



NIKE NORTH AMERICA

(Fiscal 2023 Revenues: \$21.6 Billion)

NIKE EUROPE, MIDDLE EAST & AFRICA

(Fiscal 2023 Revenues: \$13.4 Billion)

NIKE GREATER CHINA

(Fiscal 2023 Revenues: \$7.3 Billion)

NIKE ASIA PACIFIC & LATIN AMERICA

(Fiscal 2023 Revenues: \$6.4 Billion)

Nike's regional segments engage in the design, marketing, development, and sale of Nike-branded athletic apparel, footwear, and products in all regions of the world.



CONVERSE

(Fiscal 2023 Revenue: \$2.4 Billion)

This Nike segment engages in the design, marketing, licensing, and selling of Converse-branded casual sneakers, apparel, and accessories.



Footwear



- Golf
- Slides & Sandals
- Lifestyle
- Jordan
- Running
- Cheerleading
- Football
- Training & Gym
- Track & Field
- Basketball
- Skateboarding
- Baseball
- Walking
- Soccer
- Tennis

Sports Apparel



- Pants & Tights
- Skirts & Dresses
- Sport Bras
- Socks
- Jackets & Vests
- Surf & Swimwear
- Tracksuits
- Bodysuits
- Underwear
- Polos
- Shorts
- Yoga
- Pants & Leggings
- Tops & T-Shirts
- Jumpsuits & Rompers
- Hoodies & Pullovers
- Compression & Baselayer

Equipment



- Swim Goggles & Caps
- Belts
- Gloves/Mitts
- Hats, Visors & Headbands
- Sleeves & Armbands
- Sunglasses
- Balls
- Backpacks & Bags
- Shin Guards
- Watches

Footwear



Apparel



Equipment



