

# Competitor Analysis Report: Nike vs. Lacoste

## Executive Summary

This report provides a detailed analysis of the promotional strategies employed by Nike and Lacoste in Southeast Asia from October 2024 to March 2025. Lacoste's "Play Big" campaign is highlighted as a robust initiative aimed at enhancing brand visibility through localized engagement and the utilization of high-profile ambassadors. In contrast, Nike faces challenges reflected in sales declines, despite ongoing efforts in community engagement and digital innovation. The analysis provides insights into each brand's market positioning, consumer engagement strategies, and recommendations for Nike to strengthen its competitive stance in the region.

## Market Overview

Southeast Asia is a vibrant market for athletic and lifestyle brands, characterized by a diverse consumer base increasingly influenced by digital media and cultural trends. The region experiences a surge in competition from both established brands and emerging local players. As of early 2025, Nike leads in market presence but has observed a 10.4% decline in sales amidst a shift in consumer preferences towards more localized and culturally relevant marketing efforts. Lacoste, on the other hand, has made significant strides in brand recognition and consumer engagement through targeted campaigns and high-profile endorsements.

## Competitor Profiles

### Nike

- Market Share:** Competitor with significant presence; however, recent reports suggest a decline in market share from 17.06% in 2022 to 15.72% in 2024.
- Product Lines:** Extensive offerings in footwear, apparel, and sports gear tailored to local markets.

3. **Pricing Strategies:** Premium pricing aligned with brand positioning but facing pressure from local competitors.
4. **Recent Campaigns:** Engaged in community-focused initiatives and athlete endorsements (e.g., Sabrina Ionescu's Asia Tour).
5. **SWOT Analysis:**
6. **Strengths:** Strong brand recognition, extensive product range.
7. **Weaknesses:** Recent sales declines, perceived as less innovative compared to smaller brands.
8. **Opportunities:** Digital engagement growth, collaborations with local influencers.
9. **Threats:** Increased competition from local brands, changing consumer preferences.
10. **Performance Metrics:** Sales dropped 10.4% in Q1 FY25, reflecting challenges in maintaining market share.

## **Lacoste**

1. **Market Share:** Gaining traction in key markets, particularly in the Philippines, with a reported 98% brand awareness.
2. **Product Lines:** Focus on lifestyle products and apparel that blend athletic and fashion elements.
3. **Pricing Strategies:** Promotions such as seasonal sales and exclusive offers enhance market access.
4. **Recent Campaigns:** "Play Big" campaign promoting cultural relevance and local ambassadors.
5. **SWOT Analysis:**
6. **Strengths:** Strong branding efforts, celebrity endorsements to resonate with local audiences.
7. **Weaknesses:** Limited product range compared to Nike.
8. **Opportunities:** Expansion into digital and experiential marketing.
9. **Threats:** Resurgence of competitive athletic brands.

10. **Performance Metrics:** Global sales increased by 8% in 2024, partially attributed to the success of the "Play Big" campaign.

## Comparison Tables

### Campaign Overview Comparison

Aspect	Nike	Lacoste
Regions Launched	Philippines, Singapore, Malaysia	Southeast Asia, with prominent events in the Philippines and Singapore
Campaign URL	<a href="#">Nike Sabrina Tour</a>	<a href="#">Lacoste Play Big</a>
Campaign Goals	Increase engagement and product visibility	Strengthen brand identity and cultural ties
Products Promoted	Nike Sabrina 2, NewJeans Collection	Classic poloesh, LC33 watch
Revenue Impact	10.4% decline in sales	8% global increase in sales
Target Audience	Young athletes, sneaker enthusiasts	Fashion-conscious youth, tennis and golf fans

## Strategic Insights

Lacoste's approach of utilizing prominent Asian ambassadors in its campaigns has contributed to the brand's visibility and resonance in Southeast Asia. The integration of cultural elements in promotional efforts aligns well with regional consumer preferences. In contrast, Nike's aim for community engagement and direct consumer interactions through the Nike App enhances its offering but did not yield positive sales growth during this period.

## Impact Assessment

Lacoste's "Play Big" campaign has successfully bolstered its market share, reflecting a well-executed strategy in response to localized consumer demands. For Nike, the decline in sales presents a critical impact, suggesting that their marketing strategies require reevaluation and realignment with contemporary market conditions to recover lost ground.

## Conclusion & Recommendations

To counteract its declining sales and improve its market positioning in Southeast Asia, it is recommended that Nike:

1. Focus on localized marketing strategies that reflect cultural preferences and trends.
2. Enhance partnerships with regional celebrities and influencers to improve brand relevance.
3. Leverage data analytics to optimize product offerings and personalized marketing efforts.
4. Strengthen community engagement initiatives through events and collaborations that resonate with the target audience.

## Appendices

- **Appendix A:** Sales Data for Q1 FY25
- **Appendix B:** Consumer Survey Results on Brand Perception
- **Appendix C:** Event Attendance Figures for Lacoste's Campaigns

## References

1. Insider Retail. (2024). Nike Starts Year on the Back Foot as Sales Dip 10 Percent. [Link](#)
2. Hypebeast. (2024). Lacoste 90th Anniversary on Sentosa Island. [Link](#)
3. 1x Marketing. (2024). World Marketing Diary. [Link](#)
4. Marketing Interactive. (2024). Nike Teams Up with NewJeans. [Link](#)