



Adidas Samba Trend: A Craze with an Expiry Date

Description

Adidas faces the challenge of maintaining its market gains as the popularity of Samba sneakers begins to decline. With Nike struggling, Adidas has the opportunity to further increase its market share at the expense of its American rival. However, sustaining interest in key products like the Samba and Gazelle terrace sneakers will be essential for Adidas.

Although the Samba shoes have driven Adidas sales and analysts project a 10% revenue increase in the upcoming quarter, experts believe that the Samba trend won't last much longer. To capitalize on the remaining demand, Adidas plans to introduce lower-priced terrace sneakers to attract new customers who were previously hesitant to pay the higher price point.

Adidas has continued to innovate by releasing new colorways and models of its popular sneakers, appealing to consumers who seek both trendy and unique footwear. Despite the success of the Samba and Gazelle, Adidas is now shifting its focus to other styles like the Campus and SL72 to diversify its product offerings.

As demand for Yeezy sneakers declines, Adidas must explore new avenues for growth, especially in the competitive U.S. market dominated by Nike. While Adidas has made significant gains in Europe, it faces increasing competition from brands like On Running, Puma, and Hoka.

Looking ahead, Adidas is positioned to continue gaining market share in the coming year, particularly as Nike faces challenges with its new CEO and a weak holiday season forecast. However, the dynamic nature of the sneaker industry means that a strong release from Nike could shift the market dynamics in the future. As Adidas navigates these changes, its ability to innovate and adapt will be crucial to maintaining its competitive edge.

Vocabulary List:

1. **Sustain** /sə'steɪn/ (verb): To maintain or support over a period of time.
2. **Innovate** /ɪˈnəʊveɪt/ (verb): To introduce new ideas methods or products.
3. **Competitiveness** /kəm'petɪtɪv.nəs/ (noun): The quality of being able to compete successfully with others.
4. **Diversify** /daɪ'vɜːrsɪfaɪ/ (verb): To expand a range of products or services to appeal to a wider audience.
5. **Forecast** /'fɔː.kæst/ (noun): A prediction or estimate of future events often based on analysis of current trends.
6. **Capitalized** /'kæpɪtəlaɪzd/ (verb): To take advantage of or profit from a situation.

Comprehension Questions



Multiple Choice

1. What challenge does Adidas face in maintaining its market gains?
 - Option: Decreasing popularity of Samba sneakers
 - Option: Increased competition from Puma
 - Option: Lack of innovative products
 - Option: Strong demand for Yeezy sneakers
2. What is essential for Adidas to sustain interest in according to the text?
 - Option: Introducing lower-priced products
 - Option: Focusing only on the Samba sneakers
 - Option: Expanding into non-footwear products
 - Option: Ignoring the declining popularity of key products
3. Which sneakers do analysts believe won't last much longer in terms of trend?
 - Option: Gazelle terrace sneakers
 - Option: Yeezy sneakers
 - Option: Campus sneakers
 - Option: Samba sneakers
4. In which market does Adidas face increasing competition from brands like On Running and Hoka?
 - Option: European market
 - Option: Asian market
 - Option: African market
 - Option: South American market
5. What style of sneakers is Adidas shifting its focus to diversify its product offerings?
 - Option: Campus and SL72
 - Option: Samba and Gazelle
 - Option: Terrace and Yeezy
 - Option: Puma and Hoka
6. What is crucial for Adidas to maintain its competitive edge amidst market fluctuations?
 - Option: Innovation and adaptation
 - Option: Aggressive price cuts
 - Option: Sticking only to traditional products
 - Option: Ignoring market trends



True-False

7. Adidas has the opportunity to increase its market share due to Nike's struggles.
8. Experts project a decline in revenue for Adidas in the upcoming quarter.
9. Adidas is exclusively focusing on the Samba and Gazelle sneakers for future growth.
10. The competitive U.S. market is currently dominated by Adidas.
11. Adidas is making gains in the European market but facing stiff competition from brands like Hoka.
12. Adidas' ability to innovate and adapt is not crucial for maintaining its competitive edge.

Answer

Multiple Choice: 1. Decreasing popularity of Samba sneakers 2. Introducing lower-priced products 3. Samba sneakers 4. European market 5. Campus and SL72 6. Innovation and adaptation

True-False: 7. True 8. False 9. False 10. False 11. True 12. False

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term describes a small increase or improvement?
Option: Breakthroughs
Option: Escalating
Option: Uptick
Option: Disruptions
2. What word best describes something that is unique and stands out?
Option: Distinctive
Option: Safeguard
Option: Mitigate
Option: Precautionary
3. What term means to introduce new ideas or methods?
Option: Sustain



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- Option: Revolutionize
Option: Innovate
Option: Competitiveness
4. Which word means to express the essential features of something succinctly?
Option: Encapsulate
Option: Forecast
Option: Thematic
Option: Diversify
5. Which term refers to having a great deal of money or wealth?
Option: Catalyze
Option: Indulging
Option: Affluent
Option: Aromas
6. What concept focuses on meeting the needs of the present without compromising the ability of future generations to meet their own needs?
Option: Indulging
Option: Sustainability
Option: Disruption
Option: Turbulence
7. Which term indicates the action of using capital to start or expand a business?
Option: Capitalized
Option: Distinctions
Option: Uptick
Option: Innovate
8. What word implies something not permitted or approved?
Option: Divergence
Option: Unauthorized
Option: Conventional
Option: Disruptions
9. Which term means of considerable importance size or worth?
Option: Thematic
Option: Substantial
Option: Forecast
Option: Diversify
10. What term refers to the ability of a firm to outperform its rivals?
Option: Impacted



- Option: Competitiveness
- Option: Diversify
- Option: Mitigate

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The invention of the internet _____ the way we communicate and access information.
12. Companies implement strategies to _____ risks and reduce potential losses.
13. Economists use various models to analyze data and _____ future trends.
14. Investors often seek to _____ their portfolios to minimize risk.
15. After a long week of work she enjoys _____ in a relaxing spa day.
16. Tensions between the two countries have been _____ for months.
17. It is crucial to _____ your personal information to prevent identity theft.
18. Scientific research often leads to significant _____ in various fields.
19. The art exhibition showcased works with a common _____ focus.
20. The captain was skilled at _____ through treacherous waters.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The new government policy was intended to spark innovation and growth in the tech industry.
22. Unexpected events can lead to delays and interruptions in the supply chain.
23. The recent changes in regulations greatly influenced the operations of local businesses.
24. Before the storm hit the authorities issued warnings to residents in low-lying areas.
25. The company decided to take a different approach instead of following the methods used in the industry.



26. The bakery was filled with the delightful of freshly baked goods.
27. The stock market experienced periods of high due to economic uncertainty.
28. The artist's painting beautifully the essence of rural life.
29. The government implemented measures to the effects of climate change.
30. Meteorologists use advanced technology to accurately weather patterns.

Answer

Multiple Choice: 1. Uptick 2. Distinctive 3. Innovate 4. Encapsulate 5. Affluent 6. Sustainability 7. Capitalized 8. Unauthorized 9. Substantial 10. Competitiveness

Gap-Fill: 11. revolutionized 12. mitigate 13. forecast 14. diversify 15. indulging 16. escalating 17. safeguard 18. breakthroughs 19. thematic 20. navigating

Matching sentence: 1. Catalyze 2. Disruptions 3. Impacted 4. Precautionary 5. Conventional 6. Aromas 7. Turbulence 8. Encapsulate 9. Mitigate 10. Forecast

CATEGORY

1. Business - LEVEL5

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