

Man Utd and Juventus deals to make Adidas football's top sports brand

Cologne, 6/8/14 - With the release of Repucom and PR Marketing's latest Kit Supplier Report, figures show the rivalry between Nike and Adidas is once again reshaping the commercial landscape of European football.

Shirt sales in Europe continue to be big business for kit suppliers. Approximately, 13 million shirts were sold by the 98 clubs of the top five European football leagues last season (2013/14), up over 14% on the 2011/12 season two years prior.

English Premier League (EPL) clubs sold the majority of this figure, selling over five million shirts in total. This compares with clubs of Spain's Primera División (3.10m), the German Bundesliga (2.32m), France's Ligue 1 (1.22m) and Italy's Serie A (1.18m).

In the coming season however, of these top European leagues, it is only the EPL where Nike is not the most dominant kit supplier.

Of the 25 brands supplying kits to teams of Europe's top five leagues ahead of the 2014/15 season, Nike has outpaced its German rival Adidas for the first time since the 2009/10 season. The US sports giant will kit out 26 clubs, an increase of five on last year's total, whilst Adidas will supply 18, a figure which has dropped by four. Nike now supply the kits to just over a quarter (26.5%) of all clubs in Europe's top five leagues. In comparison, Adidas' kits represent an 18.4% share of the market.

Andrew Walsh, football expert at Repucom, said "In terms of revenue it is the top ten European teams which dominate, delivering 65% of total shirt sales in the five key football leagues, most of which coming from clubs in the English Premier League, Adidas' strongest market. Whilst Nike may be winning in the quantity stakes, Adidas is certainly not bowing out in the running for market superiority, far from it in fact. The brand is now starting to flex its muscles by supplying Europe's biggest clubs."

Currently, Nike's top five deals which combined are worth approximately €125m per year include FC Barcelona, Manchester United FC, Paris Saint-Germain FC, Juventus FC and FC Internazionale. Adidas' top five deals include Real Madrid FC, Chelsea FC, FC Bayern Munich, AC Milan and Olympique de Marseille and total approximately €135m per year, €10m more than Nike.

However, ahead of the 2015/16 season, Adidas will be taking two of Nike's biggest club deals; EPL giants, Manchester United and Italian Champions, Juventus FC.

Andrew Walsh continued: "Adidas' position in the market is certainly one of 'quality', already official partner of World Football's biggest tournament, the FIFA World Cup, as well as World Champions, Germany and the UEFA Champions League, now they are moving to kit out the world's biggest clubs underlining their position as football's leading sports brand in terms of sponsorship. A title that Nike will of course continue to rival.

“How the strategies of these big brands develop will ultimately play a defining role in shaping the commerciality of the industry itself and it is key for clubs to see how these two giants are carving up the European football apparel market. Whilst Nike looks to maximise the number of teams it supplies, Adidas is going for the most popular, most followed and ultimately biggest selling clubs in the world.”

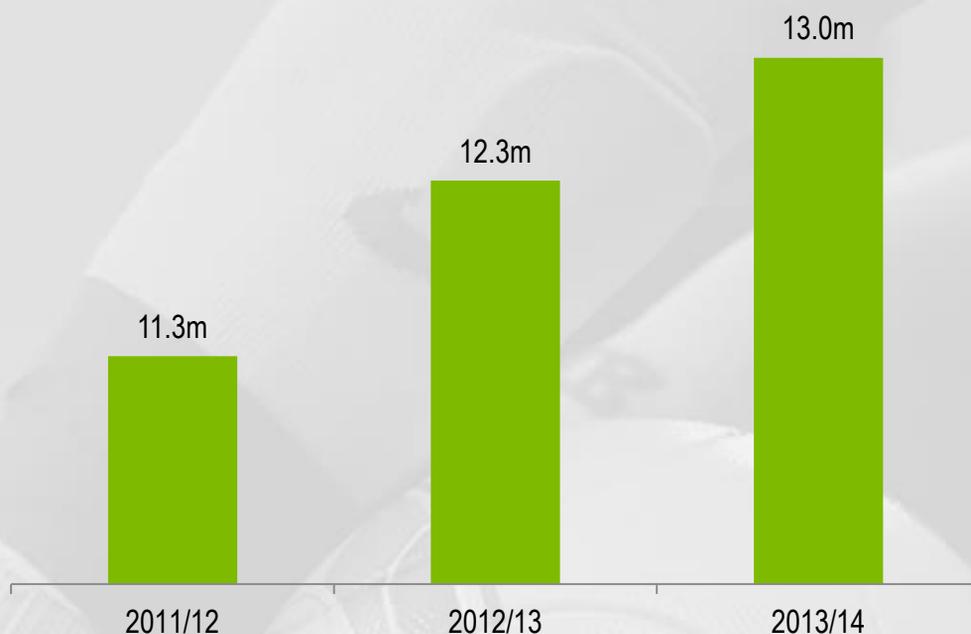
Dr. Rohlmann of PR Marketing, said: “Kit deals in football are increasingly becoming more important in achieving a stronger market share for sports brands. These companies significantly benefit from supplying top clubs through both jersey sales and a rise to their reputation internationally.”

Aside from the battle between Nike and Adidas, Puma has been able to strengthen its market position as the third major power in European football apparel with its new deal with Arsenal FC, formerly supplied, again, by Nike. Including its deal with German side, Borussia Dortmund, Puma now kit out nine clubs in Europe’s top five leagues. Italian brand Kappa’s eight deals means it is the only other company to supply more than four clubs ahead of the 2014/15 season.

Repucom and PR Marketing’s full Kit Supplier Report 2014 is a reflective view of the growth of the industry based on teams of the top five European leagues . The report also looks in detail at the top 20 teams in Europe during the 2012/13 season and includes information on 2013/14 UEFA Champions League regarding sponsorship, expenditure, shirt sales and market shares.

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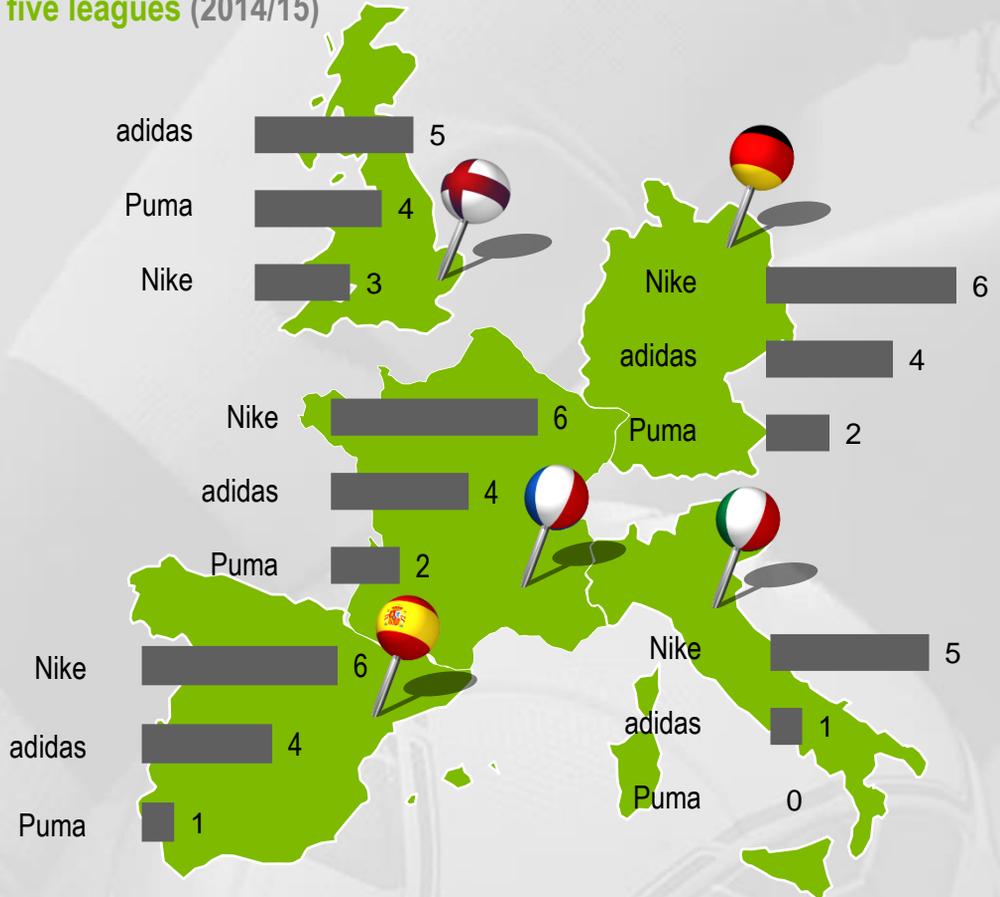
Development of total shirt sales of Europe's top five leagues (2011/12 - 2013/14)



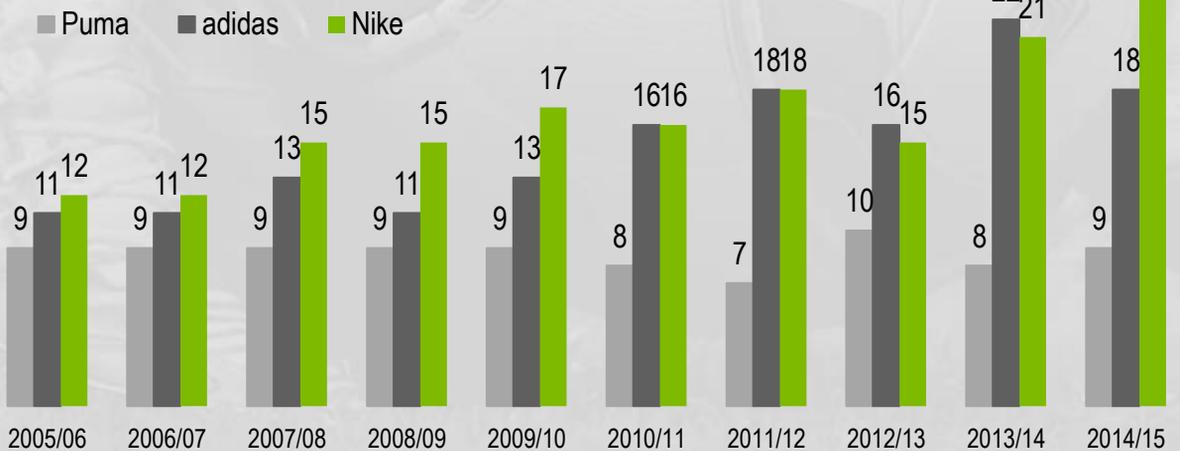
Total number of shirts sold in Europe's top five leagues (2013/14)



Spread of Europe's most dominant kit suppliers (Nike, Adidas and Puma) across Europe's top five leagues (2014/15)



Nike's, Adidas' and Puma's dominance in Europe's top five leagues (2005/06 – 2014/15)



**Nike and Adidas' top five kit supplier deals in Europe's top five leagues
(2014/15)**

Top five kit supplier deals 2014/15 - Nike	
FC Barcelona	Spain
Manchester United FC	England
Paris Saint-Germain FC	France
Juventus FC	Italy
FC Internazionale	Italy
approx. value of deals	€125m

Top five kit supplier deals 2014/15 - Adidas	
Real Madrid CF	Spain
Chelsea FC	England
FC Bayern München	Germany
AC Milan	Italy
Olympique de Marseille	France
approx. value of deals	€135m

About Repucom

Repucom is a global leader in sports marketing research. Utilizing the leading technology and facilities for market research, media evaluation and commercial auditing, Repucom has created the industry's first global, full-service portfolio for sports marketing research and consultancy. The company provides a single, independent source of holistic market data and insights to help its clients achieve value in their marketing and sponsorship activities.

Since its founding in 2004, Repucom has become established as the research provider of choice for over 1,000 of the top rights holders, brands, agencies and broadcasters in sports and entertainment worldwide.

Repucom merged successfully with SPORT+MARKT in 2010 and later completed the acquisition of fellow industry pioneers IFM Sports, including IFM Sports Marketing Surveys.

In 2013, the companies were united under the Repucom brand, bringing together over 1,400 employees in 20 wholly-owned and operated offices worldwide. Later that year, Repucom acquired Milan-based sports marketing agency Imagine & Sport, which was renamed as Repucom Italia. The combined business draws on more than 25 years of experience and accumulated insights.

Your contact person

TOM SCOTT

Global PR Manager

- » Tel.: +49 (0) 221 43073 177
- » Fax.: +49 (0) 221 43073 111
- » Email: tscott@repucom.net



REPUCOM

LUXEMBURGER STR. 299
50939 COLOGNE
GERMANY
REPUCOM.NET

About PR Marketing

PR Marketing is an independent, owner-operated marketing consultancy in Germany that focuses on strategic marketing issues in sports as well as in business and the public.

In addition to consulting the key topics addressed by PR Marketing range from market research to conceptual tasks. Dr. Rohlmann is a marketing consultant who has experienced sports business topics from a scientific and a practical approach, too. He is held in high esteem by sports clubs and associations, as well as partners throughout the industry.

Dr. Rohlmann is regarded as one of the pioneers of scientific research and analytical consulting in sports merchandising. He is also the editor of the year-by-year Merchandise-Barometer of the German Bundesliga.

Furthermore Dr. Rohlmann is known for his books, presentations and work as a lecturer in sports marketing.

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