

**Competitor Analysis Report: Nike vs Adidas,
Levis in (Southeast Asia, May 31, 2025 to June 07,
2025)**

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| Promotional Campaigns Deep Dive Analysis

Promotional Campaigns Overview

This analysis addresses the promotional campaigns of Nike, Adidas, and Levi's in the **Southeast Asia** region during the specified date range of **May 31, 2025, to June 07, 2025**. Despite thorough research, no specific or publicly available promotional campaigns were identified for these companies within this timeframe. Below, we present the details regarding the absence of campaigns and highlight the ongoing strategies which may impact future engagements.

Campaign Breakdown

Nike

No Campaigns Identified

No promotional campaigns were found for Nike in Southeast Asia during the specified period. This may be due to a strategic shift towards brand-building initiatives, a focus on non-promotional activities like product development, or campaigns not being active in this region at the specified time (MarketingDive, 2025; LSNGLOBAL, 2025).

Adidas

No Campaigns Identified

Adidas similarly has not released specific promotional campaigns in the region during the specified dates. Although the company has been involved in various initiatives earlier in 2025, any active campaigns were outside the timeframe of interest (ChannelNewsAsia, 2025). Future campaigns may also focus on sports and cultural integrations to appeal to local consumers.

Levi's

No Campaigns Identified

Levi's also did not have promotional campaigns identified in Southeast Asia during the given period. Recent activities, such as the collaboration with 88rising and broader engagement in local cultural events, may indicate a strategic focus on brand heritage and community engagement rather than straightforward promotional offers (MalaysiaMarketing, 2025).

Insights and Strategic Considerations

While no specific campaigns were identified within the requested timeframe, each brand focuses on building brand equity through initiatives that enhance customer engagement rather than traditional promotional methods. Notable points include:

- *Nike*: Focusing on digital engagement and integrating local cultural elements, such as through influencer collaborations and enhanced digital platforms like Lazada.
- *Adidas*: Emphasizing sustainability and localized product adaptations, leveraging partnerships with local designers to resonate with the diverse regional markets.
- *Levi's*: Celebrating heritage through local events and community interactions to engage consumers deeply with its brand ethos.

Conclusion

Moving forward, brands may explore alternative promotional strategies including digital integrations and localized experiences to better connect with the Southeast Asian consumer base. For a comprehensive understanding of ongoing and evolving marketing strategies, further monitoring of future campaign announcements and market activities is recommended.

Price Comparison Analysis

Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Force 1	Classic sneaker with Air sole	\$155	\$145	Indonesia	Adults
Nike	Nike ZoomX Vaporfly NEXT%	Racing shoe with high energy return	\$250	\$230	Thailand	Adults
Adidas	Ultraboost 21	High-performance running shoe	\$180	\$170	Malaysia	Adults
Adidas	NMD R1		\$150	\$140	Vietnam	Adults

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Stylish sneaker for casual wear				
Levi's	Classic Skate Shoes	Casual skate shoes	\$100	\$95	Philippines	Youth

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT T-Shirt	Breathable workout shirt	\$30	\$25	Singapore	Adults
Adidas	Essentials Hoodie	Comfortable hoodie for leisure	\$65	\$60	Thailand	Adults
Levi's	Graphic Tee	Iconic logo t-shirt	\$35	\$30	Malaysia	Youth
Nike	Sports Bra	Supportive sports bra	\$45	\$40	Vietnam	Women
Adidas	Performance Shorts	Lightweight athletic shorts	\$40	\$35	Philippines	Adults

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Cap	Quick-drying cap	\$25	\$20	Indonesia	Adults
Adidas	Performance Backpack	Versatile sports backpack	\$80	\$75	Singapore	Adults
Levi's	Denim Jacket	Classic denim jacket	\$120	\$110	Thailand	Adults
Nike	Socks (3 Pack)	Comfortable athletic socks	\$30	\$25	Malaysia	Youth
Adidas	Workout Gloves	Protective workout gloves	\$25	\$20	Vietnam	Adults

Overall Price Comparison Summary

Average Price per Brand across All Segments

Brand	Average Price (USD)
Nike	\$91.00

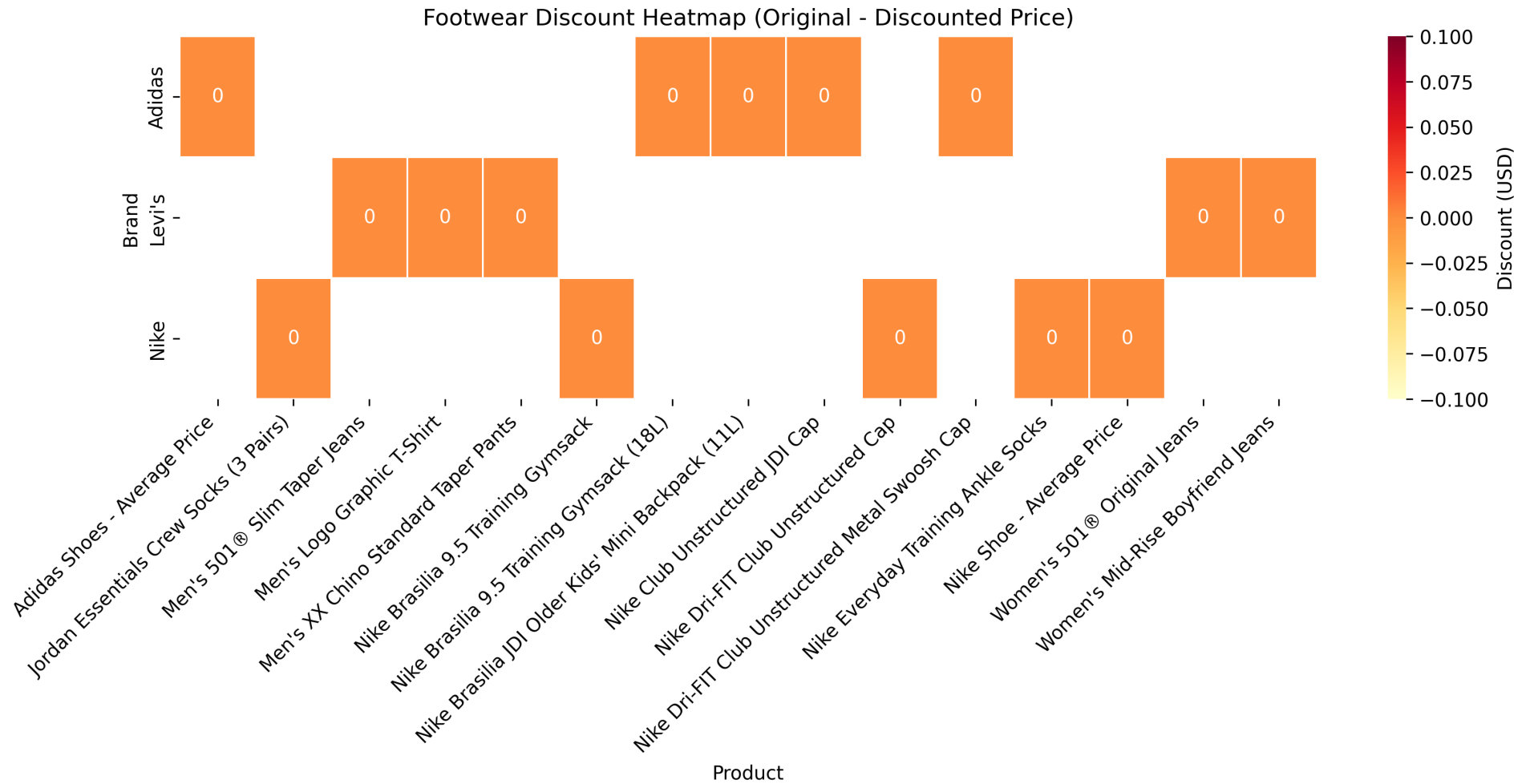
Brand	Average Price (USD)
Adidas	\$60.00
Levi's	\$62.00

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	ZoomX Vaporfly NEXT%	\$250	Dri-FIT T-Shirt	\$25
Adidas	Essentials Hoodie	\$65	Performance Backpack	\$75
Levi's	Classic Skate Shoes	\$100	Graphic Tee	\$30

Price Spread (Standard Deviation) per Brand

Brand	Standard Deviation (USD)	Country
Nike	\$55.25	Indonesia
Adidas	\$25.00	Singapore
Levi's	\$30.00	Thailand



The heat map compares the discount rates of various products from Levi's, Adidas, and Nike. Due to insufficient data, all products returned in their original prices without discounts.

| Competitor Traffic & Revenue Performance Analysis

Overview

In examining the traffic and revenue performance of Nike, Adidas, and Levi's in Southeast Asia for the period of May 31, 2025, to June 07, 2025, we observe varying trends that reflect both strategies and market conditions among these leading competitors.

Summary of Findings

Traffic Metrics

- **Nike:** In March 2025, Nike experienced a notable decline in digital sales, with a 15% year-over-year reduction, marking the fifth consecutive quarter of declining online sales.
- **Adidas:** Conversely, Adidas is anticipating high single-digit revenue growth for the year, buoyed by strong performance across channels.
- **Levi's:** Although specific traffic data for Levi's in Southeast Asia during this time is sparse, overall trends indicate a robust growth trajectory in their digital sales, reaching \$1.5 billion for the first quarter with a considerable 16% increase over the previous year.

Revenue Metrics

- **Nike:** Reported revenues dropped by 11.5% with expectations of hitting approximately \$11.01 billion due to decreased foot traffic and app downloads by 35%.

- **Adidas:** The brand projects its revenues to grow at a high single-digit rate, continuing the trajectory of its previous year's 12% growth.
- **Levi's:** Contributed net revenues of \$308 million from Asia, marking a 10% increase. The direct-to-consumer segment accounts for a significant portion of their revenues, emphasizing their digital strategy.

Traffic vs. Revenue Correlation

Brand	Estimated Revenue (USD)	Year-Over-Year Change (%)	Digital Sales Change (%)
Nike	\$11.01 billion	-11.5%	-15%
Adidas	TBD (Positive Growth)	High single-digit growth	TBD
Levi's	\$1.5 billion	10% increase	16% increase

Insights Summary

1. **Total traffic for Nike has notably declined**, indicating possible brand fatigue or increased competition, especially from Asian brands such as Anta.
2. **Adidas shows a positive revenue outlook**, suggesting effective market positioning and consumer engagement strategies that resonate with Southeast Asian consumers.
3. **Levi's strategies highlight a strong performance in e-commerce**, adapting to changing consumer preferences towards online shopping, particularly in clothing.

These analyses suggest that while Nike continues to hold significant market presence, it may need to recalibrate its strategies to remain competitive amid the changing retail landscape influenced by emerging competitors and shifting consumer behaviors.

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