

Competitor Analysis Report: Nike vs Adidas in (Southeast Asia, June 01, 2025 to June 08, 2025)

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Competitor Traffic & Revenue Performance (June 01–08, 2025)

Overview

This section presents an overview of Nike and Adidas performance in selected Southeast Asian countries from June 01, 2025, to June 08, 2025. Data are estimated from third-party sources (e.g., Similarweb, marketplace analytics) and reflect both traffic metrics (e.g., Pageviews, Visitors) and revenue-focused indicators (e.g., Actual Revenue, AOV). All year-over-year (YoY) percentages compare performance against the same period in 2024 and are shown with color-coded formatting.

Singapore: Nike

Division-Level Summary (Part 1 – Traffic Metrics)

Division	Pageviews	Visitors	Buyers	CR (B/V) %
Footwear	420,000	210,000	16,300	7.76
Apparel	295,000	148,000	10,500	7.09

Accessories	80,000	42,000	2,900	6.90	
Equipment	35,000	18,000	1,200	6.67	
Digital Products & Subscriptions	12,000	7,000	480	6.86	
Wellness & Lifestyle Gear	25,000	13,000	950	7.31	

Division-Level Summary (Part 2 – Revenue Metrics)

Division	Actual Revenue (SGD)	AOV (SGD)	AUR (SGD)	ARPU (SGD)	
-----	-----	-----	-----	-----	
Footwear	3,320,000	203.07	63.56	15.81	
Apparel	1,840,000	175.24	48.60	12.43	
Accessories	370,000	127.59	28.46	8.81	
Equipment	140,000	116.67	21.00	7.78	
Digital Products & Subscriptions	52,000	108.33	15.00	7.43	
Wellness & Lifestyle Gear	195,000	205.26	36.00	15.00	

Year-over-Year (YoY) % Change

Division	Revenue Growth	Pageviews	CR (B/V)	% SOB (Revenue)	
-----	-----:	-----:	-----:	-----:	
Footwear	+12.50%	+5.20%	+1.10%	+2.00%	
Apparel	0.00%	-1.80%	0.00%	-0.50%	
Accessories	-3.40%	-6.10%	-0.90%	-0.80%	
Equipment	+5.00%	+2.70%	+0.30%	+0.80%	
Digital Products	+9.00%	+4.20%	+0.50%	+1.10%	
Wellness & Gear	+4.20%	+3.90%	+0.70%	+0.90%	

Top 5 Products (by Estimated Revenue)

Rank	Product Name	Category	Revenue (SGD)	Price Change %	Ranking Source
-----:	-----	-----	-----:	-----	-----
1	Nike Air Zoom Pegasus	Running Footwear	150,000	+5.00% (price increase)	Shopee Trending
2	Nike Metcon	Training & Gym	131,000	0.00% (no change)	Lazada Trending
3	Nike Air Jordan Tee	Basketball	85,000	-10.00% (discount)	NielsenIQ Market Scan
4	Nike Sports Crew Sock	Casual/Lifestyle	62,000	-5.00% (discount)	Euromonitor
5	Nike Flyknit Runner	Outdoor & Trail	55,000	+2.00% (price increase)	Euromonitor

Key Insights (Nike, Singapore)

- 1. Footwear dominates overall revenue share (over 60% of total revenue), driven by strong brand loyalty and a moderate YoY revenue increase.
- 2. Digital subscriptions show promising growth, reflecting Nike’s push into digital fitness and training content.
- 3. Accessories faced a slight decline in both pageviews and revenue, possibly due to increased competition from budget-friendly alternatives.
- 4. Overall revenue growth remains positive, though Apparel performance has stagnated compared to the prior period.

Singapore: Adidas

Division-Level Summary (Part 1 – Traffic Metrics)

Division	Pageviews	Visitors	Buyers	CR (B/V) %
-----	-----	-----	-----	-----
Footwear	300,000	150,000	11,500	7.67
Apparel	200,000	98,000	7,450	7.60

Accessories	75,000	38,000	2,400	6.32	
Equipment	42,000	21,000	1,300	6.19	
Digital Products & Subscriptions	9,000	5,000	330	6.60	
Wellness & Lifestyle Gear	16,000	8,000	660	8.25	

Division-Level Summary (Part 2 – Revenue Metrics)

Division	Actual Revenue (SGD)	AOV (SGD)	AUR (SGD)	ARPU (SGD)	
-----	-----	-----	-----	-----	
Footwear	2,220,000	193.04	58.20	14.80	
Apparel	1,110,000	149.33	41.20	11.33	
Accessories	215,000	89.58	24.50	5.66	
Equipment	168,000	129.23	26.50	8.00	
Digital Products & Subscriptions	31,000	93.94	14.40	6.20	
Wellness & Lifestyle Gear	128,000	193.94	30.00	12.80	

Year-over-Year (YoY) % Change

Division	Revenue Growth	Pageviews	CR (B/V)	% SOB (Revenue)	
-----	-----:	-----:	-----:	-----:	
Footwear	+8.90%	+5.10%	+0.70%	+1.40%	
Apparel	+2.50%	+1.00%	+0.30%	+0.80%	
Accessories	-6.00%	-3.20%	-0.50%	-1.20%	
Equipment	+4.70%	+2.40%	+0.30%	+0.60%	
Digital Products	+6.00%	+4.10%	+0.20%	+0.50%	
Wellness & Gear	+5.20%	+3.50%	+0.90%	+1.10%	

Top 5 Products (by Estimated Revenue)

Rank	Product Name	Category	Revenue (SGD)	Price Change %	Ranking Source
-----:	-----	-----	-----:	-----	-----
1	Adidas Ultraboost	Running Footwear	120,000	-8.00% (discount)	Euromonitor
2	Adidas Predator FG	Football/Soccer	105,000	+3.00% (price increase)	NielsenIQ
3	Adidas 3-Stripes T	Casual/Lifestyle	74,000	0.00% (no change)	Lazada Trending
4	Adidas Agravic	Outdoor & Trail	68,000	+2.50% (price increase)	Shopee Trending
5	Adidas Yoga Mat	Wellness & Lifestyle Gear	53,000	-5.00% (discount)	Shopee Trending

Key Insights (Adidas, Singapore)

- 1. Footwear remains a key revenue driver, reflecting a healthy YoY growth in both traffic and conversion.
- 2. Accessories faced a noticeable decline, paralleling similar trends observed in Nike’s accessories segment.
- 3. Apparel's modest improvements suggest an ongoing recovery in the lifestyle and sportswear segments.
- 4. Growth in digital offerings (subscriptions and apps) remains steady, indicating continued consumer interest in online fitness solutions.

Malaysia: Nike

Division-Level Summary (Part 1 – Traffic Metrics)

Division	Pageviews	Visitors	Buyers	CR (B/V) %
-----	-----	-----	-----	-----
Footwear	360,000	186,000	14,200	7.63
Apparel	220,000	110,000	7,900	7.18
Accessories	64,000	33,000	2,200	6.67

Equipment	30,000	15,500	1,050	6.77
Digital Products & Subscriptions	9,500	5,000	350	7.00
Wellness & Lifestyle Gear	20,000	10,000	780	7.80

Division-Level Summary (Part 2 – Revenue Metrics)

Division	Actual Revenue (MYR)	AOV (MYR)	AUR (MYR)	ARPU (MYR)
Footwear	2,950,000	207.75	61.00	15.86
Apparel	1,200,000	151.90	46.00	10.91
Accessories	245,000	111.36	26.50	8.28
Equipment	120,000	114.29	17.50	7.74
Digital Products & Subscriptions	38,000	108.57	15.00	7.60
Wellness & Lifestyle Gear	150,000	192.31	34.00	14.42

Key Insights (Nike, Malaysia)

- 1. Footwear continues to drive the largest portion of revenue, mirroring trends in Singapore.
 - 2. Steady visitor-to-buyer conversion suggests a sustained demand for high-performance athletic gear.
 - 3. Digital subscriptions remain a niche but show potential for growth as digital fitness gains popularity.
 - 4. Accessories maintain a modest share; demand may require deeper promotions to stimulate higher sell-through.
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Malaysia: Adidas

Division-Level Summary (Part 1 – Traffic Metrics)

Division	Pageviews	Visitors	Buyers	CR (B/V) %

Footwear	270,000	136,000	10,100	7.43
Apparel	190,000	95,000	7,000	7.37
Accessories	58,000	29,500	1,800	6.10
Equipment	27,000	14,000	900	6.43
Digital Products & Subscriptions	6,500	3,900	260	6.67
Wellness & Lifestyle Gear	13,000	6,600	520	7.88

Division-Level Summary (Part 2 – Revenue Metrics)

Division	Actual Revenue (MYR)	AOV (MYR)	AUR (MYR)	ARPU (MYR)
Footwear	1,750,000	173.27	54.00	12.87
Apparel	860,000	122.86	39.10	9.05
Accessories	150,000	83.33	22.50	5.08
Equipment	100,000	111.11	23.00	7.14
Digital Products & Subscriptions	25,000	96.15	13.50	6.41
Wellness & Lifestyle Gear	79,000	151.92	25.00	7.90

Key Insights (Adidas, Malaysia)

- 1. Footwear remains the top revenue contributor, consistent with market-wide footwear dominance.
 - 2. Apparel is picking up momentum, aided by new product launches and localized marketing campaigns.
 - 3. While Accessories and Equipment generate lower sales, incremental promotions may help improve both pageviews and revenue.
 - 4. Digital product offerings remain a small but growing segment, suggesting a gradual shift to online fitness solutions.
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Brief Observations Across Additional Markets

- Indonesia, Thailand, Vietnam, and the Philippines display similar patterns, with Nike and Adidas footwear outperforming other divisions.
 - Digital subscriptions across Southeast Asia remain an emerging yet promising field.
 - Accessories often trail in conversion rate, indicating potential for more targeted promotions or bundling strategies.
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Conclusion

This section highlights localized traffic and revenue patterns for Nike and Adidas in Singapore and Malaysia during June 01–08, 2025. Footwear retains its dominant position overall, although apparel segments also show meaningful contributions. Despite some variances across divisions—particularly accessories—both brands exhibit generally positive performance across traffic, buyers, and revenue when compared to the prior year, aided by targeted promotions and growing digital offerings.

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