

adidas SALES DASHBOARD OVERVIEW 2020-2021

TOTAL SALES

GBP 717,821,450.00



UNITS SOLD

GBP 2,016,512.00



TOTAL CUSTOMERS

8,346

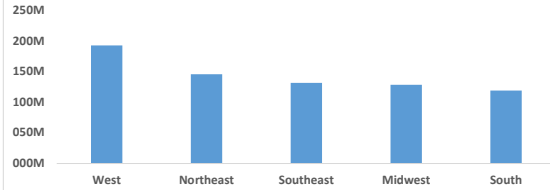


Years (Invoice ...)

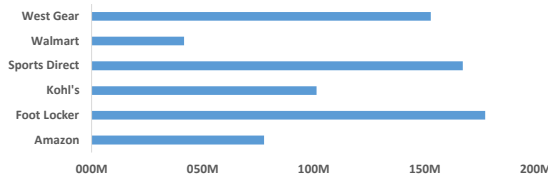
2020

2021

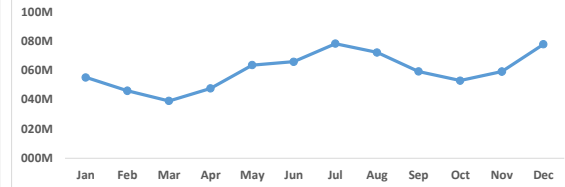
SALES BY REGION



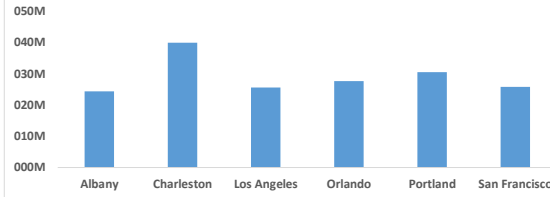
SALES BY RETAILER



SALES PERFORMANCE BY MONTH



SALES BY CITY



SALES BY PRODUCT

Men's Apparel	GBP 123,728,632.00
Men's Athletic Footwear	GBP 153,673,680.00
Men's Street Footwear	GBP 208,826,244.00
Women's Apparel	GBP 179,038,860.00
Women's Athletic Footwear	GBP 106,631,896.00
Women's Street Footwear	GBP 128,002,813.00

SALES BY CHANNELS

In-store	GBP 356,643,750.00	39.63%
Online	GBP 247,672,882.00	27.52%
Outlet	GBP 295,585,493.00	32.85%