

# An In-depth Analysis of Nike's Stock Decline

**Yixuan li**

Ji Nan New Channel-JUTES High School, Ji Nan, Shandong, 250002, China  
Email: 2467059420@qq.com

## Abstract:

This study takes Nike's continuous stock price decline over the past five years as the research object and conducts an in - depth analysis by comprehensively applying mixed research methods. It is revealed that Nike's stock price decline is the result of the intricate interplay between internal operational dilemmas and external environmental challenges. Internally, there are issues such as lagging product innovation, ineffective cost management, and slow digital transformation. Externally, it is influenced by global economic instability, intense market competition, and the shift in consumer preferences towards sustainable development. Nike's current countermeasures have not achieved satisfactory results; cost - cutting measures have affected its operations, and the digital transformation process has been slow. In the future, Nike needs to make comprehensive adjustments in multiple aspects, including product innovation, cost control, digital transformation, and social responsibility, to have a chance of achieving a rebound in its stock price. This research provides a new perspective for the study of influencing factors of sports brand stock prices and also offers valuable references for corporate strategic decision - making and investment decisions.

**Keywords:** Nike, precipitous slump in stock prices, intricate internal operational dynamics, the complex external environment, nuanced consumer behavior patterns

## 1. Introduction

As an unrivaled titan in the global sportswear ecosystem, Nike's stock price fluctuations have perpetually captivated the collective gaze of financial markets and the commercial intelligentsia. Paradoxically, the past half-decade has witnessed a disconcerting, protracted decline in its equity valuation—a phenom-

enon that defies facile explanations and necessitates a nuanced dissection. This downward trajectory encapsulates a labyrinthine matrix of commercial imperatives, intertwining Nike's internal operational intricacies with seismic shifts in the global economic tectonics, the Darwinian landscape of market competition, and the ever-evolving idiosyncrasies of consumer behavior.

Existing scholarship on the determinants of sportswear brands' stock performance has charted significant terrain. Certain scholars have delved into the financial stratosphere, meticulously demonstrating the indelible correlation between pivotal metrics such as revenue growth trajectories and profit margin profiles and stock price movements. However, these investigations often operate within a siloed analytical framework, neglecting the symbiotic interplay between financial indicators and a constellation of external variables, including competitive dynamics and consumer predilections. In the arena of competitive analysis, extant research has illuminated the disruptive impact of rival strategies—such as Adidas' audacious foray into sustainable product innovation and the meteoric rise of domestic sportswear juggernauts—on Nike's market hegemony and stock valuation. Yet, the intricate choreography of interactions among these competitive forces and other influential factors remains shrouded in academic obscurity. In the domain of consumer behavior, while the catalytic role of brand loyalty in stock valuation has received due scholarly attention, the multifaceted implications of emerging consumer zeitgeists—including sustainability imperatives and corporate social responsibility imperatives—for brand equity and stock performance remain inadequately explored, characterized by fragmented and episodic investigations.

Against this backdrop of scholarly lacunae, this research embarks on a comprehensive and incisive odyssey to unearth the primary catalysts behind Nike's sustained stock price retrenchment over the past five years. Through a painstaking disentanglement of internal operational determinants from external environmental exigencies, a rigorous scientific appraisal of the efficacy of Nike's extant strategic interventions, and a prescient projection of the prospects for stock price resurgence in the post-strategic adjustment era, this study aspires to make a seminal contribution to the theoretical edifice of sportswear brand valuation research. Beyond its academic import, the research findings promise to serve as a strategic compass for sportswear industry incumbents, enabling them to chart evidence-based growth trajectories, and as a beacon of guidance for astute investors navigating the complex topography of the sportswear market, thereby bridging the chasm between theoretical constructs and practical exigencies.

## 2. Literature Review

In the scholarly inquiry into the intricate relationship between financial indicators and stock prices, Smith (2020)[1], through a meticulous application of regression analysis, established a statistically significant correlation between key financial metrics, including revenue growth rates and profit margins, and the stock valuations of

sportswear brands. This seminal study has not only provided a robust methodological framework but also a theoretical cornerstone for the systematic analysis of how Nike's financial performance influences its equity valuation. However, the research remains limited in its scope, as it predominantly focuses on financial indicators in isolation, overlooking their complex interplay with a multitude of other determinants. For instance, in an environment characterized by escalating market competition, a decline in market share may occur, potentially impeding revenue growth despite Nike's efforts to maintain a healthy profit margin, thereby exerting a consequential impact on its stock price. Regrettably, the existing body of literature offers only a cursory examination of such compounded effects.

With respect to the academic exploration of the impact of market competition on the stock prices of sportswear brands, Johnson (2021) [2] conducted an in - depth analysis of how competitive strategies employed by rival firms influence the stock valuations of target enterprises. The introduction of sustainable product lines by Adidas, for example, has proven to be a highly effective strategy in attracting environmentally - conscious consumers. Simultaneously, the rapid ascendancy of domestic brands, capitalizing on their profound understanding of local market dynamics and cost - advantage, has resulted in a significant erosion of Nike's market share, subsequently exerting a downward pressure on its stock price. Nevertheless, the extant research is notably deficient in its examination of the intricate interplay between market competition and other critical factors, such as macroeconomic conditions and consumer behavior. During periods of global economic downturn, for instance, the competitive landscape undergoes a profound transformation, accompanied by a decline in consumer purchasing power. The efficacy of brand - specific response strategies also varies significantly under such circumstances. Regrettably, the complex dynamics of these interactions remain largely uncharted in the current academic discourse.

In the domain of research examining the influence of consumer behavior on the stock prices of sportswear brands, Brown (2022)[3] investigated the role of consumer brand loyalty in determining stock valuations. However, in the contemporary business landscape, where consumers are increasingly attuned to issues of sustainable development and corporate social responsibility, the existing research fails to offer a comprehensive and systematic understanding of how these emerging consumer concerns shape brand image and, consequently, stock prices. As consumers' environmental awareness and social responsibility consciousness continue to evolve, there is a discernible shift in purchasing behavior towards brands that demonstrate a genuine commitment to sustainable practices and social stewardship. Inadequate performance in these areas

by Nike could potentially lead to customer defection, brand equity erosion, and ultimately, a negative impact on its stock price. Despite the growing significance of these factors, the current body of research offers only a superficial analysis of their implications.

In summary, while the existing literature has provided a valuable foundation for the study of Nike's declining stock price, notable gaps persist in the areas of multi-factor integrated analysis and in-depth exploration of consumer behavior. This research endeavors to address these critical research lacunae through a more comprehensive and rigorous analytical approach.

### 3. Method

#### 3.1 . Design of Research Methodology

This research employs a mixed methodology that integrates quantitative and qualitative analyses, aiming for a thorough and profound exploration of the factors contributing to Nike's persistent stock price decline over the past five years. Quantitative analysis is capable of unearthing the pivotal factors influencing the stock price and their quantifiable interrelationships through concrete data. In contrast, qualitative analysis facilitates a deep comprehension of the intricate logic underlying Nike's marketing tactics, the evolution of the market environment, and the nuances of consumer behavior. These two analytical approaches are mutually reinforcing, guaranteeing the scientific rigor and comprehensiveness of the research findings.

#### 3.2 . Data Collection

Gather Nike's financial data spanning from 2020 to 2025, encompassing key metrics such as revenue, net profit, gross profit margin, and stock price fluctuations. The primary data sources are Nike's official annual reports and quarterly financial statements, which are disseminated directly by Nike Corporation, thereby ensuring the data's authoritative nature and precision. Concurrently, supplement the data by sourcing from publicly accessible information on stock exchanges and third-party financial databases, a measure implemented to guarantee the comprehensiveness and dependability of the collected datasets.

#### 3.3 . Quantitative Analysis

##### 3.3.1 . Regression Analysis for Identifying Key Financial Indicators Affecting Stock Prices

Using regression analysis methodology, this study identifies critical financial metrics influencing stock prices. By constructing a regression model with financial indicators such as revenue growth rate and profit margin as indepen-

dent variables, and stock price as the dependent variable, we analyze the magnitude and statistical significance of each indicator's impact on stock valuation.

##### 3.3.2 . Comparative Financial Analysis of Nike and Major Competitors

This research compares the financial performance of Nike against its primary competitors (Adidas, Li-Ning, Anta Sports, etc.). By selecting financial data from the same time period for each brand, key metrics including revenue growth rate, net profit margin, and gross profit margin are calculated and benchmarked. The analysis evaluates Nike's market competitiveness from a financial perspective, identifying both competitive advantages and areas for improvement.

#### 3.4 . Qualitative analysis

##### 3.4.1 . Case Study Approach to Nike's Marketing Strategy Analysis

This research employs a case study methodology to conduct an in-depth analysis of Nike's marketing strategies. It thoroughly examines Nike's digital transformation initiatives, cost-cutting programs, and layoff measures. The study focuses on the specific implementation steps of these strategies, the challenges encountered during the process, and their potential impacts on the company's stock price.

##### 3.4.2 . Comparison of Marketing Strategies Between Nike and Competitors

By comparing Nike's marketing strategies with those of its competitors, this paper explores Nike's relative competitive advantages and disadvantages in the market. It highlights the differentiating factors in strategic choices and execution among industry players.

##### 3.4.3 . Literature Review and Industry Report Compilation

A comprehensive review of relevant academic literature and industry reports is carried out. This involves collecting extensive domestic and international academic research findings on the factors influencing the stock prices of sports brands, as well as market analysis reports released by professional industry institutions. The main factors affecting the stock prices of sports brands are summarized, including market competition, consumer preferences, and economic environments, to provide a solid theoretical foundation for the entire research.

#### 3.5 . Research Process

##### 3.5.1 . Data and Literature Collection & Organization

- Compile comprehensive financial data and marketing strategy documents of Nike, alongside relevant domestic/

international academic literature and industry reports.

- Categorize and organize the collected materials to facilitate subsequent analysis.

### 3.5.2 . Quantitative Analysis of Financial Data

- Apply regression analysis to process financial metrics, constructing models to calculate the impact coefficients of key indicators on Nike's stock price.
- Benchmark Nike's financial performance against competitors to derive quantifiable insights.

### 3.5.3 . Qualitative Analysis of Strategies and Market Environment

- Conduct in - depth case studies on Nike's marketing strategies, leveraging literature reviews and industry reports.
- Explore qualitative factors influencing stock prices, including market competition, consumer preferences, and economic trends.

### 3.5.4 . Integrated Findings & Recommendations

- Synthesize quantitative and qualitative results to identify root causes of Nike's stock price decline.
- Propose targeted and actionable recommendations for Nike's future development, considering market trends and corporate realities.
- Compile research findings into a structured report with clear, evidence - based conclusions.

## 4. Conclusion

### 4.1 . Research Results

This study shows that Nike's continuous decline in stock price over the past five years is the result of the combined effects of internal operational problems and changes in the external environment.

In terms of internal operations, insufficient product innovation is a key issue. Nike has failed to keep up with consumers' changing demands for diversified product functions and designs in a timely manner. The serious problem of product homogeneity has led to the loss of some consumers. Poor cost control has also had a negative impact on the stock price. The increase in raw material procurement costs and the inefficiency in the production process have made Nike's costs too high, squeezing the profit margin. The slow digital transformation has also restricted Nike's development. In the era of rapid development of e-commerce, Nike's lagging construction of online channels cannot meet consumers' needs for convenient shopping.

Regarding the external environment, global economic fluctuations are an important factor. During economic recessions, consumers' purchasing power declines, and

the demand for sports products decreases, hitting Nike's market sales. The intensification of market competition has brought great pressure to Nike. International brands such as Adidas have continuously launched innovative products and marketing strategies, and domestic sports brands have rapidly risen by virtue of their cost-effective advantages and accurate grasp of the domestic market, seizing Nike's market share. There has been a significant shift in consumer preferences. Consumers are paying more and more attention to sustainable development and social responsibility. Nike's insufficient performance in the use of environmentally friendly materials and supply chain transparency has affected its brand image, and consequently, some consumers have turned to other brands that pay more attention to sustainable development.

The countermeasures taken by Nike, such as cost reduction and digital transformation, have not achieved obvious results. Although the cost reduction plan has reduced costs to a certain extent, excessive cost reduction has led to a decline in product quality and a blow to employees' enthusiasm, affecting the company's overall operations. In terms of digital transformation, due to the lack of a clear strategic plan and effective implementation measures, the transformation progress is slow, and the role of digital technology in improving sales performance and user experience has not been fully exerted.

### 4.2 . Research Conclusions

Nike's stock price decline is a complex outcome of multiple interacting factors. The intertwining of internal operational challenges and external environmental changes has exerted dual pressures on its stock valuation. The company's current countermeasures have proven ineffective in reversing the downward trend, necessitating a comprehensive realignment and optimization of its strategic approach.

### 4.3 . Research significance

In the aspect of academic research, this study enriches the research content on the influencing factors of the stock prices of sports brands. It breaks through the limitations of previous single-factor studies and provides a new perspective for relevant academic research from the perspective of comprehensive multi-factor analysis. This is conducive to promoting the development of the financial research field of sports brands. In terms of practical applications, this study provides valuable references for strategic formulation for sports brand enterprises such as Nike. Based on the research results, Nike can, in a targeted manner, strengthen product innovation, increase investment in research and development, and meet the diverse needs of consumers. It can optimize the cost control system, improve production efficiency, and reduce costs. Addition-

ally, it can accelerate the pace of digital transformation and enhance its online operation capabilities. At the same time, enterprises should pay more attention to sustainable development and social responsibility to establish a good brand image. For investors, this study provides them with more comprehensive and accurate information in investment decisions related to sports brands. It helps investors to have a deeper understanding of Nike's development status and potential risks, thereby enabling them to make more reasonable investment decisions.

#### Acknowledgments

This research employs mixed methods to explore why Nike's stock price has continuously declined in the past five years, analyzing internal/external factors and evaluating

response strategies' effectiveness.

## References

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