

Nike Circular+ Reimagining Sustainable Sportswear Consumption

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Nike Circular+

Reimagining Sustainable Sportswear Consumption

Section 1: Company Introduction

Nike is the world's largest sportswear company, which operates in over 170 countries (Nike, 2026). Through the help of initiatives like the Move to Zero and Nike Refurbished, the company has committed towards reducing carbon emissions, while minimising the waste and advancing circular product design.



Section 2: Sustainable Requirement

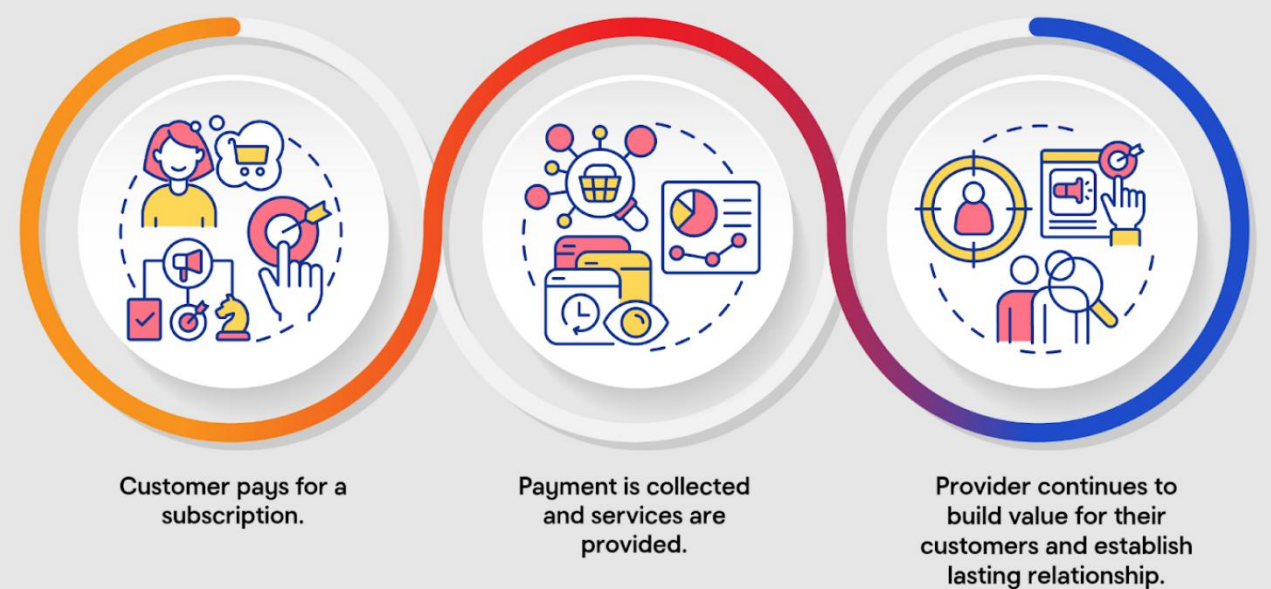
The sportswear industry develops a notable amount of textile waste estimated as approximately 92 million tonnes globally (UNEP, 2025). Therefore, the rising customers' expectations and sustainability regulations require Nike to adopt more circular consumption models.

92 million tonnes of textile waste is generated annually across the globe.

Section 3: Proposed Brand Extension

Nike Circular+ is a subscription-based platform which enables customers to access, return, repair and ultimately recycle the sportswear (Sproviero, 2025). Returned products are both refurbished and redistributed, and thus create a closed-loop ecosystem which extends the product lifecycle while developing recurring revenue for Nike.

Subscription business model cycle



Section 4: Why Customers Will Buy

Both Generation Z and the Millennials increasingly favour the susceptible, as well as flexible consumption (Wandhe, 2024). Therefore, Nike's Circular + provides easy access to premium sportswear, convenience, affordability and ultimately the environmental advantages without sacrificing the quality.

Section 5: Sustainability Alignment

The Nike Circular+ supports the SDG12 and SDG 13 goals of sustainable development. Through promoting a sense of refurbishment, reuse and recycling, the extension reduces the landfill waste, diminishes the consumption of resources and thus strengthens Nike's transition towards a circular economy (Asghar, 2023).



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Take urgent action to combat climate change and its impacts

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