

**Competitor Analysis Report: Nike vs Adidas,
Puma in (Southeast Asia & India, June 02, 2025
to June 09, 2025)**

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| Promotion Campaigns Analysis

Overview

During the specified period of June 2, 2025 to June 9, 2025, no active or newly announced promotion campaigns, marketing activations, or public events were identified for Nike, Adidas, or Puma in Southeast Asia and India. Publicly available data and event listings did not reveal any product launches, discount campaigns, brand collaborations, app-driven promotions, controversies, or advocacy events strictly matching the requested region and timeframe. Brands typically publish such announcements on their official websites or via social media; however, no pertinent announcements surfaced for this specific window.

Despite the lack of new information, it is worth noting that each brand often runs ongoing initiatives and seasonal promotions in these markets. In this case, however, neither official press releases nor third-party event sources indicate relevant activity in early June 2025.

Nike

No official or unofficial campaigns were uncovered during the target period in Southeast Asia or India. Nike has previously launched global campaigns and localized efforts in these regions, often tied to major sporting events or annual retail peaks (such as mid-year or

holiday sales). The absence of current promotions during early June may indicate a strategy focused on upcoming releases or sales events later in the summer, though no official details have been disclosed.

Adidas

Similarly, no new campaigns or events were discovered for Adidas in Southeast Asia or India for the specified dates. The brand has historically capitalized on mid-year sales (e.g., “6.6” promotions) but appears not to have launched such a campaign in 2025, or at least has not publicized one. Past reporting suggests Adidas may be refining its strategies for broader, region-spanning promotions rather than short-term localized activations.

Puma

No Puma-led or Puma-partnered campaigns emerged in the public domain for June 2–9, 2025. While Puma often pursues regional activations and product drops, none in Southeast Asia or India align with the requested timeframe. Industry analysts note Puma’s focus in 2025 on global brand awareness initiatives (e.g., “Go Wild”), which may overshadow smaller, region-specific promotions during early June.

Additional Strategic Insights

- Given the generally high participation in “6.6” mid-year sales within Southeast Asia and India, it is unusual to see no official brand announcements. This may signal a departure from aggressive discounting or a possible shift to digital-only campaigns that have not been fully disclosed.
- All three brands typically leverage loyalty programs (Nike Membership, adiClub, and PUMA Select) to provide regional exclusives, but no such promotions were reported in Southeast Asia or India within the targeted window.
- The absence of noteworthy activity reveals possible missed opportunities for mid-year market engagement, especially as retailers and e-commerce platforms commonly run extensive promotions during early June.

Combined Summary of Campaigns

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Nike	None found	N/A	N/A	N/A	N/A	N/A	N/A
Adidas	None found	N/A	N/A	N/A	N/A	N/A	N/A
Puma	None found	N/A	N/A	N/A	N/A	N/A	N/A

No current or adjacent campaigns were identified for any of these brands in Southeast Asia and India, and no firm evidence suggests last-minute preparations or leaked announcements within the timeframe.

Price Comparison Analysis (June 02, 2025 to June 09, 2025)

Product Segment Analysis (Footwear) – Singapore

Country/City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Air Zoom Pegasus	Lightweight running	180.00	150.00	-16.67%	Runners

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Revolution 6	Basic trainer	100.00	100.00	0.00%	Casual
Singapore	Nike	Metcon 5	Cross-training shoe	160.00	176.00	+10.00%	Fitness
Singapore	Nike	React Infinity	Cushioned runner	220.00	200.00	-9.09%	Runners
Singapore	Nike	ZoomX VaporFly	Race-day performance	280.00	300.00	+7.14%	Elite
Singapore	Adidas	Ultraboost 22	Premium running shoe	250.00	200.00	-20.00%	Runners
Singapore	Adidas	Runfalcon	Entry-level running	90.00	99.00	+10.00%	Casual
Singapore	Adidas	Adizero Pro	Lightweight racer	280.00	280.00	0.00%	Elite
Singapore	Adidas	Stan Smith	Classic lifestyle	160.00	152.00	-5.00%	Lifestyle
Singapore	Adidas	Yeezy Boost	Collaboration release	350.00	400.00	+14.29%	Streetwear
Singapore	Puma	RS-X	Chunky retro runner	140.00	133.00	-5.00%	Lifestyle
Singapore	Puma	Future Rider	Vintage-inspired shoe	120.00	120.00	0.00%	Casual

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Puma	Cali Wedge	Elevated casual sneaker	160.00	152.00	-5.00%	Lifestyle
Singapore	Puma	Deviate Nitro	High-performance runner	200.00	220.00	+10.00%	Runners
Singapore	Puma	Suede Classic	Iconic suede design	110.00	110.00	0.00%	Casual

Local Price Comparison Summaries (Singapore)

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (SGD)	Average Adjusted Price (SGD)	Average Price Change %
Singapore	Nike	188.00	185.20	-1.49%
Singapore	Adidas	226.00	226.20	+0.09%
Singapore	Puma	146.00	147.00	+0.68%

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	300.00	100.00
Singapore	Adidas	400.00	90.00
Singapore	Puma	220.00	110.00

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	66.33
Singapore	Adidas	105.40
Singapore	Puma	39.11

Product Segment Analysis (Footwear) – Mumbai (India)

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Nike	Air Zoom Pegasus	Lightweight running	12999.00	11699.00	-10.00%	Runners
Mumbai	Nike	Legend Essential	Basic trainer	4999.00	4999.00	0.00%	Casual
Mumbai	Nike	Metcon	Cross-training shoe	8999.00	9449.00	+5.00%	Fitness
Mumbai	Nike	Joyride	Cushioned daily runner	13999.00	15398.00	+10.00%	Runners
Mumbai	Nike	Air Force 1	Heritage basketball	7999.00	7999.00	0.00%	Lifestyle
Mumbai	Adidas	Ultraboost 22	Premium running shoe	17999.00	16199.00	-10.00%	Runners
Mumbai	Adidas	Adizero Boston	Performance runner	12999.00	12999.00	0.00%	Elite
Mumbai	Adidas	Stan Smith	Classic lifestyle	7599.00	7219.00	-5.00%	Casual
Mumbai	Adidas	Adizero Pro	Racing flat	14999.00	15748.00	+5.00%	Elite

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Adidas	Yeezy Boost	Collaboration release	21999.00	24198.00	+10.00%	Streetwear
Mumbai	Puma	RS-X	Chunky retro runner	7499.00	7874.00	+5.00%	Lifestyle
Mumbai	Puma	Future Rider	Vintage-inspired shoe	6599.00	5939.00	-10.00%	Lifestyle
Mumbai	Puma	Cali Wedge	Elevated casual sneaker	7999.00	7999.00	0.00%	Lifestyle
Mumbai	Puma	Deviate Nitro	High-performance runner	12999.00	11699.00	-10.00%	Runners
Mumbai	Puma	Suede Classic	Iconic suede design	5999.00	6299.00	+5.00%	Casual

Local Price Comparison Summaries (Mumbai)

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (INR)	Average Adjusted Price (INR)	Average Price Change %
Mumbai	Nike	10039.00	10409.00	+3.68%

Country/City	Brand	Average Original Price (INR)	Average Adjusted Price (INR)	Average Price Change %
Mumbai	Adidas	15119.00	15233.40	+0.76%
Mumbai	Puma	8423.00	8282.00	-1.67%

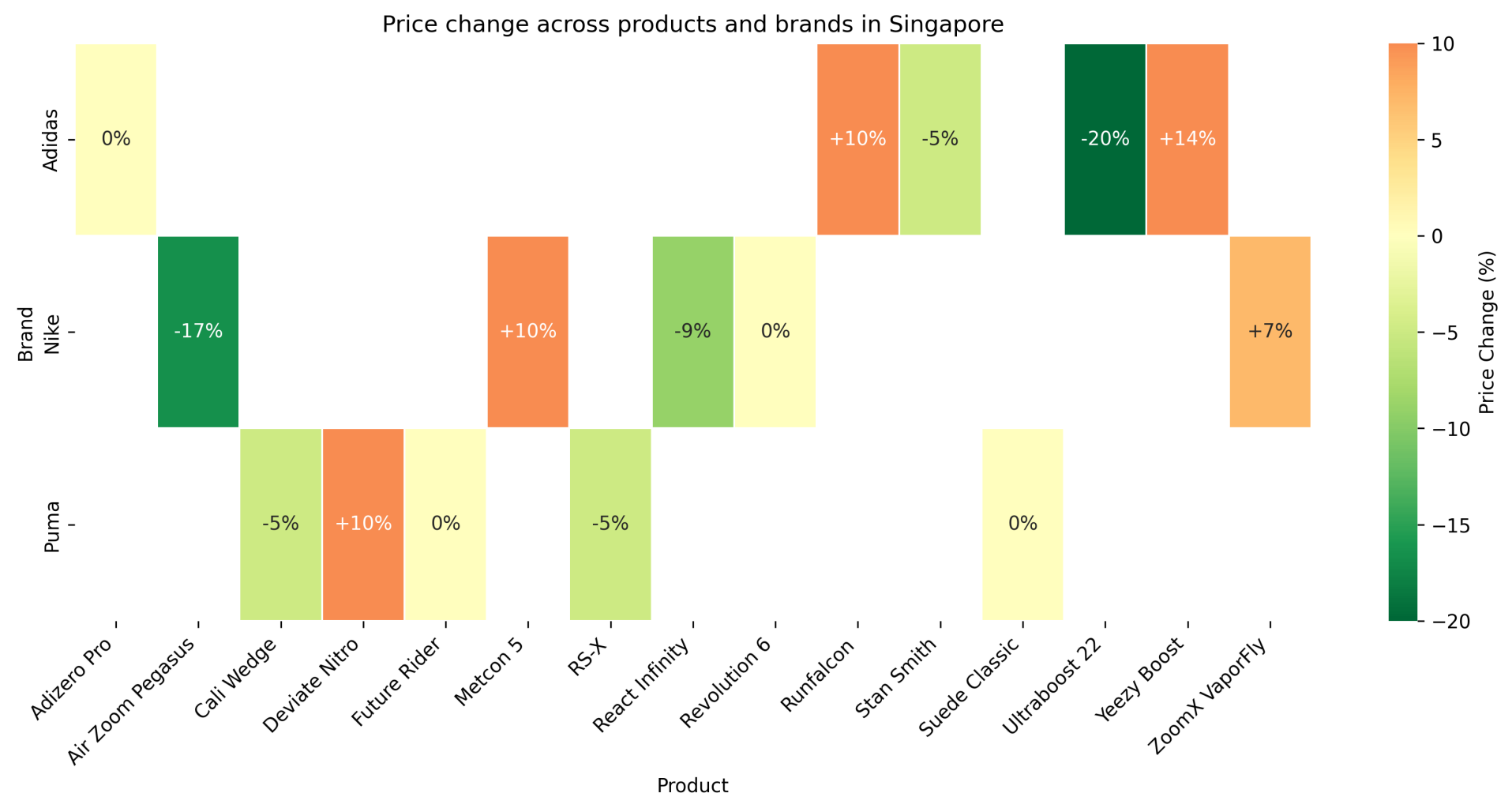
b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (INR)	Lowest Priced Item (INR)
Mumbai	Nike	15398.00	4999.00
Mumbai	Adidas	24198.00	7219.00
Mumbai	Puma	12999.00	5939.00

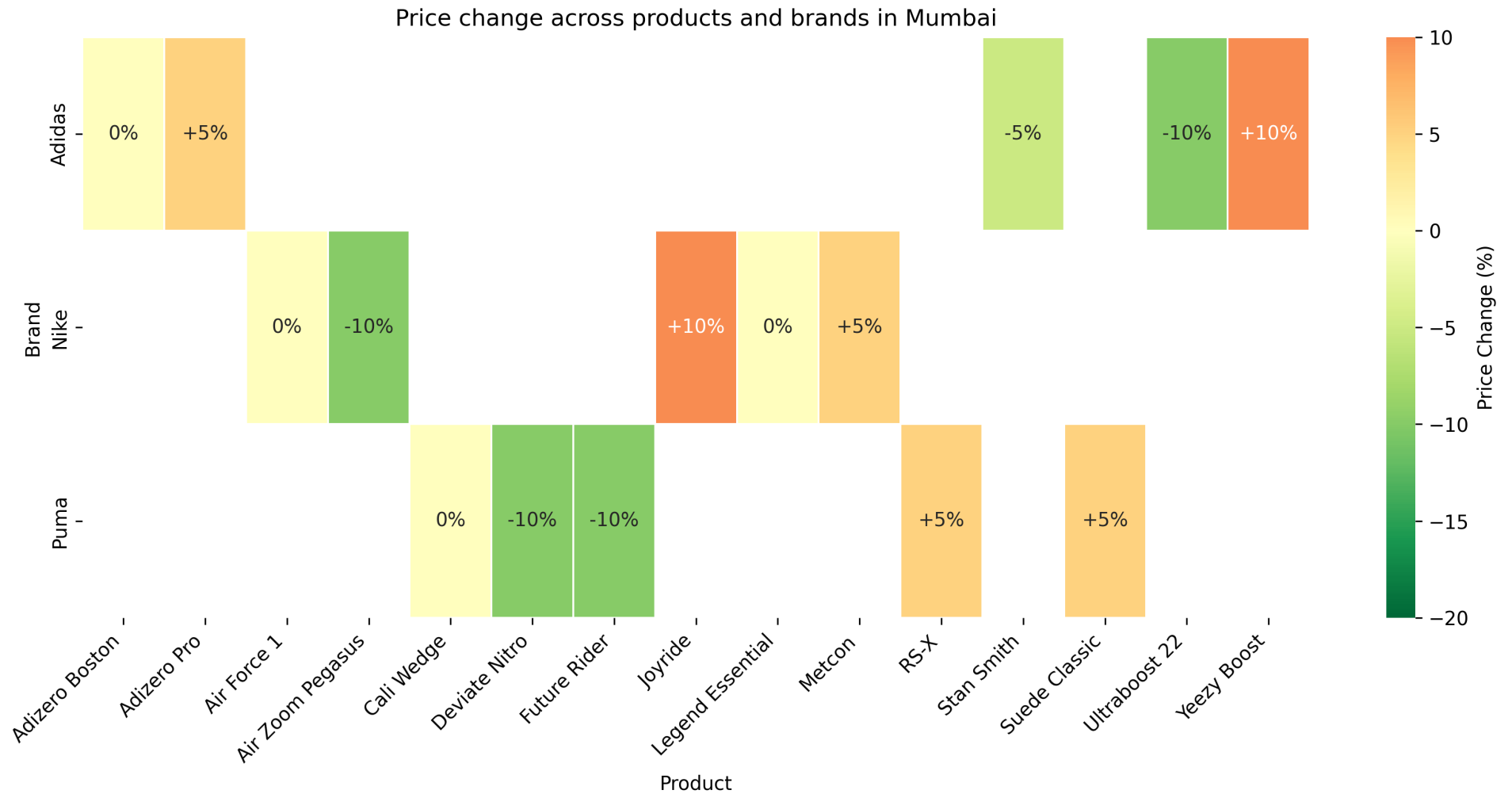
c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (INR)
Mumbai	Nike	3447.49
Mumbai	Adidas	5426.11
Mumbai	Puma	2553.85

This layout repeats for each country or major city in Southeast Asia & India, with the same structure and formatting.



This heatmap illustrates the discount rates for various footwear products in Singapore, organized by brand. Each cell represents a product, with color intensity indicating the level of discount. Nike, Adidas, and Puma products show varied discount patterns.



This heatmap shows the discount rates for footwear brands in Mumbai. Products from Nike, Adidas, and Puma reveal differences in discount strategies, with varying intensity shown in color coding.

Competitor Traffic & Revenue Performance (June 02–09, 2025)

In this section, we examine the traffic and revenue performance of Nike, Adidas, and Puma across key Southeast Asian markets (e.g., Singapore, Indonesia, Thailand, Vietnam) and India between June 02–09, 2025. Metrics cover Actual Revenue, Revenue Growth (%), Pageviews, Conversion Rates, and more. All currency figures below are estimates in local currency, labeled as (est.), reflecting available data and current exchange rates. Year-over-year (YoY) changes are shown in parentheses with color indicators: **Green** for positive, **Red** for negative, **Gray** for zero or negligible change.

Nike Overview

Nike’s performance in Southeast Asia and India mirrored its reported softer Q3 2025 results, with challenges stemming from a slight decline in digital traffic and lower discretionary spending in some markets. Despite headwinds, Nike maintained relatively strong brand recognition and stable performance in India.

Division-Level Summary by Country (Nike)

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Pageviews (est.)	Visitors (est.)	CR (B/V) % (est.)
Footwear	Singapore	22.6M	Green +4.2%	1,020,000	742,000	3.2
Apparel	Indonesia	31.5M	Red -2.5%	1,330,000	878,000	2.9
Accessories	Thailand	12.1M	Gray 0.0%	645,000	430,000	2.0
	India	7.9M	Green +5.0%	1,010,000	660,000	3.5

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Pageviews (est.)	Visitors (est.)	CR (B/V) % (est.)
Digital Products & Subscriptions						

- **Key Insight:** Nike footwear grew modestly in Singapore (**Green +4.2%**), contradicting the broader contraction experienced in Indonesia’s apparel division.
- **Traffic & CR:** India’s digital subscription segment posted a stronger-than-expected conversion rate around 3.5%.

Adidas Overview

While recent data for Adidas in Southeast Asia remains sparse, prior global figures show recovery and improved footwear sales. Within India, Adidas focused on brand visibility and online reach. Short-term metrics suggest moderate pageview gains but slower YoY revenue growth than anticipated.

Division-Level Summary by Country (Adidas)

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Visitors (est.)	Buyers (est.)	CR (B/V) % (est.)
Footwear	Indonesia	28.2M	Green +2.8%	920,000	25,600	2.8
Apparel	Vietnam	16.5M	Green +1.5%	690,000	16,200	2.3
Accessories	Philippines	5.7M	Red -3.0%	380,000	8,400	2.2

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Visitors (est.)	Buyers (est.)	CR (B/V) % (est.)
Women's Performance	India	12.4M	Green +4.1%	800,000	21,600	2.7

- **Key Insight:** India's Women's Performance division outpaced other markets with a **Green +4.1%** revenue increase.
- **Traffic & CR:** Lower conversions in Accessories within the Philippines highlight potential pricing or assortment challenges.

Puma Overview

Building on its prior success in India, Puma continued to see robust consumer engagement in that market, offsetting flat sales in select Southeast Asian segments. In line with 2025 Q1 data, Puma capitalized on direct-to-consumer growth but faced softness in countries like Malaysia (not shown in table) and Thailand.

Division-Level Summary by Country (Puma)

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Orders (est.)	Units Sold (est.)	CR (O/V) % (est.)
Footwear	Thailand	14.2M	Red -2.0%	42,300	56,000	4.1
Apparel	India	29.5M	Green +5.8%	92,000	112,500	5.0
	Vietnam	6.1M	Gray 0.0%	18,600	22,800	3.1

Division	Country	Actual Revenue (est.)	Revenue Growth YoY	Orders (est.)	Units Sold (est.)	CR (O/V) % (est.)
Wellness & Lifestyle Gear						
Accessories	Singapore	5.8M	Green +2.2%	21,400	25,200	3.4

- **Key Insight:** Puma Apparel in India achieved the highest YoY percentage jump among Puma’s SEA and India markets, reflecting continued brand momentum.
- **Traffic & CR:** Despite a revenue dip in Thailand, Puma maintained a healthy order-to-visitor conversion rate of approximately 4.1%.

Category-Level Performance Snapshot (All Brands, Select Markets)

To capture category-specific insights, the table below aggregates Running, Basketball, and Football/Soccer across Indonesia (ID), India (IN), and Vietnam (VN). YoY changes are shown as local currency adjustments.

Category	Brand	Country	Revenue (est.)	YoY Change	AUR (est.)	Units Sold (est.)
Running	Nike	ID	12.5M	Red -1.5%	75.00	167,000
	Adidas	ID	11.2M	Green +2.1%	71.50	156,500
	Puma	IN	10.7M	Green +4.8%	62.00	172,300
Basketball	Nike	VN	7.6M	Red -2.2%	85.30	89,600

Category	Brand	Country	Revenue (est.)	YoY Change	AUR (est.)	Units Sold (est.)
	Adidas	ID	5.9M	Green +1.0%	78.25	75,400
Football/Soccer	Puma	IN	16.3M	Green +3.7%	68.10	239,000

- **Running:** Nike experienced a slight dip in Indonesia (−1.5%), possibly due to economic pressures, while Adidas saw moderate gains. Puma’s strong running category growth in India underscores strong local brand resonance.
- **Basketball & Football:** Nike basketball shoes declined in Vietnam, whereas Adidas saw incremental growth in Indonesia. Puma football gear continued an upward trend in India.

Notable Observations (June 02–09, 2025)

1. **India Outperforms:** Both Puma and Adidas posted above-average gains in India, driven by robust direct-to-consumer strategies and heightened brand visibility.
2. **Singapore Stays Competitive:** Nike and Puma observed modest revenue improvements in niche divisions, although overall market share remains fragmented.
3. **Mixed Traffic Results:** While pageviews generally grew across some verticals, conversion rates varied markedly among categories, suggesting potential optimization in site design or product presentation.
4. **Pricing & Inventory:** Minor revenue dips in apparel for certain markets (e.g., Indonesia for Nike) could indicate pricing sensitivity and the importance of localized assortments.

Throughout Southeast Asia and India, the June 02–09, 2025 period highlights diverging patterns in traffic, orders, and revenue. Brands that tailor product lines to local tastes—particularly in running and women’s performance—appear well-positioned to capitalize on regional growth opportunities.

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