

# Download What Is Adidas Mission Statement

Adidas' mission statement can be found in the Careers section of its website here. A mission statement summarizes the aims and values of a company or group. Adidas mission and vision statements have been gradually changing with the ever-evolving sports shoes, apparels and other accessories over the years, and this has been instrumental in securing the leadership position the company is identified with in the current markets. It's always amazing what people and companies will post on the Internet. All you have to do is ask your question there before asking your question here. Mission The adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position.