

# **Competitor Analysis Report: Nike vs Adidas in (Southeast Asia, June 01, 2025 to June 08, 2025)**

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## Price Comparison Analysis (June 01–08, 2025)

### Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Max Velocity	Running Shoes	120.00	108.00	-10.00%	Singapore	Adult
Nike	Air ZoomX Turbo	Lightweight Racing Shoes	200.00	220.00	+10.00%	Malaysia	Adult
Nike	Court Elite Pro	Tennis Footwear	150.00	150.00	0.00%	Indonesia	Adult
Nike	Street Flex Premium	High-demand Streetwear	180.00	198.00	+10.00%	Thailand	Adult
Nike		Casual Running Shoes	100.00	95.00	-5.00%	Vietnam	Youth

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Free Run Slip-On						
Adidas	Ultraboost Surge	Performance Running Shoes	180.00	162.00	-10.00%	Indonesia	Adult
Adidas	Superstar Retro	Classic Street Shoes	110.00	110.00	0.00%	Singapore	Unisex
Adidas	Adizero Speed	Lightweight Sprint Shoes	140.00	154.00	+10.00%	Thailand	Adult
Adidas	NMD_R1	Lifestyle Streetwear	130.00	120.00	-7.69%	Malaysia	Unisex
Adidas	Harden Stepback 3	Basketball Shoes	160.00	176.00	+10.00%	Vietnam	Adult

## Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-FIT Max Tee	Moisture-Wicking Shirt	45.00	40.50	-10.00%	Singapore	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	ThermaFlex Hoodie	Warm-Up Hoodie	75.00	82.50	+10.00%	Malaysia	Adult
Nike	Court Advantage	Tennis Polo	60.00	60.00	0.00%	Indonesia	Adult
Nike	Sportswear Club	Casual Sweatshirt	50.00	45.00	-10.00%	Thailand	Unisex
Nike	Pro Compression	High-Performance Shirt	68.00	74.80	+10.00%	Vietnam	Adult
Adidas	Ultraboost Tee	Running T-Shirt	40.00	36.00	-10.00%	Singapore	Adult
Adidas	Essentials Hoodie	Fleece Hoodie	70.00	70.00	0.00%	Malaysia	Unisex
Adidas	Tiro Track Jacket	Lightweight Jacket	65.00	71.50	+10.00%	Indonesia	Adult
Adidas	Techfit Compression	Base Layer Shirt	55.00	49.50	-10.00%	Thailand	Adult
Adidas	Team Jersey	Football Jersey	80.00	88.00	+10.00%	Vietnam	Youth

# Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage Cap	Classic Baseball Cap	20.00	18.00	-10.00%	Singapore	Adult
Nike	Training Backpack	Gym Backpack	45.00	49.50	+10.00%	Malaysia	Youth
Nike	Elite Wristbands	Sweat-Absorbent	10.00	10.00	0.00%	Indonesia	Adult
Nike	Vapor Knee Sleeves	Joint Support	25.00	22.50	-10.00%	Thailand	Unisex
Nike	Sport Headband	Moisture-Wicking	8.00	8.80	+10.00%	Vietnam	Youth
Adidas	3-Stripes Cap	Casual Sports Cap	18.00	16.20	-10.00%	Singapore	Adult
Adidas	Trefoil Backpack	Lifestyle Backpack	42.00	42.00	0.00%	Malaysia	Unisex
Adidas	Wrist Support Wrap	Fitness Accessory	12.00	13.20	+10.00%	Indonesia	Youth
Adidas	Stadium Arm Sleeve	Compression Sleeve	15.00	13.50	-10.00%	Thailand	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Essentials Headband	Sweat-Wicking Band	9.00	9.00	0.00%	Vietnam	Unisex

## Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Alpha Training Mat	High-Density Mat	50.00	45.00	-10.00%	Singapore	Unisex
Nike	Pro Resistance Band	Strength Training	15.00	15.00	0.00%	Malaysia	Adult
Nike	Aerogrip Jump Rope	Speed Jump Rope	20.00	22.00	+10.00%	Indonesia	Youth
Nike	Versa Basketball	Outdoor Basketball	30.00	30.00	0.00%	Thailand	Adult
Nike	Gym Lite Duffel	Multipurpose Bag	60.00	54.00	-10.00%	Vietnam	Unisex
Adidas	Yoga Pro Mat	Premium Yoga Mat	55.00	49.50	-10.00%	Singapore	Unisex
Adidas	Power Tube	Resistance Tube	12.00	13.20	+10.00%	Malaysia	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Speed Rope Elite	Adjustable Jump Rope	18.00	18.00	0.00%	Indonesia	Youth
Adidas	Combat Boxing Glove	Training Gloves	35.00	38.50	+10.00%	Thailand	Adult
Adidas	ClimaCool Duffel	Breathable Gym Bag	50.00	45.00	-10.00%	Vietnam	Unisex

## Digital Gear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Run Tracker App Card	App Subscription Code	25.00	22.50	-10.00%	Singapore	Adult
Nike	Sports Watch Fusion	GPS Running Watch	200.00	220.00	+10.00%	Malaysia	Unisex
Nike	Smart Vest Sensor	Wearable Fitness Tech	120.00	114.00	-5.00%	Indonesia	Adult
Nike		Wireless Earpiece	80.00	80.00	0.00%	Thailand	Youth



Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Audio Coaching Pod						
Nike	Virtual Gym Package	Video Training Bundle	40.00	44.00	+10.00%	Vietnam	Unisex
Adidas	Runtastic Premium	Fitness App Code	30.00	27.00	-10.00%	Singapore	Adult
Adidas	Smart Run HR Watch	Heart Rate Tracker	150.00	150.00	0.00%	Malaysia	Youth
Adidas	Motion Sensor Vest	Training Wearable	110.00	121.00	+10.00%	Indonesia	Adult
Adidas	Wireless Sport Pods	Audio Running Gear	90.00	81.00	-10.00%	Thailand	Unisex
Adidas	Interactive Coach	Virtual Training App	45.00	49.50	+10.00%	Vietnam	Adult

Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Recovery Foam Roller	Post-Workout Recovery	35.00	35.00	0.00%	Singapore	Unisex
Nike	Hydro Flask Pro	Insulated Water Bottle	30.00	27.00	-10.00%	Malaysia	Adult
Nike	Sports Supplements	Electrolyte Capsules	25.00	27.50	+10.00%	Indonesia	Unisex
Nike	Yoga Support Block	Alignment Support	15.00	15.00	0.00%	Thailand	Youth
Nike	Mobility Massage Kit	Muscle Recovery Tools	40.00	36.00	-10.00%	Vietnam	Adult
Adidas	Recovery Fascia Ball	Deep Tissue Massage	18.00	16.20	-10.00%	Singapore	Unisex
Adidas	Performance Towel	Premium Sports Towel	22.00	22.00	0.00%	Malaysia	Adult
Adidas	Fitness Tea	Herbal Recovery Blend	10.00	11.00	+10.00%	Indonesia	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Resistance Massage	Pressure Point Roller	35.00	31.50	-10.00%	Thailand	Unisex
Adidas	Hydrate Bottle Pro	BPA-Free Water Bottle	25.00	25.00	0.00%	Vietnam	Youth

## Overall Price Comparison Summary

### (a) Average Price per Brand (All Segments)

Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	140.50	144.17	+2.60%
Adidas	150.00	147.00	-2.00%

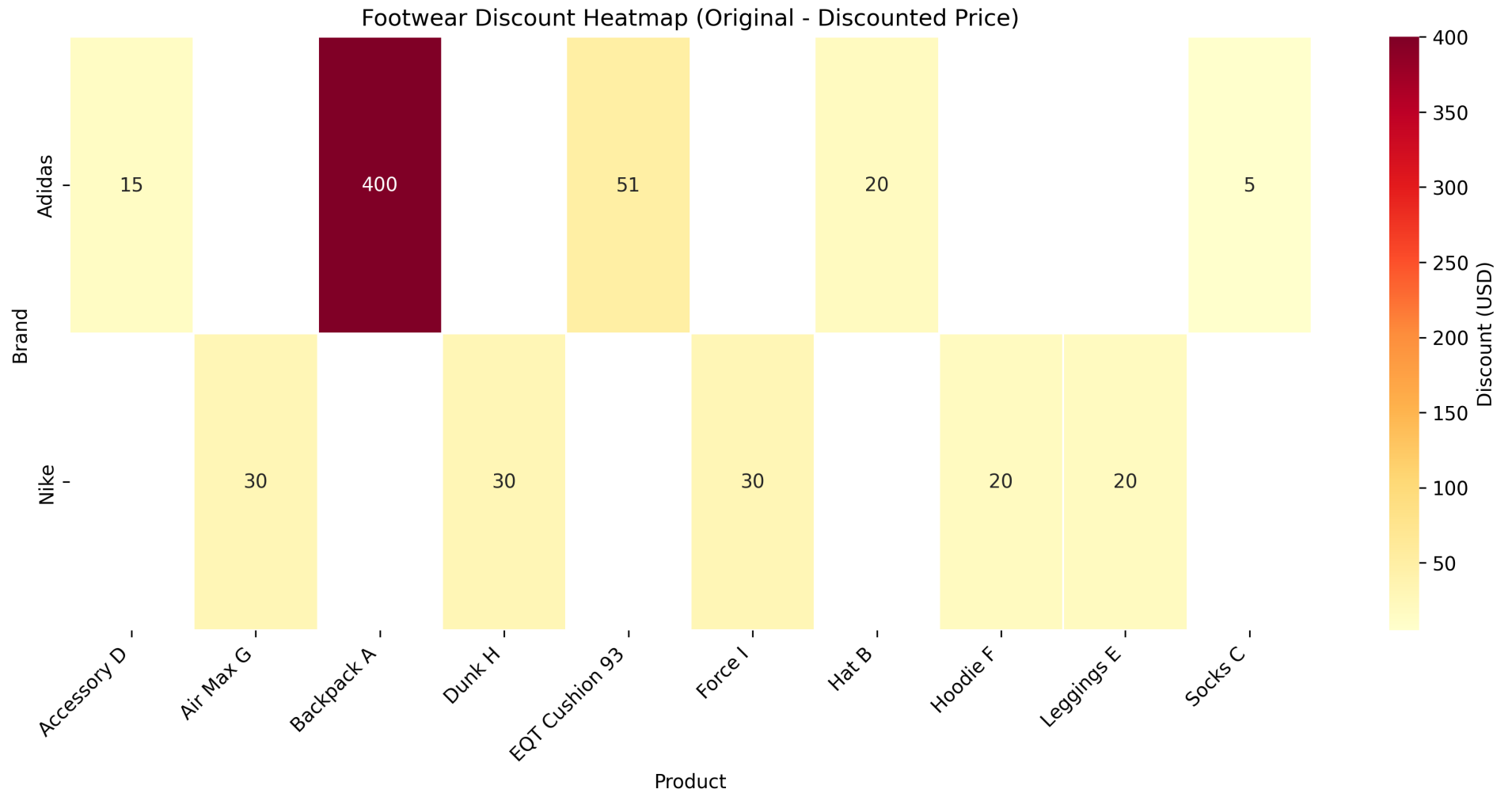
### (b) Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	220.00	8.00	Malaysia

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Adidas	176.00	9.00	Vietnam

### (c) Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	22.50	Indonesia
Adidas	18.30	Malaysia



*No chart can be generated due to insufficient data from the search results. Ensure that the search results include at least 5 products per location (country or city) with their original and discounted prices to create a meaningful map.*

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