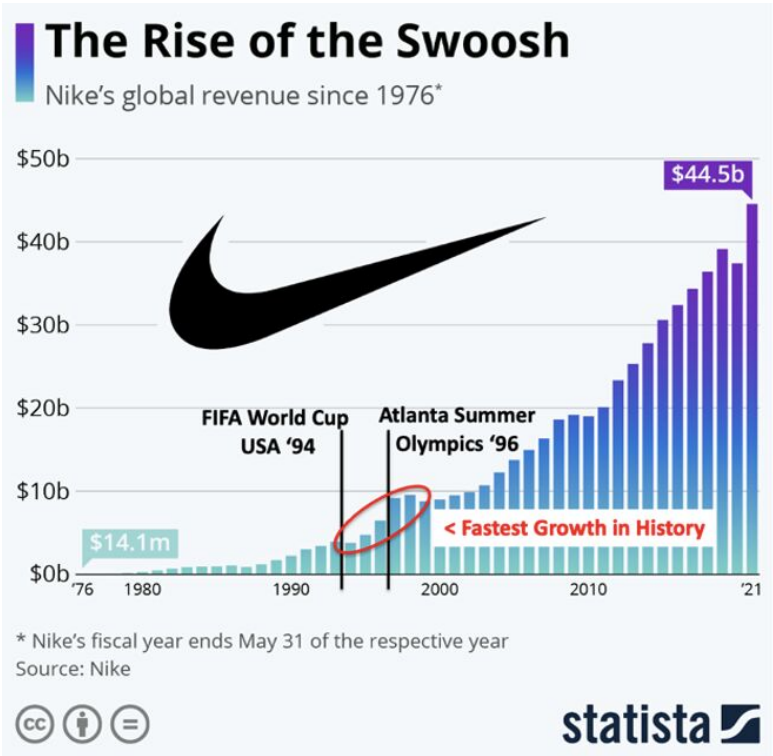


Thirty years later, who will follow the swoosh?

Thirty years ago, Nike experienced the fastest growth in its history and two major events took place in the US.

A new cycle is taking place with the FIFA Men's World Cup (2026) and LA Summer Olympics (2028). Not to mention this time, there are a few bonus tracks including Copa America (2024), FIFA Club World Cup (2025) and possibly FIFA Women's World Cup (2027).

Not only sport brands can benefit, many other sectors and ecosystems can benefit which aren't so obvious (eg. Health + tech).



Via Karl Keating

[Newer](#)

[Older](#)

26th October 2023 Innova-poop	25th October 2023 Gas station core
----------------------------------	---------------------------------------

Daniel Camprubi Douglas © 2022-2025

[Archive](#) [RSS feed](#) [QR Code](#)

Made with [Montaigne](#) and [bigmission](#) 🇪🇺