

Competitor analysis

Identify Competitors

Under Armour is a sports apparel and footwear company, so its main competitors include other sports apparel and footwear companies such as Nike, Adidas, Puma, and Reebok.



Evaluate Market Share

According to market research firm NPD Group, Nike has the highest market share in the U.S. sports apparel and footwear market at 27.4%, followed by Under Armour at 15.2%, Adidas at 14.4%, and Puma at 4.6%.

Analyze Products and Services

Under Armour offers a range of sports apparel and footwear for various sports and activities, including running, training, basketball, and football. Compared to its competitors, Under Armour is known for its focus on performance and innovative fabrics and materials.

Assess Branding and Marketing

Under Armour has positioned itself as a performance brand and uses slogans such as "Protect This House" and "I Will" in its marketing campaigns. The company has also partnered with high-profile athletes such as Stephen Curry and Dwayne "The Rock" Johnson to promote its products.

Research Pricing

Under Armour's pricing is generally in line with its competitors, although the company does offer some higher-end products with premium pricing.

Study Customer Reviews

Customer reviews can provide valuable insight into what customers like and dislike about Under Armour products. Reviews on websites like Amazon and Under Armour's website suggest that customers appreciate the performance features of Under Armour products, but some also complain about fit and durability issues.

Identify Strengths and Weaknesses

Based on your analysis, Under Armour's strengths include its focus on performance and innovation, as well as its partnerships with high-profile athletes. However, weaknesses include fit and durability issues, as well as challenges in expanding beyond its core athletic customer base.

Develop a Competitive Advantage

Based on your analysis, Under Armour may be able to differentiate itself from competitors by further innovating its products and materials, expanding its product lines to include lifestyle and casual wear, and improving fit and durability to address customer complaints. Additionally, the company could focus on sustainability and ethical manufacturing practices to appeal to environmentally conscious consumers.