InterSport)
- 1. Merel, 2. Nike, 3. Adidas, 4. Reebok (InterSport)
- 1. Adidas, 2. Nike, 3. Puma (InterSport)
- 1. Nike, 2. Adidas, 3. Assis (InterSport)

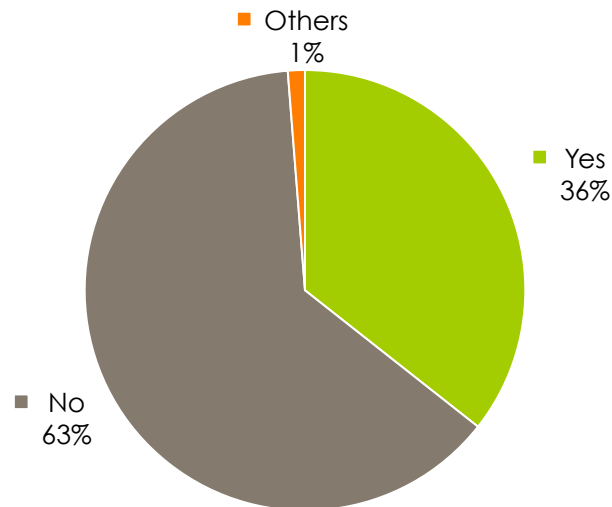
UK:

- 1. Nike, 2. Adidas, 3. our own brand (JD Sport)
- slazenger and nike (Sport Direct)
- Huarache, Nike, Max95, Airforce1, pegasus 89 (Jd Sport)
- Nike ofcourse followed by deuter for athletic outdoor brand (Jd Sport)
- Nike, Adidas, Lacrosse (Jd Sport)
- 1. NIKE, 2. Lacoste, 3. Sed peri (Jd Sport)
- karramor and adidas (Sport Direct)
- Nike, Adidas (Jd Sport)
- Adidas at number 1 and Nike is at number 2 (Jd Sport)
- Adidas, Nike (Footlocker)
- Nike (Footlocker)
- Nike, Adidas, Sneaker Freak (footlocker brand) (Footlocker)

- *adidas - i don't know and i cant give you as i dont have those figures which brands but if to pick one it would be adidas (Jd Sport)*
- *Nike, Adidas (Jd Sport)*
- *adidas, nike and converse (Jd Sport)*
- *Nike, Adidas (Jd Sport)*
- *Adidas (Jd Sport)*
- *Nike (Jd Sport)*
- *lacoste, nike and adidas (Jd Sport)*
- *Nike, converse, adidas (Jd Sport)*
- *nike, adidas, puma (Sport Direct)*
- *Avenger (Sport Direct)*
- *Converse, Nike, Adidas (Jd Sport)*
- *Calengi, nike and adidas (Karlstadt Warenhaus Singen (Decathlon))*
- *Adidas, Nike, Store brand (Decathlon)*
- *Nike, Adidas, Rebook (Footlocker)*
- *Nike, Adidas, Converse (Footlocker)*
- *nike, adidas and puma (Footlocker)*
- *1. Nke, 2. adidas (Footlocker)*
- *Nike, free run, airforce, max90, adidas (Footlocker)*

QUESTION 11

Has more floor space been dedicated to Nike products in your store in the past few months?



Response	Count	Percent
Yes	57	36%
No	101	63%
Others	2	1%
Total	160	100%

Sample Comments:

Italy:

- *the same as last year (Cisalfa Sport Italy)*
- *Since 6 years space is unchanged (Essetresport)*

Spain:

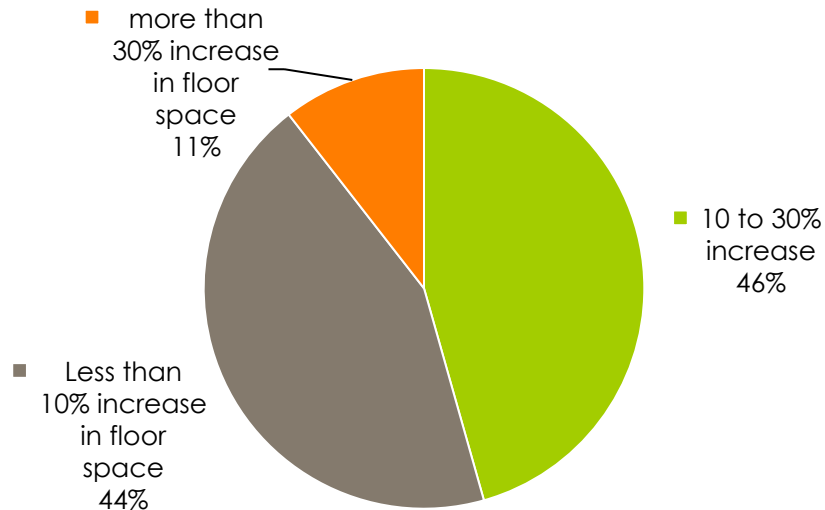
- *sections are divided by sports (Decathlon)*
- *supplies store with all NIKE models (Base Detai Sport Sa)*
- *Running section (nike included) (Intersport)*
- *Running and football section (nike included) (InterSport)*
- *Nike footwear (InterSport)*

UK:

- *About the same (Footlocker)*
- *the same space allotted to nike (Sport Direct)*

QUESTION 12

If so, HOW MUCH more floor space is there for Nike products vs. a year ago?



Response	Count	Percent
10 to 30% increase	26	46%
Less than 10% increase in floor space	25	44%
more than 30% increase in floor space	6	11%
Total	57	100%

Sample Comments:
France:

- *The same as last year. (Intersport Andelnans)*
- *10 to 30% increase (Intersport Mozac)*

Germany:

- *10% (Jd Sport)*
- *10 to 30% increase (Blessing Intersport)*
- *Less than 10% increase in floor space (Karlstadt Warenhaus Singen (Hohentwiel))*
- *The same floor space like last year. (Intersport)*
- *50% more space (Intersport Ewen Roersch GmbH)*

Spain:

- 20%-25% (Base Detail Sport Sa)
- 33% (Base Detail Sport Sa)

UK:

- none (JD Sport)
- the same as last year (Sport Direct)
- 10 to 30% increase (Sport Direct)
- the same floor space generic area (Sport Direct)
- no changes (Sport Direct)