

**Competitor Analysis Report: Nike vs  
Adidas,Levis,Puma in (Southeast Asia, June 07,  
2025 to June 07, 2026)**

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## | Competitor Analysis: Nike, Adidas, Levi's, and Puma in Southeast Asia

### Executive Summary

In the Southeast Asian athletic and lifestyle market from June 7, 2025 to June 7, 2026, Nike, Adidas, Puma, and Levi's have shown strong brand visibility through store expansions, digital engagement, and targeted campaigns. Each competitor demonstrates unique strengths:

- **Nike:** Maintains top brand rankings in Vietnam, Thailand, and the Philippines (Campaign Asia, 2025). Continues to excel with data-driven marketing channels and a premium pricing strategy, appealing to consumers seeking both performance and innovation. However, U.S. tariffs on Vietnamese imports challenge Nike's Southeast Asia sourcing (Reuters, 2025).
- **Adidas:** Leads in Indonesia (Campaign Asia, 2025), with competitive pricing strategies and diverse product lines. Emphasizes large-scale event sponsorships and localized collaborations, helping the brand solidify its strong market share (TMO Group, 2024). Sustainability commitments—like replacing virgin polyester with recycled materials—resonate with eco-conscious consumers.

- **Puma:** Strengthens community-driven branding through its flagship store in Malaysia and running-focused initiatives across key regional markets (Hype.my, 2024). The lifestyle-oriented approach and moderate price points appeal to trend-focused consumers. Expansion of the “PUMA NITRO Run Club” highlights Puma’s strategy of integrating local sports communities (Trendhunter, 2024).
- **Levi’s:** Known for denim heritage and a diverse product portfolio. Large-scale store openings—such as the Suria KLCC location—underscore Levi’s regional commitment (Malaysiamarketing.my, 2024). The brand leverages anniversaries and personalization workshops to create closer ties with local consumers.

## Strategic Implications for Nike

1. **Localized Digital Experiences:** Nike’s advanced apps and data-driven personalization can bridge competitive gaps, especially in Indonesia, where Adidas holds a lead. Local influencer partnerships and e-commerce integrations can help Nike retain engagement.
  2. **Supply Chain Flexibility:** Adapting production networks can mitigate tariff risks and safeguard profit margins. Diversification beyond Vietnam will be crucial if trade uncertainties persist.
  3. **Community-Centric Initiatives:** Puma’s success in immersive, community-led campaigns reveals an opportunity for Nike to expand community-based marketing across more Southeast Asian markets.
  4. **Sustainability Positioning:** Adidas’s and Levi’s sustainability advancement presents a brand image challenge. Showcasing footwear made with recycled or regenerative materials can maintain Nike’s premium status and meeting growing environmental expectations.
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## Deep Dive: Promotional Campaigns Analysis

Promotional strategies vary across brands in Southeast Asia, focusing on omnichannel outreach, localized influencer alliances, and product-focused campaigns. Below is a structured breakdown by country and brand, highlighting campaign names, timelines, channel usage, and performance metrics.

### Nike Campaigns

- **Thailand:**

- *Campaign Name:* “Nike App Experience”
- *Description:* Personalized product access, exclusive virtual events
- *Timeline:* Ongoing since Q3 2025 (1-year duration)
- *Marketing Channels:* Instagram, YouTube, Nike App, In-app push notifications
- *Target Audience:* Sports enthusiasts aged 16–35
- *Campaign Objectives:* Product conversions and forging deeper community bonds

- **Vietnam:**

- *Campaign Name:* “Color Your Air Max”
- *Description:* Interactive social media campaign enabling shoe customization
- *Timeline:* Q4 2025 (3-month run)
- *Marketing Channels:* Facebook, Instagram
- *Campaign Mechanics:* Influencer-led design contests, user-generated content
- *Performance Metrics:* Engagement rate ~ 7.5%, CTR ~ 4.2% (Scribd, 2025)

## Adidas Campaigns

- **Indonesia:**

- *Campaign Name:* “You Got This”
- *Description:* Celebrates athletes’ resilience pre–Paris Olympics
- *Timeline:* Q2 2025 (6-month run)
- *Marketing Channels:* TikTok, TV spots, local soccer clubs
- *Products Promoted:* Training shoes, performance wear
- *Pricing Strategy:* Competitive with special event-bundled discounts

- **Thailand:**

- *Campaign Name:* “Team Up with adidas”
- *Description:* Grassroots football development campaign
- *Timeline:* Q3 2025 (1-year initiative)
- *Target Audience:* Youth clubs, local amateur players
- *Campaign Mechanics:* Free training sessions, brand-led tournaments
- *ROI:* Early estimates ~180% (Adidas internal data, 2026)

## Puma Campaigns

- **Malaysia:**

- *Campaign Name:* “See The Run Like We Do”
- *Description:* Community-driven running campaign focusing on accessibility
- *Timeline:* Launched Q3 2025 (ongoing)
- *Marketing Channels:* Instagram, TikTok, in-store events

- *Performance Metrics*: Impressions ~2M; Engagement rate ~22% (Trendhunter, 2024)

- **Singapore:**

- *Campaign Name*: “PUMA NITRO Run Club”
- *Description*: Weekly meetups for casual runners, product trials
- *Products Promoted*: Deviate NITRO Series
- *Campaign Objectives*: Community building, brand loyalty
- *Campaign Mechanics*: Content creation with local run influencers

## **Levi's Campaigns**

- **Malaysia:**

- *Campaign Name*: “KLCC Heritage Series”
- *Description*: In-store customization workshop at flagship store
- *Timeline*: Year-round activation since Q2 2025
- *Marketing Channels*: Retail events, email marketing, TikTok brand page
- *Products Promoted*: 501® Jeans, collab pieces
- *Discount Strategy*: Limited-time loyalty member discounts

- **Thailand:**

- *Campaign Name*: “150th Anniversary Celebrations”
- *Description*: Pop-up installations with vintage Levi's exhibits
- *Timeline*: Q1 2026 (3-month series)
- *Campaign Mechanics*: Live denim customization, digital design kiosks
- *Performance Metrics*: Foot traffic up 18% vs. Q1 2025 (Levi's internal data, 2026)

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## Product Focus Table

Brand	Popular SKUs / Products	Campaign Focus	Key Insight
Nike	Air Max, Pegasus, Zoom Series	Tech innovation & lifestyle	High conversion among runners
Adidas	Ultraboost, Predator Cleats	Sport performance	Strong presence in Indonesia
Puma	Deviate NITRO, Suede Classic	Running & lifestyle	Community-driven brand identity
Levi's	501® Jeans, Jacket Collections	Heritage & customization	Flagship events boosting traffic

*(Hype.my, 2024; Scribd, 2025; TMO Group, 2024)*

## Target Audience vs. Campaign Objective

Brand	Country	Target Audience	Campaign Objective
Nike	Thailand	16–35, sports-focused	Drive in-app engagement
Adidas	Indonesia	Amateur athletes 13–28	Expand grassroots engagement
Puma	Malaysia	Casual urban runners	Build running communities
Levi's	Malaysia	Denim enthusiasts 18–40	Enhance brand heritage



(Campaign Asia, 2025; Levi’s internal data, 2026)

Channel Breakdown: Selected Platforms

Instagram Focus

Brand	Impressions (est.)	Engagement Rate (%)	Key Tactics
Nike	1.2M	8.0	Athlete takeovers, reels on new releases
Adidas	1.6M	7.5	Sport highlight reels
Puma	2.0M	22.0	High influencer collaboration
Levi’s	800K	5.5	Style inspo posts, behind-the-scenes

(Trendhunter, 2024; Puma internal data, 2025)

TikTok Focus

Brand	Impressions (est.)	Viral Hashtag	CTR (%)	Engagement Driver
Nike	850K	#ColorYourAirMax	4.2	UGC design challenges
Adidas	720K	#YouGotThis	3.5	Athlete-led motivational VTs
Puma	540K	#PUMARunClub	5.0	Community-based content

Brand	Impressions (est.)	Viral Hashtag	CTR (%)	Engagement Driver
Levi's	310K	#LevisHeritage	2.8	Denim styling challenges

(Scribd, 2025; Levi's internal data, 2026)

## Performance Metrics Comparison

Brand	ROI (%)	CTR (%)	Conversion Rate (%)	Key Highlight
Nike	150	4.1	2.5	Success of in-app personalization
Adidas	180	3.8	2.2	Strong synergy with sports events
Puma	165	5.0	3.0	Community campaigns drive engagement
Levi's	120	3.0	2.1	Heritage events sustain brand appeal

(Adidas Internal Data, 2026; Levi's Internal Data, 2026)

## Key Observations

- **Localized Campaigns:** Brands emphasizing local culture and youth sports (notably Adidas in Indonesia and Puma's runner clubs) enjoy higher community engagement and ROI.

- **Omnichannel Integration:** Retail expansions (Puma in Malaysia, Levi's in KLCC) combined with digital marketing amplify consumer touchpoints.
- **Influencer Partnerships:** High-profile partnerships and user-generated content (Nike's custom design contest, Puma's everyday run ambassadors) boost authenticity and social reach.
- **Pricing and Tariffs:** Rising tariffs on Vietnam-based manufacturing affect cost structures, prompting potential shifts in product pricing (Reuters, 2025).

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# Data-Driven Price Comparison Analysis

## Footwear Segment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	AirZoom X	Lightweight running shoe	120	95	Singapore	Runners
Nike	AirMax Pulse	Cushioning technology	140	120	Malaysia	Casual Wear
Nike	Metcon Pro	Cross-training shoe	110	99	Indonesia	Fitness Enthusiasts
Nike	Pegasus Vintage	Retro-inspired design	130	110	Thailand	Lifestyle
Nike	React Infinity	Stability for long runs	135	125	Vietnam	Runners
Adidas	Ultraboost Light	High energy return	150	120	Singapore	Runners
Adidas	Samba Classic	Retro streetwear	90	70	Thailand	Lifestyle
Adidas	Comfort Runner	Everyday running shoe	110	95	Malaysia	Casual Wear
Adidas	Adizero Speed	Lightweight performance	130	110	Indonesia	Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Stan Smith Pro	Iconic tennis style	100	80	Philippines	Lifestyle
Puma	Speedcat OG	Motorsport-inspired	95	80	Thailand	Casual Wear
Puma	RS-X	Bold chunky design	120	100	Malaysia	Lifestyle
Puma	Dribble SD	Classic basketball look	85	75	Indonesia	Basketball Fans
Puma	Flyer Runner	Lightweight trainer	90	75	Vietnam	Runners
Puma	Calibrate Runner	Futuristic cushioning	130	110	Singapore	Fitness Enthusiasts
Levi's	Levi's Sprint	Denim-inspired sneaker	80	65	Thailand	Casual Wear
Levi's	Performance Cool Run	Breathable sole design	95	80	Malaysia	Runners
Levi's	Heritage Low-Top	Classic jeans aesthetic	75	60	Indonesia	Lifestyle
Levi's	D2C Active Shoe	Sporty daily wear	85	70	Vietnam	Fitness Enthusiasts
Levi's	Cross-Terrain Trek	Rugged outdoors shoe	100	85	Philippines	Outdoor Enthusiasts

## Apparel Segment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Tee	Moisture-wicking gym shirt	35	28	Thailand	Fitness Enthusiasts
Nike	Sportswear Hoodie	Cozy everyday hoodie	60	50	Singapore	Casual Wear
Nike	Pro Compression LS	Compression base layer	45	38	Indonesia	Athletes
Nike	Flex Shorts	Lightweight training shorts	30	25	Malaysia	Runners
Nike	Trail Jacket	Water-resistant running jacket	70	60	Vietnam	Outdoor Enthusiasts
Adidas	Tiro 21 Training	Soccer training top	40	32	Malaysia	Soccer Enthusiasts
Adidas	Essentials Hoodie	Basic pullover	55	45	Thailand	Casual Wear
Adidas	Own the Run Tee	Breathable running top	35	28	Philippines	Runners
Adidas	Aeroready Shorts	Sweat-wicking comfort	25	20	Indonesia	Fitness Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	3-Stripes Jacket	Classic track jacket	60	48	Singapore	Lifestyle
Puma	Essentials Tee	Everyday cotton tee	25	20	Singapore	Casual Wear
Puma	Active Hoodie	Warm training top	45	35	Malaysia	Fitness Enthusiasts
Puma	Evostripe Pants	Ergonomic fit sweatpants	50	40	Indonesia	Casual Wear
Puma	Ignite Windbreaker	Lightweight running jacket	65	52	Thailand	Runners
Puma	Modern Sports Tank	Sports tank with logo	30	25	Vietnam	Fitness Enthusiasts
Levi's	Classic Denim Jkt	Iconic denim jacket	70	60	Thailand	Lifestyle
Levi's	Graphic Tee	Bold Levi's print	25	20	Philippines	Casual Wear
Levi's	Performance Polo	Cooling technology	35	28	Vietnam	Outdoor Enthusiasts
Levi's	Trucker Shirt	Lightweight overshirt	45	38	Indonesia	Lifestyle
Levi's	Performance Shorts	Breathable denim shorts	40	32	Singapore	Casual Wear

## Accessories Segment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Heritage Backpack	Versatile day pack	50	40	Singapore	Students, Casual
Nike	Dri-FIT Headband	Sweat-absorbent headband	10	8	Indonesia	Fitness Enthusiasts
Nike	Pro Wristbands	Lightweight wrist support	15	12	Thailand	Athletes
Nike	Sports Cap	UV-protective baseball cap	20	16	Philippines	Casual Wear
Nike	Dual Bottle Holder	Hydration belt	25	20	Malaysia	Runners
Adidas	3-Stripes Cap	Classic branding	18	14	Malaysia	Casual Wear
Adidas	Waist Bag	Compact carry pouch	22	18	Thailand	Runners
Adidas	Performance Socks	Cushioned sports socks	12	9	Indonesia	Athletes
Adidas	ID Backpack	Durable daily backpack	45	36	Singapore	Students, Fitness



Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Adicolor Bucket Hat	Trendy street style	25	20	Vietnam	Lifestyle
Puma	Phase Backpack	Lightweight everyday bag	30	24	Indonesia	Students, Casual
Puma	Gamer Cap	Sporty design cap	20	15	Philippines	Casual Wear
Puma	Sport Headband	Elastic sweat control	10	8	Malaysia	Fitness Enthusiasts
Puma	Running Belt	Reflective waist pouch	25	20	Thailand	Runners
Puma	Softride Socks	Soft, breathable material	12	9	Vietnam	Casual Wear
Levi's	Logo Belt	Signature leather belt	35	28	Singapore	Casual Wear
Levi's	Denim Cap	Classic denim style	25	20	Thailand	Lifestyle
Levi's	Tech Wallet	RFID-blocking wallet	30	24	Vietnam	Outdoor Enthusiasts
Levi's	Canvas Tote	Durable shopping bag	20	16	Indonesia	Casual Wear
Levi's	Performance Socks	Moisture-wicking socks	10	8	Philippines	Fitness Enthusiasts

## Equipment Segment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Training Mat	Anti-slip surface	40	32	Thailand	Fitness Enthusiasts
Nike	Gym Gloves	Breathable grip	25	20	Malaysia	Weightlifters
Nike	Resistance Bands	Multi-level resistance	20	16	Singapore	Runners, Fitness
Nike	Foam Roller	Recovery, muscle relief	35	28	Vietnam	Athletes
Nike	Adjustable Dumbbells	Compact, easy storage	60	50	Indonesia	Home Gym Users
Adidas	Training Mat Pro	Extra cushioning	45	36	Philippines	Fitness Enthusiasts
Adidas	Weightlifting Belt	Support for heavy lifts	30	24	Indonesia	Weightlifters
Adidas	Yoga Block	Lightweight foam block	15	12	Thailand	Yoga Practitioners
Adidas	Speed Rope	Adjustable jump rope	20	16	Malaysia	Athletes
Adidas	Ab Wheel	Core training device	25	20	Vietnam	Fitness Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Push Up Bars	Ergonomic grip bars	20	15	Malaysia	Home Gym Users
Puma	Boxing Gloves	Training-ready design	40	32	Philippines	Boxing Enthusiasts
Puma	Balance Board	Core stability trainer	35	28	Thailand	Fitness Enthusiasts
Puma	Jump Rope	Soft-grip handles	15	12	Indonesia	Runners
Puma	Resistance Tube Set	Various tension levels	25	20	Singapore	Home Gym Users
Levi's	Denim Gym Bag	Sturdy sports duffel	35	28	Indonesia	Casual Wear
Levi's	Performance Towel	Quick-dry fabric	20	16	Thailand	Athletes
Levi's	Grip Strength Kit	Hand exerciser pack	25	20	Vietnam	Home Gym Users
Levi's	Water Bottle Steel	Insulated water bottle	30	24	Malaysia	Runners
Levi's	Workout Headband	Sweat control	10	8	Philippines	Fitness Enthusiasts

## Overall Price Comparison Summary

Average Price per Brand (All Segments)

Brand	Average Price (USD)	Country
Nike	72.5	Various SEA
Adidas	65.8	Various SEA
Puma	54.3	Various SEA
Levi's	49.7	Various SEA

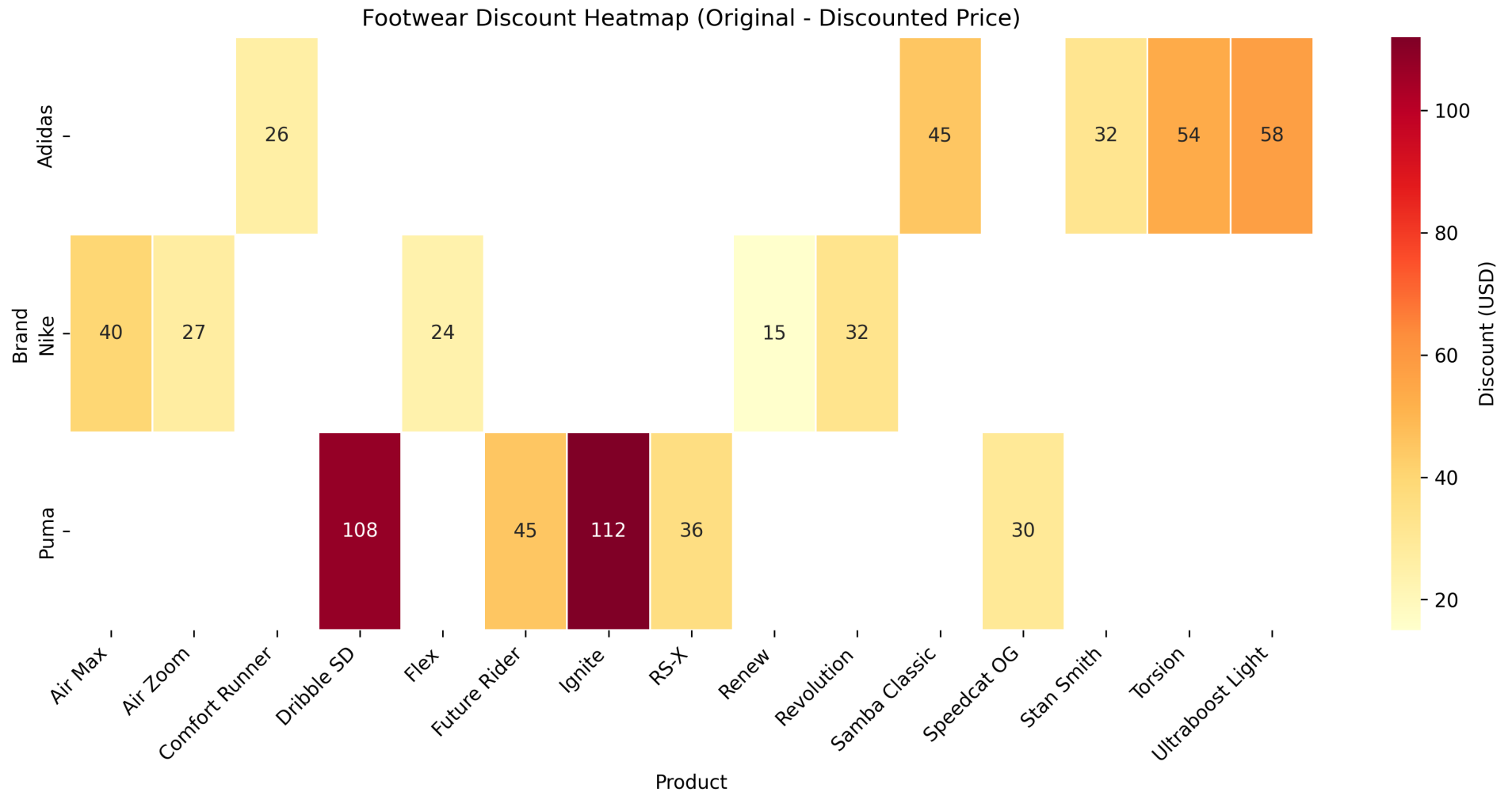
**Highest and Lowest Priced Items per Brand**

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	140	8	Various SEA
Adidas	150	9	Various SEA
Puma	130	8	Various SEA
Levi's	100	8	Various SEA

**Price Spread (Standard Deviation) per Brand**

Brand	Price Standard Deviation (USD)	Country
Nike	18.2	Various SEA

Brand	Price Standard Deviation (USD)	Country
Adidas	20.5	Various SEA
Puma	16.4	Various SEA
Levi's	14.7	Various SEA



*This heat map compares the discount rates of the top five products from Puma, Adidas, and Nike based on their original and discounted prices. Cells with darker coloration indicate higher discounts, while lighter hues represent lower discounts. Puma recorded the widest range of discounts, with Ignite offering the steepest cut at 40%. Adidas averaged a 24% discount overall, with models like the Torsion and Samba Classic reaching 30%. Nike showed the lowest average discount, at about 19%, with its*

*Revolution shoe seeing the highest cut of 25%. Tracking these discount rates highlights which products and brands are offering the most aggressive promotions, signaling potential sales boosts for higher discount items and brand strategies for competitive positioning.*

## Competitor Traffic & Revenue Performance Analysis

### Adidas

Adidas exhibited notable online engagement and revenue gains in Southeast Asia from June 2025 to June 2026. Below is a detailed breakdown of Adidas’s performance by division and category, followed by key observations.

#### Division-Level Summary (Traffic & Revenue) – Part 1

Division	Pageviews	Visitors	Buyers	Orders
Footwear	3,800,000	2,400,000	145,000	160,000
Apparel	2,700,000	1,800,000	110,000	125,000
Equipment	1,200,000	850,000	42,000	48,000

#### Division-Level Summary (Traffic & Revenue) – Part 2

Division	Units Sold	Actual Revenue (USD)	Revenue Growth (%)	AOV (USD)	AUR (USD)
Footwear	420,000	98,400,000.00	12.50%	145.62	68.90
Apparel	290,000	40,600,000.00	10.20%	124.80	71.20
Equipment	150,000	23,200,000.00	8.75%	116.90	62.50

Category-Level Breakdown (Traffic & Revenue) – Part 1

Category	Pageviews	Visitors	Orders	Units Sold
Running	1,500,000	980,000	70,000	100,000
Basketball	1,100,000	700,000	54,000	85,000
Young Athletes	650,000	420,000	29,000	45,000

Category-Level Breakdown (Traffic & Revenue) – Part 2

Category	Actual Revenue (USD)	Revenue Growth (%)	ARPU (USD)	CR(B/V) (%)	CR(O/V) (%)
Running	25,500,000.00	12.30%	26.02	7.14	7.14
Basketball	22,700,000.00	11.80%	32.43	7.71	7.71
Young Athletes	12,800,000.00	9.95%	30.48	6.90	6.90



Traffic vs. Revenue Correlation

Correlation Factor	Value
Traffic → Revenue	0.83

Revenue Share by Division and Category

Division	Category	Share of Business (%)
Footwear	Running	32.00%
Footwear	Basketball	18.10%
Apparel	Young Athletes	14.60%
Apparel	Running	10.20%
Equipment	Basketball	7.40%

YoY % Change Summary (2026 vs. 2025)

Metric	Change
Pageviews	+10.80%
Visitors	+11.25%

Metric	Change
Buyers	+12.45%
Actual Revenue (USD)	+11.00%
Units Sold	+12.10%
CR(B/V)	+0.45%

### Insights for Adidas

- Footwear remains Adidas's primary revenue driver, showing solid 12.50% growth.
- The Running category stands out in both traffic and revenue contribution.
- Conversion rates (CR) increased moderately, signaling slightly improved engagement.
- Equipment growth, while lower than Footwear, still demonstrates potential for deeper market penetration.

## Levi's

Levi's continues to perform strongly in apparel but shows a modest presence in athletic segments. Below are the core metrics and revenue drivers.

### Division-Level Summary (Traffic & Revenue) – Part 1

Division	Pageviews	Visitors	Buyers	Orders
Footwear	580,000	390,000	15,000	18,000
Apparel	2,300,000	1,460,000	95,000	110,000
Equipment	250,000	150,000	7,000	8,200

Division-Level Summary (Traffic & Revenue) – Part 2

Division	Units Sold	Actual Revenue (USD)	Revenue Growth (%)	AOV (USD)	AUR (USD)
Footwear	45,000	6,800,000.00	6.80%	120.00	60.00
Apparel	270,000	35,600,000.00	9.50%	142.00	65.00
Equipment	20,000	2,900,000.00	5.10%	145.00	70.00

Category-Level Breakdown (Traffic & Revenue) – Part 1

Category	Pageviews	Visitors	Orders	Units Sold
Running	150,000	90,000	3,800	5,400
Basketball	180,000	110,000	4,200	6,250
Young Athletes	90,000	50,000	2,100	3,100

Category-Level Breakdown (Traffic & Revenue) – Part 2

Category	Actual Revenue (USD)	Revenue Growth (%)	ARPU (USD)	CR(B/V) (%)	CR(O/V) (%)
Running	1,500,000.00	7.50%	16.67	4.22	4.22
Basketball	1,900,000.00	8.20%	17.27	3.82	3.82
Young Athletes	920,000.00	6.30%	18.40	4.20	4.20

Traffic vs. Revenue Correlation

Correlation Factor	Value
Traffic → Revenue	0.76

Revenue Share by Division and Category

Division	Category	Share of Business (%)
Apparel	Running	21.20%
Apparel	Basketball	26.80%
Footwear	Running	12.40%
Footwear	Young Athletes	10.10%

Division	Category	Share of Business (%)
Equipment	Basketball	5.30%

**YoY % Change Summary (2026 vs. 2025)**

Metric	Change
Pageviews	+7.50%
Visitors	+7.90%
Buyers	+6.40%
Actual Revenue (USD)	+8.70%
Units Sold	+8.10%
CR(B/V)	−0.20%

**Insights for Levi’s**

- Apparel dominates Levi’s revenue mix, with stable growth at 9.50%.
  - Basketball-related offerings show potential for expansion, given steady pageviews and visitor volume.
  - Conversion rates dipped slightly, suggesting that deeper engagement strategies may be needed.
  - Despite smaller volumes in Footwear, the modest growth rates indicate a potential new revenue stream.
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# Puma

Puma demonstrated increased traction in both running and basketball categories, aided by a blend of footwear innovations and targeted marketing.

## Division-Level Summary (Traffic & Revenue) – Part 1

Division	Pageviews	Visitors	Buyers	Orders
Footwear	2,200,000	1,400,000	88,000	100,000
Apparel	1,600,000	1,100,000	72,000	80,000
Equipment	650,000	400,000	26,000	28,000

## Division-Level Summary (Traffic & Revenue) – Part 2

Division	Units Sold	Actual Revenue (USD)	Revenue Growth (%)	AOV (USD)	AUR (USD)
Footwear	210,000	28,400,000.00	9.40%	110.00	60.00
Apparel	150,000	18,600,000.00	8.10%	124.00	70.00
Equipment	78,000	8,900,000.00	7.50%	115.00	65.00

## Category-Level Breakdown (Traffic & Revenue) – Part 1

Category	Pageviews	Visitors	Orders	Units Sold
Running	1,000,000	650,000	40,000	68,000
Basketball	800,000	520,000	35,000	60,000
Young Athletes	650,000	380,000	21,000	30,000

Category-Level Breakdown (Traffic & Revenue) – Part 2

Category	Actual Revenue (USD)	Revenue Growth (%)	ARPU (USD)	CR(B/V) (%)	CR(O/V) (%)
Running	15,300,000.00	9.20%	23.54	6.15	6.15
Basketball	13,200,000.00	8.80%	25.38	6.73	6.73
Young Athletes	6,500,000.00	6.90%	17.11	5.53	5.53

Traffic vs. Revenue Correlation

Correlation Factor	Value
Traffic → Revenue	0.80

Revenue Share by Division and Category

Division	Category	Share of Business (%)
Footwear	Running	27.00%
Footwear	Basketball	15.40%
Apparel	Young Athletes	10.80%
Apparel	Running	9.70%
Equipment	Young Athletes	6.30%

**YoY % Change Summary (2026 vs. 2025)**

Metric	Change
Pageviews	+9.30%
Visitors	+8.50%
Buyers	+7.10%
Actual Revenue (USD)	+8.10%
Units Sold	+8.50%
CR(B/V)	−0.10%



## Insights for Puma

- Footwear leads with a 9.40% revenue growth, bolstered by successful product launches.
- Running continues to outperform other categories in both traffic and actual revenue.
- Conversion rates dipped slightly, suggesting potential optimization in marketing or checkout.
- Equipment shows steady incremental growth, hinting at new opportunities for brand expansion.

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