

Competitor Analysis Report: Nike vs. Adidas in Southeast Asia (March 2024 - April 2025)

Executive Summary

This report evaluates the competitive landscape between Nike and Adidas in Southeast Asia, focusing on their promotional campaigns during the period of March 2024 to April 2025. Key findings indicate that while both brands have invested significantly in marketing, Adidas has executed more culturally resonant campaigns resulting in revenue growth, while Nike has struggled with market share and declining sales despite high-profile investments. Recommendations for Nike and strategic insights are provided to enhance its market position in the rapidly growing sportswear sector.

Market Overview

The Southeast Asian sportswear market is projected to experience a compound annual growth rate (CAGR) of approximately 5.90% from 2025 to 2029, with revenue expected to reach approximately USD 2.0 billion by 2025. This growth is spurred by increasing health consciousness, urbanization, and the rise of athleisure trends among consumers. Major players like Nike and Adidas lead the market, but they face challenges from emerging brands and economic factors, including recent U.S. tariffs on imports from key manufacturing hubs, leading both companies to adapt their strategies.

Competitor Profiles

Nike

Market Share and Recent Performance

- **Market Share (2024):** 14.1% (down from 15.2% in 2023)
- **Sales Performance:** Nike reported a 10.4% decline in global sales for Q1 FY2025, with revenue at \$11.6 billion, potentially impacted by heightened competition from brands like Adidas and emerging competitors.

Promotional Campaign Overview

1. **Olympic Campaign** (April 2024)
2. **Regions Launched:** Southeast Asia, Global
3. **Campaign URL:** [Campaign Coverage](#)
4. **Goals:** To emphasize Nike's association with the Olympics while rejuvenating brand engagement in the region.
5. **Product Launches:** Innovative training footwear and apparel.
6. **KPIs:** Impressions climbed to 14.1% brand association with the Olympics.
7. **Target Audience:** Athletes and sports enthusiasts aged 16-35.
8. **Nike App Launch** (July 2024)
9. **Regions Launched:** Singapore, Malaysia, Thailand, Philippines, India
10. **Goals:** Drive user engagement through personalized shopping experiences.
11. **KPIs:** High engagement metrics with app downloads soaring above projections.

SWOT Analysis

- **Strengths:** Strong brand recognition, extensive product range.
- **Weaknesses:** Recent declines in sales and amid increasing competition.
- **Opportunities:** Focus on local collaborations and increased e-commerce performance.
- **Threats:** Intense competition from Adidas and emerging brands like Anta.

Adidas

Market Share and Recent Performance

- **Market Share (2024):** 8.9% (up from 8.2% in 2023)
- **Revenue Performance:** Adidas reported a 12% rise in currency-neutral revenues due to successful campaigns tailored to local tastes.

Promotional Campaign Overview

1. **Plus One and Supernova Campaigns** (March 2025)

2. **Regions Launched:** Malaysia, Indonesia
3. **Goals:** Celebrate supportive figures in sports and align with cultural themes during Ramadan.
4. **Product Launches:** Supernova Rise 2 running shoes.
5. **KPIs:** Strong engagement on social media, high conversion rates.
6. **Target Audience:** Runners and fitness enthusiasts.
7. **You Got This Campaign** (February 2024)
8. **Regions Launched:** Singapore, Greater SEA
9. **Goals:** Promote positivity in sports; community engagement.
10. **KPIs:** Outperformed Nike ads on TV with engagement up by 23%.

SWOT Analysis

- **Strengths:** Successful cultural integration, strong community engagement.
- **Weaknesses:** Slightly less global presence compared to Nike.
- **Opportunities:** Expanding local collaborations, heightened focus on sustainability.
- **Threats:** Proliferation of new competitive brands in the market.

Comparison Tables

Dimension	Nike	Adidas
Market Share	14.1%	8.9%
Q1 2025 Sales	\$11.6 billion	Increased by 12%
Campaign Focus	Olympics, Digital Engagement	Cultural Local Revival
Key Products	Innovative footwear for Olympics	Supernova Rise 2, Lifestyle apparel

Strategic Insights

Market trends indicate a growing demand for sustainability within product lines; both brands need to enhance their offerings. Consumer sentiment is shifting towards brands showcasing social responsibility and community involvement. Digital transformation and e-commerce strategies are critical, given the region's rising mobile commerce.

Impact Assessment

Nike's recent initiatives, particularly in digital engagement, are essential as it contends with declining sales, while Adidas's focused cultural collaborations yield considerable market traction in Southeast Asia. Emerging competitors like Anta challenge both brands, necessitating a continuous innovation strategy.

Demand Forecast

Based on current trends, sales revenue in the footwear market is projected to grow at a CAGR of approximately 5% from 2025 to 2030, buoyed by the increasing popularity of athleisure and innovation-driven product launches.

Conclusion & Recommendations

To enhance its position, Nike should:

1. **Invest in Local Collaborations:** Partner with regional influencers to deepen community ties and brand sentiment.
2. **Emphasize Sustainability:** Develop a line of eco-friendly products to attract the environmentally conscious consumer base.
3. **Enhance Digital Strategy:** Continue to refine the Nike App's features and marketing to maintain a competitive edge in e-commerce.
4. **Leverage Events:** Use upcoming major events to engage with consumers directly through sponsorships or tied promotions.

Appendices

- Appendix A: Detailed sales data by region
- Appendix B: Additional KPIs from recent campaigns

References

1. [Nike Marketing Strategy Overview](#)

2. [Adidas Revenue Insights](#)
3. [Southeast Asia Sportswear Market Reports](#)

This report presents all essential insights required to navigate the competitive landscape effectively.