



CONSUMER PROFILING

AN IN-DEPTH LOOK INTO ADIDAS' TARGET AUDIENCE.

Aspiring Athletes

The target audience for Adidas encompasses dynamic individuals who lead active lifestyles and prioritize both performance and style. This demographic typically consists of aspiring athletes, fitness enthusiasts, and trend-conscious consumers aged 18 to 35.



Background

Aspiring athletes within the Adidas target demographic, aged 18 to 35, are passionate about sports and fitness. They include both men and women with diverse career interests and educational backgrounds, residing in urban and suburban areas. Their family and marital statuses vary, and they typically fall within the middle to upper-middle income brackets.

Behaviours and decision making processes

Aspiring athletes prioritize performance and style when purchasing Adidas products. They thoroughly research and compare product features and reviews, often seeking input from influencers like professional athletes and online communities. This helps them enhance their athletic performance while aligning with their values and aspirations.

Pain points

Athletes often face challenges related to finding high-performance athletic gear that balances functionality with style, alongside issues of affordability and accessibility. Adidas products address these pain points by offering innovative solutions designed to enhance athletic performance while prioritizing comfort and durability.

Needs, goals and desires

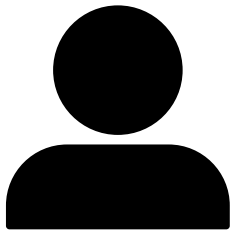
Aspiring athletes aspire to reach peak performance levels in their chosen sports while maintaining a healthy and balanced lifestyle. They seek products that support their athletic goals by providing optimal performance, durability, and comfort. Additionally, they desire gear that offers excellent value for their investment, allowing them to pursue their fitness and sporting hobbies without breaking the bank.

ASPIRING ATHLETES

Aspiring athletes, aged 18 to 35, are urban and suburban residents with diverse careers. They prioritize fitness and sports, seeking high-performance gear for training and competitions, often with disposable income.



Age



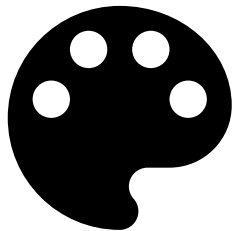
Typically millennial and Gen Z age groups, These age groups encompass individuals typically ranging from late teens to mid-30s.

Location



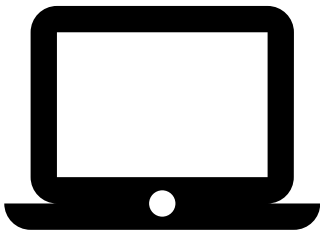
Consumers within the millennial and Gen Z age groups reside predominantly in urban and suburban areas.

Hobbies



Usually, athletes in these demographics engage in a variety of athletic activities, such as running, basketball, and other sports, as part of their hobbies and interests outside of work.

Work



Aspiring athletes often balance their pursuit of athletic excellence with various career roles and responsibilities, while their income varies widely depending on factors such as endorsements, competition winnings, and sponsorships.

Background

Athleisure Millennials within the Adidas target demographic, aged 18 to 35, embrace an active lifestyle with a keen interest in both fitness and fashion. This diverse group comprises individuals of various genders, professions, and educational backgrounds, predominantly located in urban and suburban settings.

Behaviours and decision making processes

Athleisure Millennials exhibit distinct behaviors and decision-making processes when considering purchases within the realm of athleisure wear. Their buying journey often begins with extensive research, utilizing a variety of online platforms and social media channels to explore product reviews, celebrity endorsements, and influencer recommendations.

Pain points

Athleisure Millennials face challenges finding sustainable and ethically produced athleisure wear that meets their style and performance needs. Adidas addresses these issues by offering a diverse range of products crafted with sustainable materials and ethical manufacturing practices.

Needs, goals and desires

Athleisure Millennials lead dynamic lives characterized by a pursuit of balance, well-being, and self-expression. Their primary goal is to seamlessly integrate fitness and style into their daily routines, seeking athleisure wear that enables them to transition effortlessly from workouts to social engagements.

Athleisure Millennials

Athleisure Millennials seek stylish, sustainable athleisure wear for active lifestyles. Adidas offers innovative products aligning with their fitness, fashion, and environmental values.

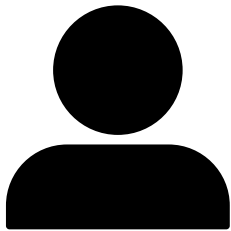


ATHLEISURE MILLENNIALS

Athleisure Millennials, a dynamic demographic aged 18 to 35, are predominantly urban dwellers. They thrive in various career paths, from creative industries to corporate sectors, valuing work-life balance. With disposable income, they prioritize fitness, socialization, and sustainability in their lifestyle choices.



Age



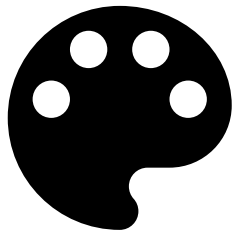
Athleisure Millennials, aged 18 to 35, blend fitness and fashion seamlessly. They prioritize sustainability, seek versatile apparel, and engage extensively with online platforms for research and purchase decisions.

Location



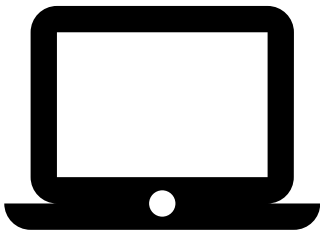
Athleisure Millennials predominantly reside in urban and suburban areas, seeking active lifestyles. They frequent gyms, parks, and social hubs, engaging with fitness communities and embracing versatile athleisure wear.

Hobbies



Athleisure Millennials pursue diverse hobbies, including fitness activities like yoga, running, and gym workouts. They enjoy socializing with friends, exploring outdoor adventures, and attending wellness events and festivals.

Work



Athleisure Millennials have varied careers, spanning from creative industries to corporate roles. They prioritize work-life balance and may have disposable income, often falling within middle to upper-middle income brackets.



THANK YOU.

CONTENT NOT CREATED BY ADIDAS

