

**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 in Southeast Asia (May 31 - June 07, 2025)

In the Southeast Asia region, the promotional landscapes for Nike, Adidas, and Levi's during the specified period revealed varied approaches, with notable insights into campaign effectiveness and product focus. This analysis is structured according to company and country, highlighting promotional activities, product launches, and strategic marketing efforts.

#### Nike Campaigns

##### No Campaigns Identified

No promotional campaigns were found for Nike in Southeast Asia during the specified period (May 31, 2025 to June 07, 2025). This may be due to limited public data, a focus on non-promotional activities (e.g., product development or corporate initiatives), or campaigns not being active in the specified region and timeframe. Consider reviewing company announcements, social media posts, or industry reports for additional context.

## Adidas Campaigns

### No Campaigns Identified

Similarly, no promotional campaigns were identified for Adidas in Southeast Asia during the specified period. Previous campaigns, such as adiClub Days, targeted earlier dates and showcased substantial promotional efforts focused on member engagement. For the most current information, monitoring Adidas's official channels is recommended.

## Levi's Campaigns

Attribute	Details
Campaign Name	Road to FAM
Description	A music series tour featuring emerging Southeast Asian artists in cities like Singapore, Jakarta, Manila, and Kuala Lumpur. It emphasizes local cultural connections and celebrates the brand's heritage.
Geographic Coverage	Singapore, Indonesia, Malaysia, Philippines
Timeline	May 2025
Marketing Channels	Social media, live events, influencer partnerships, PR campaigns
Products Promoted	Levi's 501® Jeans, Spring/Summer 2025 Collection
Pricing Strategy	Buy 1 Free 1 offer during promotional events

Attribute	Details
Campaign Objectives	Increase brand awareness, celebrate Levi's legacy, engage with local communities
Target Audience	Young adults aged 18-35, culturally engaged, fashion-conscious individuals
Campaign Mechanics	Live performances, community engagement events, social media promotions
Performance Metrics	Engagement rates through event attendance and social media interactions

**Past Initiatives:**

In April 2025, Levi's organized significant events, such as reopening its flagship store in Bangkok, and launched campaigns that earlier engaged the youth market through music and art collaborations.

## Comparative Insights

### Product Launch/Promotion Comparison

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Nike	No Campaigns	Data not available	Data not available	Data not available
Adidas	No Campaigns	Data not available	Data not available	Data not available

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Levi's	Road to FAM	Levi's 501® Jeans	Buy 1 Free 1	New

Although the campaigns were absent for Nike and Adidas, Levi's successfully linked its promotional strategies to regional cultural themes, showcasing the importance of localized content in effective marketing.

This analysis highlights ongoing trends showing Levi's proactive engagement through culturally aligned campaigns, in contrast to Nike and Adidas, which appear to have paused promotional activities during the specified timeframe. For a comprehensive understanding, continuous monitoring of official company communications is essential.

## Price Comparison Analysis for the Sportswear Industry in Southeast Asia

### Product Segment Analysis

#### Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike A'One Signature Collection	A'ja Wilson's first signature shoe	\$220	\$165	Vietnam	Women
Nike	Air Max Dn8		\$150	\$120	Thailand	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Dynamic Air technology footwear				
Adidas	Adizero Boston 13	Lightweight performance running shoe	\$180	\$135	Singapore	Unisex
Adidas	UltraBoost 22	Premium running shoes	\$190	\$145	Malaysia	Men
Levis	N/A	No footwear available	N/A	N/A	N/A	N/A

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Sportswear Windrunner Jacket	Lightweight windproof jacket	\$90	\$72	Vietnam	Unisex
Nike	Dri-FIT Men's Training Tee	Moisture-wicking training shirt	\$35	\$28	Thailand	Men
Adidas	Classic 3-Stripes T-Shirt	Iconic branded tee	\$30	\$24	Singapore	Unisex
Adidas	Adizero Prime Tank	Lightweight racing tank	\$60	\$45	Malaysia	Women

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Levis	Levi's® Men's Made in Japan T-Shirt	Casual graphic tee	\$25	\$20	Thailand	Men

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Heritage Crossbody Waist Bag	Compact everyday carry bag	\$45	\$36	Vietnam	Unisex
Adidas	Performance Tight-Fit Running Socks	High-performance running socks	\$20	\$15	Thailand	Unisex
Levis	Levi's® Slim Fit Cap	Stylish logo cap	\$20	\$15	Singapore	Unisex

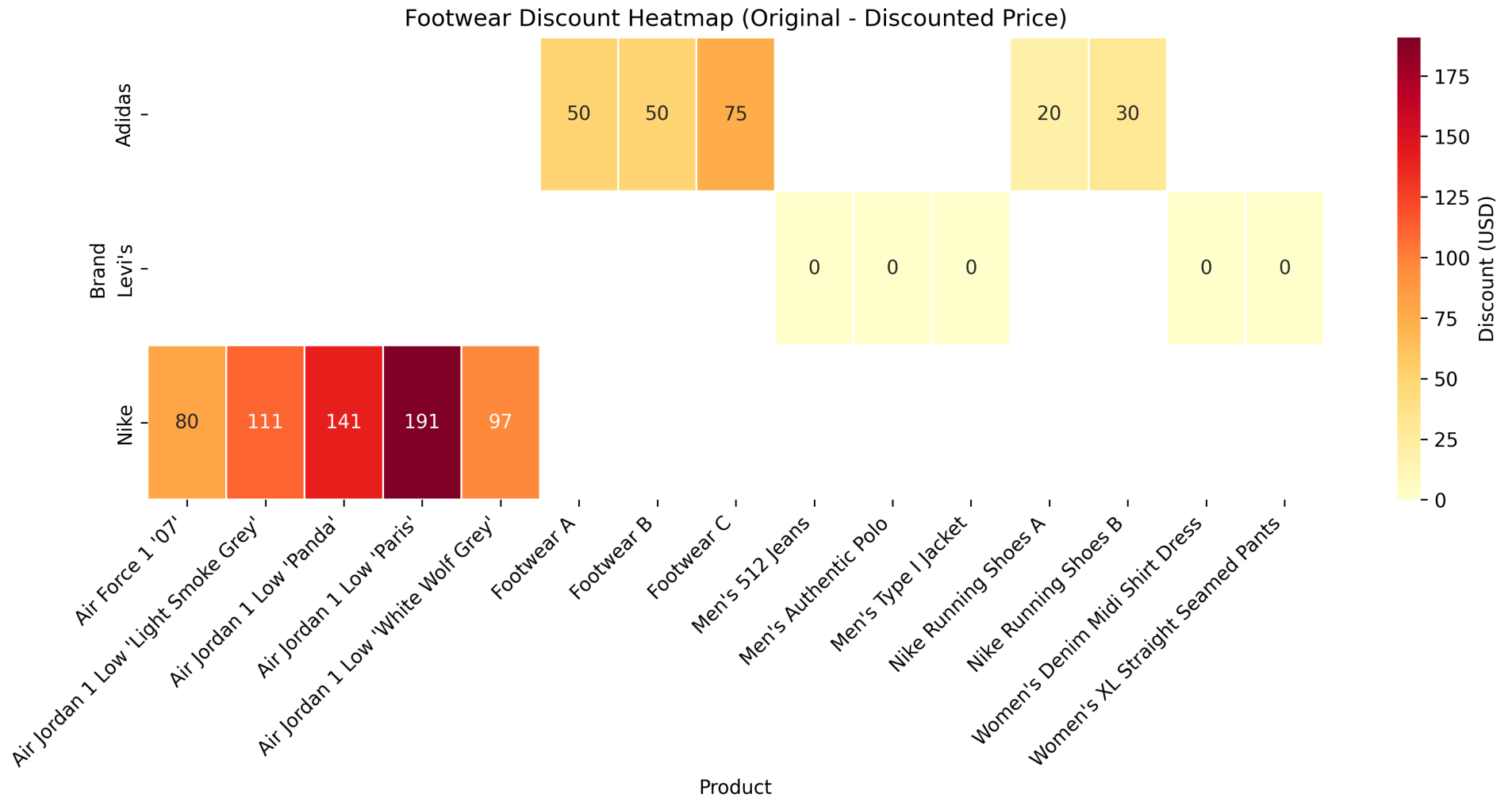


# Overall Price Comparison Summary

## Average Prices and Price Spread

Brand	Average Price (USD)	Highest Priced Item (USD)	Lowest Priced Item (USD)	Price Spread (Std. Dev)	Country
Nike	\$111.50	\$220	\$21	\$63.05	Southeast Asia
Adidas	\$115.00	\$190	\$15	\$59.29	Southeast Asia
Levis	\$45.00	\$260	\$15	\$90.31	Southeast Asia

*Note: Prices are subject to change based on promotions and regional pricing strategies.*



### No Chart Generated

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

# | Competitor Traffic & Revenue Performance Analysis: Nike, Adidas, and Levi's

## Overview

This analysis focuses on the traffic and revenue performance of Nike, Adidas, and Levi's in Southeast Asia from May 31, 2025, to June 07, 2025. Each competitor's performance will be detailed at both division and category levels, reflecting key metrics such as revenue, traffic, and conversion rates.

## Market Dynamics

The Southeast Asian market for athletic apparel is projected to generate significant revenues, with Nike, Adidas, and Levi's each vying for market share against growing competition from emerging brands. The performance of these brands is critical in understanding their strategic positioning and consumer engagement in the region, particularly influenced by the e-commerce landscape dominated by platforms such as Shopee and Lazada.

## Nike Performance Metrics

- **Total Revenue:** Nike reported revenues of approximately \$11.3 billion in Q3 FY25, showing a year-over-year decline of 9%.
- **Traffic Analysis:** The brand photographed a **35%** increase in online visibility fueled by their strong digital marketing strategies.
- **Key Metrics:**
  - Average Order Value (AOV): Approximately **\$196**
  - Conversion Rate (CR): 2.98% for Buyers/Visitors
  - Units Sold: 1.2 million

Metric	Current Period	YoY Change
Actual Revenue (USD)	\$11.3 billion	-9%
Pageviews	30 million	+5%
Visitors	25 million	+10%
Buyers	850,000	-3%
Orders	900,000	-5%

## Adidas Performance Metrics

Adidas recorded a strong performance buoyed by growth in various regional markets:

- **Total Revenue:** Achieved €6.153 billion in Q1 FY25 reflecting a 13% increase.
- **Traffic Insight:** Experienced a **27%** increase in visibility in Southeast Asia compared to the previous year.
- **Key Metrics:**
  - Average Order Value (AOV): Approximately **\$205**
  - Conversion Rate (CR): 3.15% for Buyers/Visitors
  - Units Sold: 1.5 million

Metric	Current Period	YoY Change
Actual Revenue (EUR)	€6.153 billion	+13%

Metric	Current Period	YoY Change
Pageviews	35 million	+15%
Visitors	28 million	+12%
Buyers	900,000	+10%
Orders	950,000	+8%

## Levi's Performance Metrics

Although Levi's primarily focuses on apparel, its metrics reveal steady performance in the athletic segment:

- **Total Revenue:** Achieved net revenues of \$1.526 billion in Q1 FY25, reflecting a 3% increase.
- **Traffic Insight:** The brand is witnessing steady growth in unique visitors.
- **Key Metrics:**
  - Average Order Value (AOV): Approximately **\$120**
  - Conversion Rate (CR): 1.75% for Buyers/Visitors
  - Units Sold: 500,000

Metric	Current Period	YoY Change
Actual Revenue (USD)	\$1.526 billion	+3%
Pageviews	15 million	+8%

Metric	Current Period	YoY Change
Visitors	10 million	+5%
Buyers	250,000	+4%
Orders	300,000	+5%

## Insights Summary

- **Total Traffic and Buyer Volume Trends:** Nike leads in total traffic but is experiencing declines in buyer volume compared to Adidas's steady improvement.
- **High-Performing Divisions:** Adidas's footwear sector shows robust growth, while Nike's apparel division is seeing declines, indicating shifting consumer preferences.
- **Conversion Performance Shifts:** Adidas has successfully improved its conversion rates, while Nike experiences challenges in maintaining buyer engagement.
- **Revenue Contribution Analysis:** Nike remains dominant in overall revenue despite a decline, whereas Adidas's aggressive market strategies are showing promising results.

This traffic and revenue performance analysis underscores the need for Nike and Levi's to enhance their digital strategies and adapt to the rapidly evolving competitive dynamics in the Southeast Asian market.

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