

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

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| Price Comparison Analysis Report - Southeast Asia

Product Segment Analysis - Indonesia

Country/ City	Brand	Product Name	Brief Description	Original Price (IDR)	Adjusted Price (IDR)	Price Change %	Customer Segment
Indonesia	Nike	Air Max 2025	Cushioned running shoes	1,500,000	1,200,000	-20% (Green)	Adults
Indonesia	Nike	Dri-FIT Tee	Breathable training tee	500,000	450,000	-10% (Green)	Adults
Indonesia	Adidas	Ultraboost 21	High-performance sneakers	2,200,000	2,100,000	-4.55% (Green)	Adults
Indonesia	Adidas	3-Stripes Leggings	Stylish workout leggings	700,000	630,000	-10% (Green)	Women

Country/ City	Brand	Product Name	Brief Description	Original Price (IDR)	Adjusted Price (IDR)	Price Change %	Customer Segment
Indonesia	Levi's	Graphic Tee	Casual graphic tee	400,000	360,000	-10% (Green)	Teens

Product Segment Analysis - Thailand

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Thailand	Nike	Air Jordan 1	Iconic basketball shoes	4,500	4,000	-11.11% (Green)	Adults
Thailand	Nike	Compression Leggings	Athletic compression wear	1,200	1,100	-8.33% (Green)	Adults
Thailand	Adidas	Samba Classic	Classic soccer shoes	3,000	3,200	+6.67% (Red)	Adults
Thailand	Adidas	Essentials Hoodie	Comfortable hoodie	1,400	1,200	-14.29% (Green)	Teens
Thailand	Levi's	511 Slim Jeans	Trendy slim-fit jeans	1,700	1,600	-5.88% (Green)	Teens

Average Price per Brand (All Segments) - Indonesia

Country/City	Brand	Average Original Price (IDR)	Average Adjusted Price (IDR)	Average Price Change %
Indonesia	Nike	1,000,000	850,000	-15% (Green)
Indonesia	Adidas	1,460,000	1,365,000	-6.5% (Green)
Indonesia	Levi's	400,000	360,000	-10% (Green)

Average Price per Brand (All Segments) - Thailand

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Thailand	Nike	2,850	2,700	-5.26% (Green)
Thailand	Adidas	2,100	2,050	-2.38% (Green)
Thailand	Levi's	1,700	1,600	-5.88% (Green)

Highest and Lowest Priced Items per Brand - Indonesia

Country/City	Brand	Highest Priced Item (IDR)	Lowest Priced Item (IDR)
Indonesia	Nike	Air Max 2025 (1,500,000)	Dri-FIT Tee (450,000)

Country/City	Brand	Highest Priced Item (IDR)	Lowest Priced Item (IDR)
Indonesia	Adidas	Ultraboost 21 (2,200,000)	3-Stripes Leggings (630,000)
Indonesia	Levi's	Graphic Tee (400,000)	N/A

Highest and Lowest Priced Items per Brand - Thailand

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Thailand	Nike	Air Jordan 1 (4,500)	Compression Leggings (1,100)
Thailand	Adidas	Samba Classic (3,000)	Essentials Hoodie (1,200)
Thailand	Levi's	511 Slim Jeans (1,700)	N/A

Price Spread (Standard Deviation) per Brand - Indonesia

Country/City	Brand	Price Standard Deviation (IDR)
Indonesia	Nike	300,000
Indonesia	Adidas	350,000
Indonesia	Levi's	N/A

Price Spread (Standard Deviation) per Brand - Thailand

Country/City	Brand	Price Standard Deviation (THB)
Thailand	Nike	600
Thailand	Adidas	400
Thailand	Levi's	N/A

Repeat the above structure for the remaining countries in Southeast Asia (e.g., Singapore, Malaysia, Philippines, Vietnam, Cambodia, Laos, Brunei, Myanmar) ensuring all relevant data is consistently integrated and formatted.

Chart

This heatmap compares discount rates among major apparel and footwear brands in Malaysia based on the search results. Four representative products were selected: Adidas Ultraboost (30% off), Adidas Superstar Gift Card Promotion (20% off), Nike Air Zoom (50% off), and Levi’s Jeans (25% off). The average discount rate is approximately 31.25%, with the highest discount (50%) for Nike Air Zoom and the lowest discount (20%) for Adidas Superstar Gift Card. The standard deviation of the discounts is about 11.39 percentage points, indicating a moderate spread in discount levels. Retailers may consider aligning pricing strategies and promotional intensity to remain competitive, especially during peak sales seasons such as Father’s Day and mid-year promotions.

Chart

This heatmap illustrates the discount rates across notable brands in Thailand, reflecting promotions mentioned in the search results. Four sample products, including Adidas NMD (55% off), Nike Air Jordan (50% off), Levi’s Jacket (75% off), and Anta Shockwave (20% off), were used to demonstrate the range of deals available. The average discount is 50%, with the highest discount for Levi’s Jacket (75%) and the lowest for Anta Shockwave (20%). The standard deviation of discounts is roughly 19.7 percentage points,

revealing varying promotional intensity among brands. Businesses aiming to attract price-sensitive consumers may benefit from consistently competitive markdown strategies and strategic timing, such as end-of-year or mid-year sale events.

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