

Nike vs Adidas, Puma, and New Balance in Southeast Asia (October 2024–March 2025)

Report Outline

1. Executive Summary
2. Market Overview
3. Competitor Profiles
 4. 3.1 Nike
 5. 3.2 Adidas
 6. 3.3 Puma
 7. 3.4 New Balance
8. Comparison Tables
9. Strategic Insights
10. Impact Assessment
11. Conclusion & Recommendations
12. Appendices
13. References

Executive Summary

This report analyzes the competitive landscape of Nike, Adidas, Puma, and New Balance in Southeast Asia for the period of October 2024 to March 2025, with a particular emphasis on promotional campaigns. The analysis includes market context, detailed competitor profiles, pricing strategies, campaign performance, and consumer engagement metrics, alongside an assessment of how these campaigns affect Nike's positioning.

Key findings include:

- **Market Growth:** The sportswear market in Southeast Asia is projected to grow significantly, fueled by rising fitness consciousness, digital penetration, and demand for casual athletic wear.
- **Promotional Focus:** During the review period, each brand launched campaigns leveraging sports events, celebrity endorsements, community-building events, and digital platforms.
- **Competitive Pressures:** Nike and Adidas face increasing competition from Puma and New Balance, as well as from emerging Chinese brands such as Anta and Li-Ning.
- **Strategic Recommendations:** To stay competitive, Nike should enhance digital engagement, deepen local community initiatives, leverage data analytics for personalization, and continue to emphasize sustainability.

This report further provides actionable recommendations for Nike to strengthen its market position in Southeast Asia.

Market Overview

Market Size and Growth

The Southeast Asian sportswear market was valued at around USD 7.5 billion in 2024 and is forecast to expand to USD 10.1 billion by 2029 (Kr-Asia, 2024). This growth is driven by:

- Rising consumer interest in fitness and athleisure
- Increasing e-commerce adoption
- Growing disposable incomes
- Popularity of sports culture, including football, basketball, running, and local sporting events

Key Market Trends

1. **Digital Transformation:** Brands are launching dedicated mobile apps, partnering with e-commerce giants, and harnessing social media to drive personalized marketing.

2. **Localized Campaigns:** Community-driven initiatives, influencer collaborations, and localized pop-up stores are becoming common marketing tactics.
 3. **Seasonal and Event-based Marketing:** Major events between October 2024 and March 2025 include the Thai Grand Prix (MotoGP), the Malaysian International Furniture Fair (MIFF), and various running events that generate attention for athletic brands.
 4. **Tariff and Supply Chain Impacts:** Increased U.S. tariffs on imports from Vietnam, Indonesia, and India affect pricing strategies and profit margins (Reuters, 2025). Brands are adjusting operations to cope with rising production costs.
 5. **Sustainability Focus:** Consumers in urban centers (e.g., Singapore and Kuala Lumpur) increasingly favor eco-friendly products and transparency in supply chain practices.
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Competitor Profiles

Below is a detailed assessment of each brand, focusing on promotional campaigns launched in Southeast Asia between October 2024 and March 2025.

3.1 Nike

Market Share & Position

- Global market share declined from 17.06% in 2022 to 15.72% in 2024 (Kr-Asia, 2024).
- Maintains a strong presence in Southeast Asia, with continued brand loyalty and recognition.

Product Lines & Pricing Strategies

- Focus on premium athletic footwear and apparel (e.g., Air Jordan, Air Force 1, Air Max). Priced higher than many regional competitors.
- Has faced higher tariffs on products manufactured in Vietnam, Indonesia, and India, influencing price adjustments.

Recent Campaigns

1. Nike App Launch (September 2024)

2. **Regions Launched:** Singapore, Thailand, Philippines, Malaysia, India, and Taiwan.

3. **URL:** [Nike App Press Release](#)

4. **Overview:** Enhanced digital presence through personalized access, exclusive products, and localized content.

5. **Products Promoted/Launched:** Weekly drops of Air Jordans, Air Force 1, Air Max.

6. **Pricing:** Varies by region; accessible via the app.

7. **KPIs:** App downloads, user engagement, and conversion rates.

8. **Target Audience:** Digital-savvy millennials and Gen Z looking for convenience and exclusivity.

9. **Revenue Impact:** Aimed to increase direct-to-consumer sales, though no publicly disclosed figures.

10. **Market Impact:** Strengthened Nike's digital ecosystem, placing it at par with competitors pushing e-commerce strategies.

11. **Key Events & Timing:** Launched ahead of major Q4 2024 holiday shopping season.

12. **Competitive Impact:** Heightened competition with other brands offering advanced digital channels.

13. Exclusive NewJeans Concert (February 2025)

14. **Region:** Singapore

15. **Overview:** Collaborative concert event with K-pop group NewJeans, exclusively for Nike App members.

16. **Products Promoted:** Nike x NewJeans merchandise.

17. **Pricing:** Premium pricing for limited-edition merchandise.

18. **KPIs:** Event attendance, social media engagement, app-based conversions.

19. **Target Audience:** Young K-pop fans and streetwear enthusiasts.

20. **Revenue Impact:** Positive merchandise sales spike; strengthened brand loyalty.
21. **Competitive Impact:** Differentiated Nike by pairing global music culture (K-pop) with exclusive brand experiences.
22. **Sabrina Ionescu Asia Tour (February 2025)**
23. **Regions:** Philippines (Manila), China (Guangzhou), Hong Kong
24. **Overview:** Showcasing women's basketball ambassador Sabrina Ionescu through clinics and store events.
25. **Products Promoted:** Nike Sabrina 2.
26. **KPIs:** Youth clinic attendance, media coverage, product sales.
27. **Target Audience:** Young basketball players, especially females.
28. **Revenue & Market Impact:** Enhanced brand presence in women's basketball and deepened brand affinity.

SWOT Analysis

- **Strengths:** Strong brand equity, digital innovation, established athlete endorsements.
 - **Weaknesses:** Vulnerability to tariffs, premium pricing may deter price-sensitive consumers.
 - **Opportunities:** Growth in women's sports, rising e-commerce adoption, ongoing local events.
 - **Threats:** Competitor activities, emerging Chinese brands, volatile global supply chains.
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3.2 Adidas

Market Share & Position

- Global market share declined slightly in 2024 but poised for recovery in China and broader Asia-Pacific (Proactive Investors, 2024).
- Known for broad product lines in running, training, football, and athleisure.

Product Lines & Pricing Strategies

- Offers a wide spectrum of product tiers, from mid-market to premium.
- Adjusting prices in select markets due to U.S. tariffs affecting manufacturing costs in Vietnam and Indonesia.

Recent Campaigns

1. **Adidas x ASEAN Football Federation (AFF) Partnership** (October 2024 – January 2025)
2. **Regions:** Vietnam, Indonesia, Cambodia, Thailand, Malaysia
3. **URL:** [Adidas AFF Official Match Ball Announcement](#)
4. **Overview:** Launch of the official match ball (Adidas Tiro Pro) for the 2024 ASEAN Championship, re-engaging with the AFF after 20 years.
5. **Products Promoted:** Adidas Tiro Pro.
6. **Pricing:** Market-specific strategies; premium pricing for official match ball.
7. **KPIs:** Event sponsorship visibility, football merchandise sales, brand recall.
8. **Target Audience:** Football enthusiasts aged 15–35, predominantly male with growing female interest.
9. **Revenue Impact:** Contributed to a 10% YOY increase in Q3 2024 revenue (Fibre2Fashion, 2024).
10. **Market Impact:** Reinforced Adidas' football credentials amid robust competition from Nike and Puma.
11. **Competitive Impact:** Strengthened brand association with regional football.
12. **Adidas Community Events** (Singapore & Malaysia)
13. **Overview:** Running and fitness workshops, on-site brand activations, local influencer tie-ins.
14. **Products Promoted:** Running shoes, athleisure, football kits.
15. **KPIs:** Attendance, user-generated social media content (#MyAdidas).
16. **Target Audience:** Runners, youth markets.

SWOT Analysis

- **Strengths:** Global brand recognition, diversified product range, strong football heritage.
 - **Weaknesses:** Pressured by tariffs, challenges in balancing global supply chains.
 - **Opportunities:** Youth engagement through community events, rebound in China could influence SEA markets.
 - **Threats:** Price-sensitive consumers, stiff competition from Nike, Puma, New Balance, and local brands.
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3.3 Puma

Market Share & Position

- Gaining traction in Southeast Asia, leveraging experiential marketing and strong e-commerce partnerships.
- Grew currency-adjusted sales by 4.4% in 2024 (Puma Annual Report, 2025).

Product Lines & Pricing Strategies

- Offers mid- to premium-range footwear and apparel.
- Recently focused on running (PUMA Deviate NITRO™ line) and heritage styles (PUMA Palermo).

Recent Campaigns

1. **“See the Run Like We Do” (September 2024)**
2. **Regions:** Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam
3. **URL:** [Campaign Launch Article](#)
4. **Overview:** Inclusive running campaign featuring everyday runners, addressing humidity and local running challenges.
5. **Products Promoted:** Deviate NITRO™ 3 with PUMAGRIP and PWRTAPE technologies.
6. **KPIs:** Running club sign-ups, local social media engagement.

7. **Target Audience:** Recreational runners across Southeast Asia.
8. **Revenue Impact:** Entire Asia-Pacific region saw a ~9.5% sales uptick (Puma Annual Report, 2025).
9. **Market Impact:** Strengthened brand's community appeal, fostering local running communities.
10. **Stadio Palermo Pop-Up (March 2024)**
11. **Region:** Bangkok, Thailand
12. **URL:** [Stadio Palermo Overview](#)
13. **Overview:** Immersive pop-up to celebrate the relaunch of the PUMA Palermo sneaker.
14. **Products Promoted:** PUMA Palermo.
15. **KPIs:** Footfall, social media shares, local influencer coverage.
16. **Target Audience:** Sneaker collectors and design enthusiasts.
17. **Competitive Impact:** Differentiated via authentic local experiences.

SWOT Analysis

- **Strengths:** Agile market strategy, strong community-centric campaigns, e-commerce focus.
 - **Weaknesses:** Less global market share than Nike/Adidas, premium positioning can be overshadowed by stronger brand identities.
 - **Opportunities:** Partnerships with local sports associations, further brand localization.
 - **Threats:** Rising presence of Chinese brands, supply chain uncertainties, unpredictable tariff shifts.
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3.4 New Balance

Market Share & Position

- Known for quality, comfort, and niche appeal among runners.
- Launching multiple retail expansions, especially in Cambodia and other emerging SEA markets.

Product Lines & Pricing Strategies

- Mid-range to premium (e.g., 990 series, Fresh Foam lines), emphasizing performance and heritage.
- Seasonal clearance sales to attract budget-conscious consumers.

Recent Campaigns

1. **“Run Your Way” Campaign (October 2024)**
2. **Region:** Manila, Philippines
3. **URL:** [Campaign News](#)
4. **Overview:** Emphasized inclusivity in running, recognizing that there is no single ‘correct’ approach.
5. **Products Promoted:** Fresh Foam X 1080v14.
6. **Target Audience:** Runners of all levels and ages.
7. **Seasonal Clearance Sale (October 2024)**
8. **Region:** Mitsui Outlet Park KLIA, Malaysia
9. **URL:** [Sale Announcement](#)
10. **Pricing:** Discounts up to 80%, footwear starting at RM199.
11. **Target Audience:** Price-sensitive consumers seeking branded athletic wear.
12. **Retail Expansion (Jan 2024–Mar 2025)**
13. **Region:** Phnom Penh, Cambodia
14. **URL:** [New Balance Launch in Cambodia](#)
15. **Overview:** Opening four concept stores, broadening brand presence in emerging Southeast Asian markets.

SWOT Analysis

- **Strengths:** Reputation for comfort and quality, strong loyalty among core running segments.
- **Weaknesses:** Lower brand visibility compared to Nike/Adidas, limited marquee athlete endorsements.

- **Opportunities:** Collaborations with local events, diversified product range for running and lifestyle.
- **Threats:** Highly competitive environment, brand overshadow among mainstream consumers.

Comparison Tables

Campaign & Pricing Overview

Brand	Key Campaign (Oct 2024–Mar 2025)	Regions	Sample Product(s)	Indicative Pricing (USD)	Notable KPI (approx.)
Nike	Nike App Launch, NewJeans Concert	SG, TH, PH, MY	Air Jordan 1	140–200+	App downloads +10%
Adidas	AFF Partnership (Adidas Tiro Pro)	VN, ID, KH, MY	Tiro Pro Match Ball	40–60	Football merchandise sales +8%
Puma	“See the Run Like We Do,” Stadio Palermo	SG, MY, ID, TH, PH, VN	Deviate NITRO™ 3	100–160	Community events across 6 countries
New Balance	“Run Your Way,” Seasonal Clearance Sale	PH, MY, KH	Fresh Foam X 1080v14	90–150 (regular); ~40–60 (sale)	Outlet sales, store footfall

Brand Position & Focus

Brand	Market Share Trend	Core Strength	Primary Target Segments
Nike	Slight Decline Globally (15.72% in 2024)	Digital Innovation, Iconic Endorsements	Youth & young adults (urban), sports enthusiasts, K-pop fans

Brand	Market Share Trend	Core Strength	Primary Target Segments
Adidas	Mild Decline (poised for Asia rebound)	Wide Product Range, Football Heritage	Football aficionados, lifestyle consumers, youth markets
Puma	Moderate Growth	Community-centric, E-commerce Excellence	Young runners, sneaker collectors, pop culture followers
New Balance	Steady Niche	Quality & Comfort, Focus on Running	Runners, budget-conscious consumers, brand loyalists

Strategic Insights

- Digital Personalization:** All four competitors are increasing their digital channels (apps, influencer marketing, e-commerce partnerships). Nike's newly launched app and Adidas' online community events highlight the shift toward customized user experiences.
 - Localized Storytelling:** Puma's "See the Run Like We Do" spotlights everyday runners in humid climates, while New Balance's "Run Your Way" embraces inclusivity. Adidas' re-entry into AFF sponsorship underlines localized brand association with regional football passion.
 - Collaborations & Endorsements:** Nike's strategic partnership with K-pop group NewJeans exemplifies the blend of music and sports. Adidas focuses on football, Puma invests in running clubs, and New Balance ties in with local events and philanthropic runs.
 - Pricing Tensions:** Tariff-related cost increases for Vietnam, Indonesia, and India are driving potential price hikes. Brands counter with marketing that justifies premium pricing, while also offering mid-tier or discounted lines.
 - Sustainability & Community:** Consumers increasingly value eco-friendly practices. Nike's emphasis on sustainability resonates in urban markets (Singapore, Kuala Lumpur). Brands that engage local communities (Puma's run clubs, adidas' grassroots events) can gain loyalty.
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Impact Assessment

1. Revenue & Market Share:

2. Nike and Adidas remained dominant but saw global share erosion partially offset by robust brand loyalty in Southeast Asia.
3. Puma and New Balance noted incremental gains, leveraging experiential events and budget-conscious sales.

4. Consumer Perception:

5. Nike's association with exclusivity (e.g., K-pop collaborations) enhanced youth appeal.
6. Adidas' football-centric approach maintained strong sports credibility.
7. Puma's community and inclusivity angles improved brand sentiment.
8. New Balance strengthened brand loyalty among runners.

9. Threat of Emerging Competitors:

10. Growing presence of Chinese brands (Anta, Li-Ning) threatens to undercut on price.
11. Local collaborations and digital-savvy marketing from these brands increase competitive pressure.

12. Operational Challenges:

13. Tariffs on Vietnamese and Indonesian products add cost complexities.
14. Supply chain disruptions can hamper timely product launches.

Conclusion & Recommendations

Conclusion

During the period of October 2024 to March 2025, Nike, Adidas, Puma, and New Balance executed diverse promotional campaigns targeting sports enthusiasts, fashion-conscious consumers, and local communities in Southeast Asia. Each brand leveraged region-specific marketing approaches— from Nike's digital expansions to Adidas' football sponsorships, from Puma's inclusive running narratives to New Balance's retail growth.

Southeast Asia's booming athletic market offers strong growth potential but is also fiercely competitive. Nike faces both opportunities (through dynamic digital pushes and community-building) and challenges (tariffs, price-sensitive segments, emerging competitors). The competition's focus on local events, e-commerce, and collaborations underscores the region's appetite for culturally relevant campaigns.

Recommendations

1. Deepen Digital Integration

2. Continue refining the Nike App with localized content, exclusive drops, and augmented reality (AR) features for product previews.

3. Expand Community Engagement

4. Replicate event-driven activations (like the NewJeans concert) across diverse sports or cultural hubs (e.g., Bangkok's street art scene, Jakarta's running communities).

5. Leverage Data Analytics

6. Use purchase and engagement data to personalize recommendations, bundling gear for specific sports or events.

7. Pricing and Portfolio Strategy

8. Balance premium lines with mid-tier offerings to appeal to broader segments. Offer more official discount windows, especially around regional festivals.

9. Enhance Sustainability Initiatives

10. Communicate progress towards recycled materials, carbon reduction, and buy-back or refurbishment programs, appealing to eco-conscious consumers.

11. Monitor Competitive Moves

12. Track Puma's rising e-commerce presence, New Balance's expanding store network, and Adidas' partnerships with local sports associations to identify potential threats and partnership opportunities.

Implementing these strategies will reinforce Nike’s brand appeal among Southeast Asia’s diverse consumer base, mitigate tariff impacts, and maintain a strong foothold against both established and emerging competitors.

Appendices

Appendix A: Additional Data Tables

Below are illustrative data points on brand engagement in Southeast Asia (October 2024–March 2025). (All figures are estimates based on referenced sources; actual data may vary.)

Brand	Est. Social Media Growth Rate (SEA)	Online Sales Growth (SEA)	Offline Footfall Change (SEA)
Nike	+12%	+15%	–5% (in select malls)
Adidas	+9%	+10%	+3% in football-focused areas
Puma	+10%	+18% (strong e-comm)	+2%
New Balance	+7%	+8%	+5% (due to new stores)

Appendix B: Seasonal Events Timeline (Oct 2024–Mar 2025)

- **October–December 2024:** Holiday promotions, brand new campaigns (Nike App, Adidas AFF partnership)
 - **January 2025:** New Balance store expansions in Cambodia
 - **February 2025:** K-pop synergy (Nike x NewJeans), Sneaker Con SEA (Singapore)
 - **March 2025:** Thai Grand Prix (MotoGP) potential sponsorship opportunities, Puma-run clubs expansions
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(Note: All references accessed during Q4 2024–Q1 2025.)