

# Competitor Analysis

Under Armour has a large market share of the athleisure industry. They also have current and growing sustainability efforts, which remain a big concern of Gen Z consumers.



# Insight Analysis

1. There is a large section of Under Armour's marketing that utilizes celebrities and influencers. Typically, athletes. The target market is the younger generation, and this proves effective for younger athletes.
2. Under Armour's consumers presence on social media tends to be split between those interested in fashion (athleisure), and athletes.
3. Similar to Columbia Sportswear, sustainability efforts is high on Under Armour's radar. This is still a concern of their target audience, which is now Gen Z.

# Insight I

- Younger kids, especially young athletes, have idols that they look up to. Whether they are their hero or inspiration. Partnerships like these create a brand association with a person.
- Looking at Under Armour's [Instagram](#), they are showing famous athletes and athletes of color at their best. It's inspiring this audience, while also building that subconscious link between their hero and Under Armour.
- This is also their mission. According to their purpose statement in their [10-K report](#), They strive to raise up aspiring, young athletes through programs and inspiration.

# Insight II

- According to [Social Searcher](#), the two platforms that Under Armour has the most social traffic is Facebook and Instagram. They also have a very positive public sentiment across all platforms.
- It's clear that social media users are paying more attention to fashion, style. The top for most used hashtags on posts with #underarmour were fashion related. The others were related to sports and other apparel options.
- Looking at the reasoning behind those top hashtags, you'll see it is caused in part by the athleisure trend in clothing. However, Under Armour still has a larger market share for athletic wear.

# Insight III

- Similar to Columbia Sportswear, Under Armour also has ventures to develop a more sustainable apparel industry.
- We've already determined that a top concern among the target audience – Gen Z – is environmental sustainability. Under Armour has lagged behind in catching up to the trend of companies being involved in this issue. In recent years, they have invested money into programs and development to promote sustainability. Columbia Sportswear still has the leg up on them.
- Something that Under Armour does not do, is they aren't very transparent when it comes to their efforts. As discussed in the last report, Gen Z prefers companies that are transparent with their inner-workings.