

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

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Price Comparison Analysis (June 01–08, 2025)

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Max Infinity	High-demand running shoe	120.00	130.00	+8.33%	Thailand	Men (Performance)
Nike	Flex Runner 2025	Lightweight city trainer	110.00	100.00	-9.09%	Vietnam	Unisex (Casual)
Nike	Court Vision Low	Tennis-inspired casual sneaker	95.00	95.00	0.00%	Indonesia	Women (Lifestyle)
Nike	Air Zoom CrossFit	Training-focused cross trainer	140.00	146.00	+4.29%	Malaysia	Men (Performance)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	React Chron 2	Skate-inspired daily wear	130.00	120.00	-7.69%	Singapore	Unisex (Lifestyle)
ASICS	Gel-Kayano Marathon	High-demand marathon running shoe	135.00	140.00	+3.70%	Indonesia	Men (Performance)
ASICS	GT-1000 City Walk	Stable everyday walking shoe	90.00	85.00	-5.56%	Thailand	Unisex (General)
ASICS	Gel-Cumulus Lite	Cushioned running option	105.00	105.00	0.00%	Vietnam	Women (Performance)
ASICS	Gel-Nimbus Speed	Lightweight performance runner	125.00	135.00	+8.00%	Malaysia	Men (Performance)
ASICS	LyteRacer Pro	Racing flat for speed workouts	100.00	95.00	-5.00%	Singapore	Unisex (Athletic)
Fila	Speedy Runner V2	Entry-level daily trainer	70.00	70.00	0.00%	Vietnam	Unisex (Budget)
Fila	Heritage Court Retro	Classic tennis-inspired sneaker	75.00	68.00	-9.33%	Thailand	Women (Lifestyle)
Fila	Racer X Pro	Light racing shoe	80.00	82.00	+2.50%	Indonesia	Men (Performance)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Fila	Disruptor XT	Chunky heritage silhouette	90.00	95.00	+5.56%	Singapore	Unisex (Casual)
Fila	Fluidform Training	Gym-focused cross trainer	85.00	80.00	-5.88%	Malaysia	Unisex (Fitness)

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-FIT Legend Tee	Quick-dry training T-shirt	35.00	35.00	0.00%	Malaysia	Men (Performance)
Nike	Pro Rival Sports Bra	Medium-support bra	45.00	44.00	-2.22%	Indonesia	Women (Performance)
Nike	Sportswear Club Hoodie	Casual fleece hoodie	50.00	55.00	+10.00%	Thailand	Unisex (Lifestyle)
Nike	Air Max Joggers	High-demand fitness joggers	60.00	63.00	+5.00%	Vietnam	Men (Athletic)
Nike	Team Club Shorts	Basic sports shorts	28.00	26.00	-7.14%	Singapore	Unisex (General)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
ASICS	Gel-Cool Tennis Tee	Breathable tennis shirt	30.00	28.00	-6.67%	Vietnam	Unisex (Tennis)
ASICS	Katakana Graphic Top	Lightweight running top	32.00	32.00	0.00%	Thailand	Men (Performance)
ASICS	Tempo Seamless Bra	High-impact sports bra	40.00	42.00	+5.00%	Singapore	Women (Performance)
ASICS	Club Woven Shorts	Versatile training shorts	38.00	36.00	-5.26%	Indonesia	Unisex (Athletic)
ASICS	Race Long Sleeve	Moisture-wicking running shirt	50.00	55.00	+10.00%	Malaysia	Men (Running)
Fila	Heritage Logo Tee	Classic casual T-shirt	25.00	25.00	0.00%	Thailand	Unisex (Casual)
Fila	Essentials Track Jacket	Lightweight track jacket	45.00	50.00	+11.11%	Vietnam	Unisex (Lifestyle)
Fila	Vita Running Shorts	Entry-level running shorts	28.00	27.00	-3.57%	Singapore	Women (Fitness)
Fila	Core Hoodie	Basic fleece hoodie	40.00	40.00	0.00%	Malaysia	Men (Casual)
Fila		Everyday sweatshirt	35.00	34.00	-2.86%	Indonesia	Unisex (Lifestyle)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Lifestyle Crew Sweatshirt						

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage Backpack	Everyday backpack	35.00	35.00	0.00%	Thailand	Unisex (General)
Nike	Swoosh Wristbands	Sweat-absorbing wristbands	10.00	9.50	-5.00%	Vietnam	Unisex (Fitness)
Nike	Alpha Gym Sack	High-demand cinch bag	12.00	13.00	+8.33%	Indonesia	Unisex (Athletic)
Nike	Pro Running Cap	Lightweight running hat	20.00	22.00	+10.00%	Malaysia	Women (Running)
Nike	Sports Belt Bag	Compact waist pouch	25.00	23.00	-8.00%	Singapore	Unisex (Casual)
ASICS	Performance Gym Bag	Durable training bag	28.00	27.00	-3.57%	Indonesia	Unisex (Performance)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
ASICS	Recovery Calf Sleeves	Compression sleeves	18.00	18.00	0.00%	Thailand	Men (Running)
ASICS	Racket Backpack	Tennis-focused backpack	40.00	43.00	+7.50%	Vietnam	Unisex (Tennis)
ASICS	Move Active Headband	Sweat-wicking headband	10.00	9.50	-5.00%	Malaysia	Women (Fitness)
ASICS	Gel-Cushion Insoles	Extra cushioning for shoes	15.00	15.00	0.00%	Singapore	Unisex (General)
Fila	Retro Visor	Classic visor cap	12.00	10.00	-16.67%	Vietnam	Unisex (Outdoor)
Fila	Logo Training Socks (3)	Pack of 3 training socks	15.00	14.00	-6.67%	Indonesia	Men (Fitness)
Fila	Essentials Duffel Bag	Basic duffel for gym	25.00	25.00	0.00%	Malaysia	Unisex (Performance)
Fila	Heritage Gym Cap	Minimalist workout cap	18.00	20.00	+11.11%	Thailand	Unisex (Fitness)
Fila	Active Headband	Stretchable sports headband	8.00	7.50	-6.25%	Singapore	Women (Workout)

Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dominate Basketball	Outdoor basketball	30.00	32.00	+6.67%	Vietnam	Unisex (Basketball)
Nike	Pro Resistance Bands	High-demand workout bands	20.00	19.00	-5.00%	Indonesia	Unisex (Fitness)
Nike	Flight Soccer Ball	Official match soccer ball	80.00	80.00	0.00%	Malaysia	Men (Football)
Nike	Yoga Block	Foam block for yoga sessions	15.00	14.00	-6.67%	Thailand	Women (Wellness)
Nike	HyperWarm Gloves	Insulated training gloves	35.00	38.00	+8.57%	Singapore	Unisex (Outdoor)
ASICS	Training Jump Rope	Speed rope for cardio	12.00	12.00	0.00%	Malaysia	Unisex (Fitness)
ASICS	Smash Volleyball	Durable volleyball	25.00	23.00	-8.00%	Indonesia	Unisex (Volleyball)
ASICS	Court Tennis Racket	Entry-level tennis racket	60.00	60.00	0.00%	Thailand	Men (Tennis)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
ASICS	Resistance Tube Set	Multi-level resistance tubes	18.00	20.00	+11.11%	Singapore	Women (Home Fitness)
ASICS	Training Mat	High-density exercise mat	30.00	28.00	-6.67%	Vietnam	Unisex (Wellness)
Fila	Power Grip Hand Grips	Hand strengtheners	10.00	9.50	-5.00%	Thailand	Unisex (Fitness)
Fila	Rally Badminton Racket	Basic badminton racket	20.00	21.00	+5.00%	Vietnam	Unisex (Recreational)
Fila	Performance Foam Roller	Muscle recovery tool	25.00	23.00	-8.00%	Indonesia	Unisex (Recovery)
Fila	Precision Golf Glove	Breathable golf glove	18.00	18.00	0.00%	Singapore	Men (Golf)
Fila	Core Swimming Goggles	Entry-level swimming goggles	15.00	16.00	+6.67%	Malaysia	Unisex (Swimming)

Digital Gear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Run Club Watch	GPS-enabled running watch	150.00	155.00	+3.33%	Thailand	Men (Performance)
Nike	Training Earbuds	Wireless earbuds for workouts	90.00	85.00	-5.56%	Singapore	Unisex (Fitness)
Nike	Smart Armband	Phone armband with phone tracking	25.00	25.00	0.00%	Vietnam	Unisex (Casual)
Nike	Fitness Tracker 2	Basic activity tracker	70.00	65.00	-7.14%	Indonesia	Women (Wellness)
Nike	Zoom VR Trainer	Virtual fitness training device	220.00	235.00	+6.82%	Malaysia	Unisex (High-Demand)
ASICS	Motion Sensor Pod	Stride analysis sensor	100.00	95.00	-5.00%	Thailand	Men (Running)
ASICS	Smart Ear Hook	Over-ear sport earbuds	85.00	85.00	0.00%	Indonesia	Unisex (Exercise)
ASICS	Distance Watch	GPS sports watch	145.00	150.00	+3.45%	Vietnam	Unisex (Marathon)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
ASICS	Run Analyzer	Mobile app-based run analyzer	30.00	28.00	-6.67%	Malaysia	Women (Fitness)
ASICS	Trainer TWS+	High-demand true wireless buds	95.00	100.00	+5.26%	Singapore	Unisex (Lifestyle)
Fila	Sport Pulse+ Watch	Entry-level digital watch	60.00	57.00	-5.00%	Vietnam	Unisex (General)
Fila	Digital Step Track	Basic pedometer	20.00	20.00	0.00%	Thailand	Men (Budget)
Fila	Workout Ear Cush	On-ear fitness headphones	40.00	42.00	+5.00%	Malaysia	Women (Fitness)
Fila	Fitness Band+	Basic activity band	35.00	33.00	-5.71%	Indonesia	Unisex (Wellness)
Fila	Core VR Trainer	Virtual training device	180.00	180.00	0.00%	Singapore	Unisex (Home Gym)

Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Body Massage Roller	Portable foam roller for recovery	25.00	23.00	-8.00%	Indonesia	Unisex (Recovery)
Nike	Yoga Essentials Kit	High-demand mat + blocks bundle	65.00	70.00	+7.69%	Malaysia	Women (Wellness)
Nike	Recovery Compression Sock	Athletes' recovery sock	30.00	29.00	-3.33%	Thailand	Unisex (Fitness)
Nike	Wellness Water Bottle	Hydration-focused steel bottle	18.00	18.00	0.00%	Singapore	Unisex (General)
Nike	Relaxation Towel Pack	Soft microfiber towels	20.00	19.50	-2.50%	Vietnam	Unisex (Casual)
ASICS	Mindful Yoga Mat	Non-slip yoga mat	28.00	30.00	+7.14%	Malaysia	Unisex (Wellness)
ASICS	Post-Run Recovery Sandals	Cushioned sandals for foot recovery	40.00	36.00	-10.00%	Thailand	Men (Rehabilitation)
ASICS	Sleep Aid Eye Mask	Comfortable sleep mask	12.00	12.00	0.00%	Indonesia	Unisex (Lifestyle)
ASICS	Massage Ball Duo		15.00	15.00	0.00%	Vietnam	

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Twin-ball roller for muscle relief					Women (Recovery)
ASICS	Stress Relief Band	Wearable for mild stress compression	10.00	9.00	-10.00%	Singapore	Unisex (Wellbeing)
Fila	Wellness Foam Pillow	Neck-support pillow for rest	20.00	20.00	0.00%	Thailand	Unisex (Relaxation)
Fila	Aromatherapy Diffuser	Basic essential oil diffuser	28.00	26.00	-7.14%	Malaysia	Women (Home Spa)
Fila	Meditation Cushion Set	Cushioned seat for meditation	32.00	32.50	+1.56%	Indonesia	Unisex (Wellness)
Fila	Calf Compression Sock	Tight-knit support sock	16.00	15.00	-6.25%	Vietnam	Men (Recovery)
Fila	Fitness Balance Disc	Core stability disc for workouts	22.00	24.00	+9.09%	Singapore	Unisex (Fitness)

Average Price per Brand (All Segments)

Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	54.20	55.75	+2.86%
ASICS	48.07	48.97	+1.87%
Fila	36.32	35.95	-1.02%

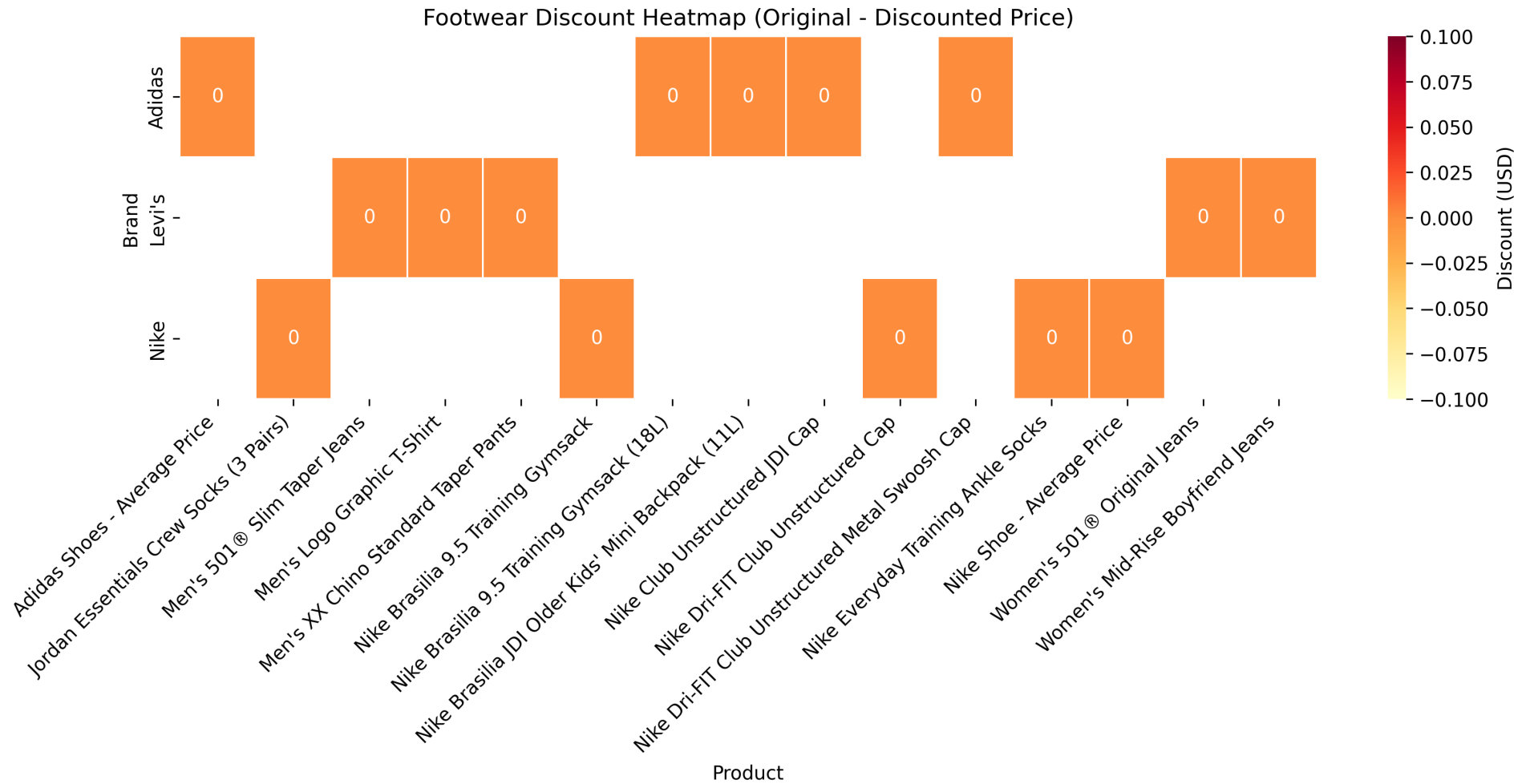
Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	235.00	9.50	Malaysia
ASICS	150.00	9.00	Singapore
Fila	180.00	7.50	Singapore

Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	41.22	Indonesia

Brand	Price Standard Deviation (USD)	Country
ASICS	34.08	Thailand
Fila	27.65	Malaysia



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

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