# Article information:

How Chinese Nationalism Hit Nike, Adidas After Western Brand Boycotts  
<https://www.bloomberg.com/graphics/2022-china-nationalistic-online-shoppers/>

# Article summary:

1. Chinese consumers are increasingly acting as an extension of the government’s political agenda, which is a worrying sign for global brands that have staked their future on the $6 trillion market.

2. After a raft of foreign brands denounced the use of cotton from Xinjiang, Chinese rivals like Anta Sports Products Ltd. and Li Ning Co. capitalized on the upswing in nationalism with products targeted at local consumers.

3. In the 12 months ending Jan. 31, sales growth for top Chinese sneaker brands was about 17%, while foreign brands saw a decline of 24%.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article “How Chinese Nationalism Hit Nike, Adidas After Western Brand Boycotts” provides an overview of how Chinese nationalism has impacted Western brands such as Nike and Adidas in China. The article is based on data compiled by Hangzhou-based analytics firm Taosj.com and Bloomberg News’s analysis of this data, which reveals that political incidents involving foreign companies in China are having a more lasting impact than before. The article also discusses how local companies have capitalized on the upswing in nationalism with products targeted at local consumers and how this has resulted in a decline in sales for foreign brands while domestic ones have seen steady growth.

The article is generally reliable and trustworthy due to its use of data from Taosj.com and Bloomberg News’s analysis to support its claims about the impact of Chinese nationalism on Western brands in China. However, there are some potential biases present in the article that should be noted. For example, it does not explore any counterarguments or present both sides equally; instead it focuses solely on how Chinese nationalism has impacted Western brands without considering any other factors that may be influencing consumer behavior or sales trends in China's retail market. Additionally, it does not provide any evidence to support its claims about the long-term effects of these incidents or discuss any possible risks associated with relying too heavily on nationalist sentiment to drive sales growth for domestic companies over foreign ones.

In conclusion, while “How Chinese Nationalism Hit Nike, Adidas After Western Brand Boycotts” is generally reliable and trustworthy due to its use of data from Taosj.com and Bloomberg News’s analysis to support its claims about the impact of Chinese nationalism on Western brands in China, there are some potential biases present that should be noted when evaluating its trustworthiness and reliability such as lack of exploration into counterarguments or presenting both sides equally as well as lack of evidence to support its claims about long-term effects or discussion about possible risks associated with relying too heavily on nationalist sentiment to drive sales growth for domestic companies over foreign ones

# Topics for further research:

* Impact of Chinese nationalism on foreign brands
* Long-term effects of political incidents in China
* Risks of relying on nationalist sentiment to drive sales
* Counterarguments to Chinese nationalism in retail market
* Consumer behavior in China's retail market
* Comparison of domestic and foreign brands in China

# Report location:

<https://www.fullpicture.app/item/290f6c2a1fdfdb74a0d4a61c7c223c45>