

# Adidas Baseball



Kate Andersen, Thomas Focht, Dutton Elske

# Company Introduction



Adidas is a multinational clothing company focusing on sportswear, streetwear, and accessories.

Started by Adi Dassler in Germany in 1949. However, Adi produced his first spiked track shoe over 20 years prior. Adi Dassler was a true innovator.

Upon Germany's improbable victory over Hungary in the 1954 World Cup final, the adidas screw on cleats that they wore became famous across the world, hence the aura of immortality surrounding adidas soccer cleats.

Adi died in 1978. His wife Kathe and son Horst took over the company

Adidas nearly went bankrupt in 1992 after the deaths of both Kathe and Horst. But thanks to new CEO Robert Louis-Dreyfus who made adidas a marketing-driven company, the brand bounced back.

Accompanied by many company acquisitions beginning in the 90's including TaylorMade and Reebok, the company continued to grow and produce cleats and sportswear for a broad array of athletes in many different sports, including baseball.



## Industry Overview

The baseball cleat industry is expected to generate roughly \$4.5 billion in revenue by 2022, a figure that has risen greatly in recent years.

Participation in baseball is growing at all levels, bringing a larger demand to the market each year. Baseball exists in many countries around the globe and cleats are second in sales to soccer.

There is a higher emphasis on technology and performance of footwear than ever before. However, individuality and the desire to stand out via footwear and be more like a professional idol are becoming increasingly prevalent as well.

Although there are established brands adidas competes with, they have a strong presence in the market.



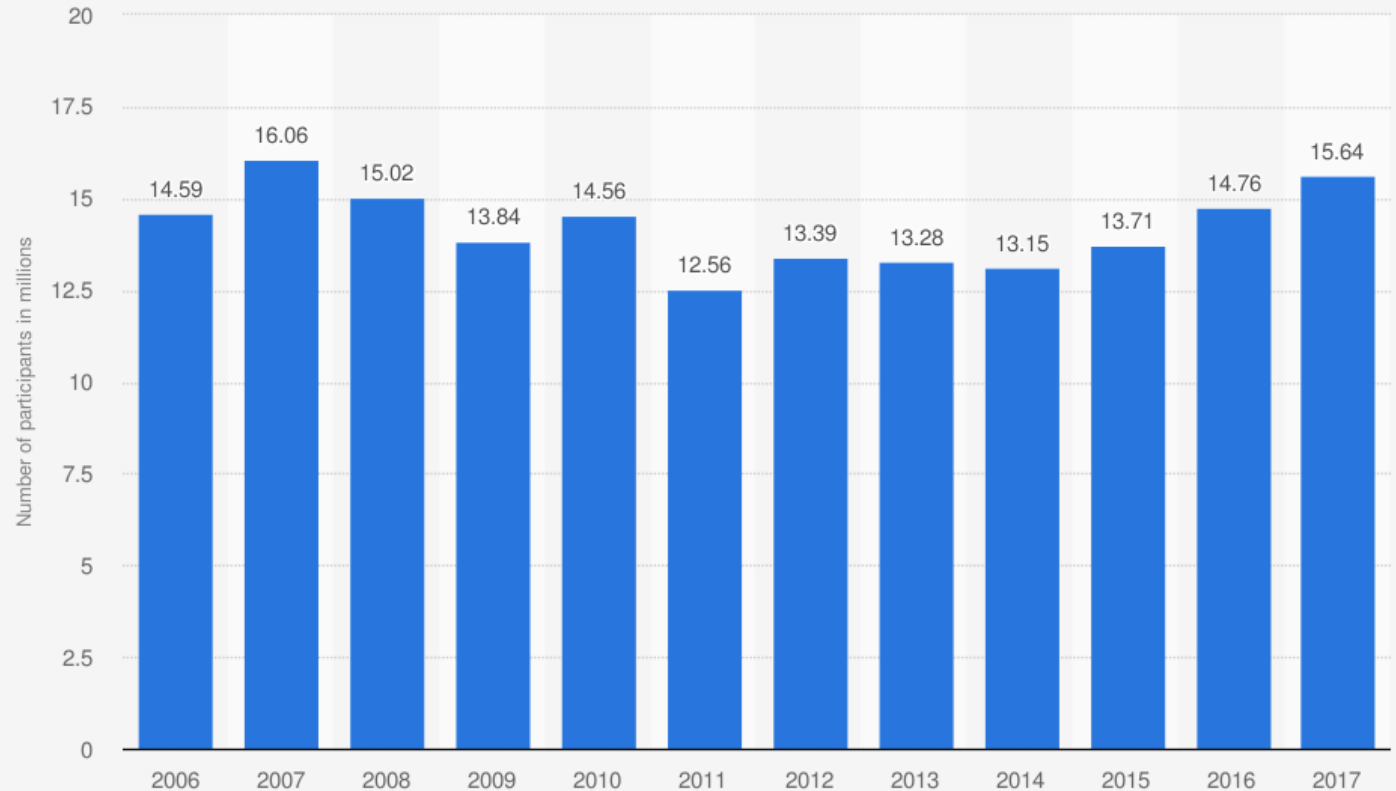
Room for growth in  
baseball cleat  
department



# Consumer and Market Segmentation

- The ideal consumer for a new baseball cleat is the youth athlete. Youth baseball is growing. They are the end of the line user and appealing to them is crucial.
- The purchaser of the cleat in most cases is the parent or guardian of the athlete. Appealing to a parent involves their child's satisfaction as well as value and competitive pricing. This is essential if Adidas wants to be viewed as the best option.
- The cleat should be advertised and sold along the West Coast, Southern US, East Coast, as well as other more-populated areas in which youth sports are an important part of society.
- The cleat should appeal to the family or player not willing to spend hundreds of dollars on top-of-the-line tech due to less accessible funds or lack of knowledge/seriousness about the game but want their children to be happy and successful on the field.

Number of participants in baseball in the United States from 2006 to 2017 (in millions)\*



Source  
Outdoor Foundation  
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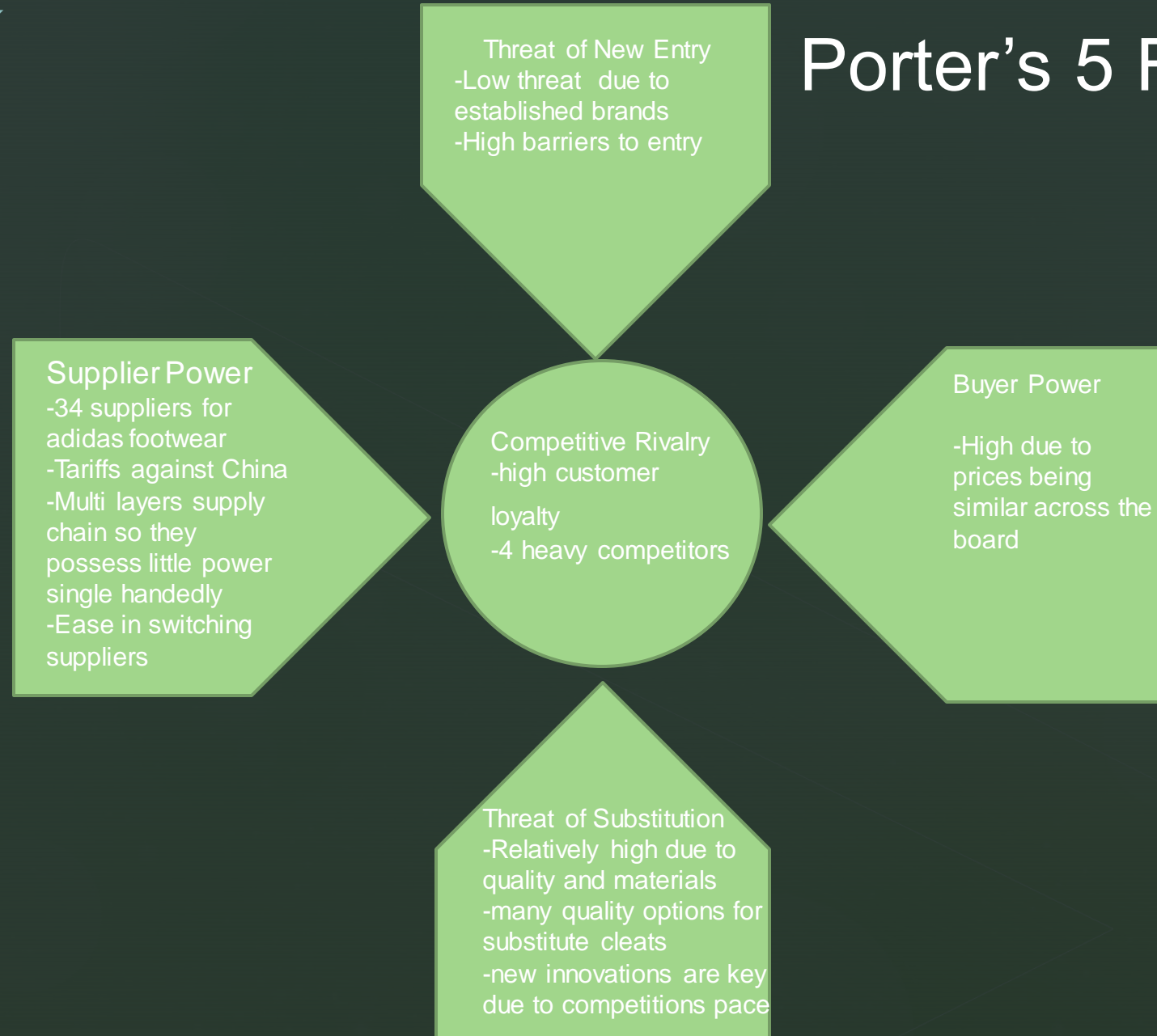
Additional Information:  
United States; Ipsos; Synovate; 2006 to 2017; 30,999 respondents; 6 years and older; Online survey

# Buyer Persona: Chad

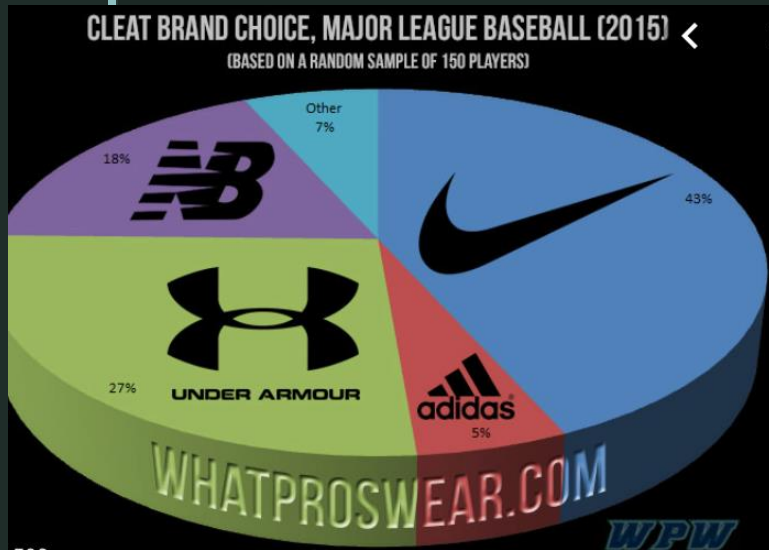
- Chad is 7 years old and looking to play baseball for the first time.
- He wants his cleats to be cool and stand out from his teammates.
- First and foremost, Chad wants to have fun on the field.
- His parents don't want to break the bank on cleats and equipment for Chad's first year of baseball.
- They want Chad to be as happy as possible but seek the most value in what they buy.



# Porter's 5 Forces







# Competition

- In the baseball cleat market, adidas is up against Mizuno, Under Armour, and New Balance, but their largest competitor is Nike.



# Positioning



Opinion can vary based on make and model of shoe



A lot of different varieties and colors schemes

Can be hard to choose which one to get



Very comfortable and light weight

2nd most comfortable



Generally good durability



# Branding

## Sponsored athletes:

- Kris Bryant
- Aaron Judge
- Alex Bregman

## Collaborations:

- Topps
- Routine

Little League World Series sponsor



# Citations

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