

Under Armour, Inc. (UA)



ROIC (Current): -1.70%



WACC: 9.80%



Net Profit Margin: 4%

MOAT ANALYSIS & COMPETITIVE STRENGTHS



INTANGIBLE ASSETS (Brand)

Possesses a strong global athletic brand identity known for performance apparel, footwear, and accessories, driven by innovation and high-profile athlete endorsements that create customer loyalty.

ADDITIONAL KEY INSIGHTS

Global Athletic Brand: Recognized worldwide for performance gear and innovation in sportswear.

Innovation & Performance Focus: Continuously invests in R&D to develop advanced materials and technologies.

Athlete Endorsements & Sponsorships: Partnerships with top athletes and teams reinforce brand credibility and appeal.