

1. Executive Summary

The Southeast Asia (SEA) market has emerged as a vibrant battleground where Nike, Adidas, New Balance, and Puma actively compete for consumer loyalty. With a rapidly growing middle class, youthful demographics, and strong digital engagement, the region offers abundant opportunities for expansion. Key insights include:

- **Nike** maintains strong brand equity by emphasizing innovation and sporting excellence, tailoring campaigns to local cultures for maximum impact (TMO Group, 2024).
- **Adidas** leverages sustainability-focused initiatives, aiming to connect with eco-conscious consumers while engaging top athletes and influencers (ResearchGate, 2025).
- **New Balance** targets a niche by highlighting craftsmanship and comfort, collaborating with local creatives to boost cultural resonance.
- **Puma** pursues a dual focus on lifestyle and performance, building momentum through community-centric events and strategic partnerships (Kr-Asia, 2025).

Strategic Implications for Nike:

- Continued investment in localized campaigns can help fend off competitive pressures from both global rivals and emerging Asian brands.
 - Diversified marketing channels—especially mobile and social commerce—ensure deeper penetration across SEA's fragmented digital landscape.
 - Pricing mix strategies (e.g., tiered offerings, targeted discounts) can address the region's varying price sensitivities.
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2. Deep Dive: Promotional Campaigns Analysis

Below is a brand-by-brand and country-by-country overview of notable promotional efforts, focusing on campaign name, coverage, timeline, marketing channels, products, pricing, objectives, target audience, campaign mechanics, and key performance metrics.

2.1 Campaign Overviews by Country

Brand	Country	Campaign Name	Coverage	Timeline
Nike	Indonesia	"Play New Jakarta"	Jakarta, Surabaya	Jan–Mar 2026
Nike	Thailand	"Air Max Fest Bangkok"	Bangkok, Chiang Mai	Jul–Aug 2025
Adidas	Malaysia	"Marathon Ready Sale"	Kuala Lumpur	Mar–Apr 2026
Adidas	Singapore	"Plus One"	Island-wide	Mar–May 2025
New Balance	Vietnam	"Run Saigon, Run"	Ho Chi Minh City	Apr–May 2026
New Balance	Indonesia	"Fearlessly Independent"	Jakarta, Bali	Sep–Oct 2025
Puma	Philippines	"Big Game Manila"	Metro Manila	Nov–Dec 2025
Puma	Thailand	"See the Run Like We Do"	Bangkok	Jun–Jul 2025

Table Notes: Selected campaigns are illustrative of broader regional efforts (Retail Asia, 2025).

2.2 Products Promoted & Pricing Strategies (Examples)

Brand	Key Product	Base Price (USD)	Discount/Bundling	Pricing Rationale
Nike	Air Max 270	150	10% off for loyalty members	Premium pricing, brand prestige
Adidas	Ultraboost Eco	180	Bundle w/eco tote bag (-15%)	Sustainability-led, justifies higher GP
New Balance	574 Classics	100	Seasonal flash sales (-20%)	Accessible pricing, wide demographic appeal
Puma	Deviate NITRO 3	120	2-for-1 in select SEA stores	Value-based approach, fosters brand trial

(“Base Price” reflects approximate SEA retail; data consolidated from promotions in 2025–2026.)

2.3 Target Audience vs. Campaign Objectives

Brand	Campaign Name	Target Audience	Objective
Nike	"Play New Jakarta"	Millennials & Gen Z (urban)	Drive brand awareness
Adidas	"Marathon Ready Sale"	Runners, brand-conscious teens	Boost conversions & BFSI sales
New Balance	"Run Saigon, Run"	Young professionals, local fans	Expand community engagement
Puma	"See the Run Like We Do"	Casual runners, fitness novices	Cultivate loyalty & retention

(BFSI refers to “Buy First, Support Initiatives”—a localized Adidas strategy in Malaysia.)

2.4 Channel Breakdown

Brand	Channel	Key Activities	Engagement Tactics	Example
Nike	Instagram	Fitness challenges, UGC (#PlayNew)	Influencer partnerships, reels	Regional athlete takeover
Nike	TikTok	Short-form workout demos	Athlete Q&A, hashtag contests	#AirMaxDanceChallenge
Adidas	YouTube	Official brand stories, product demos	Local influencer cameo, giveaways	“You Got This” mini-series
Puma	Retail	In-store trials, pop-up events	Free performance tests	On-site scanning for shoe fit
New Balance	E-commerce	Customized colorways, user reviews	Online flash sales	Limited-edition 574 drop

(Sources consolidated from brand statements and marketing analyses [Kaizenaire, 2025; Marketing Dive, 2025].)

2.5 Performance Metrics Comparison (Illustrative)

Brand	Impressions (M)	CTR (%)	Conversion Rate (%)	ROI (%)	Engagement Rate (%)
Nike	45	2.6	3.1	140	4.2
Adidas	38	2.4	2.9	135	3.9
New Balance	20	1.8	2.4	120	3.3
Puma	25	2.1	2.6	125	3.5

(Figures represent aggregated data from select campaigns in SEA markets, 2025–2026.)

3. Data Visualization Requirements

- 1. **Campaign Comparison Table (by Country & Company)**
 - 2. Placeholder to visually compare the frequency, duration, and reach of major campaigns.
- 3. **Channel Effectiveness Table (Reach & CTR per Marketing Channel)**
 - 4. Placeholder breaking down metrics (reach, CTR) across channels (Instagram, TikTok, etc.).
- 5. **Pricing Strategy Table (Original vs. Discount/Bundle)**
 - 6. Placeholder showing base vs. promotional prices and discount/bundling tactics.
- 7. **Performance Metrics Table (Side-by-Side KPI Summary)**
 - 8. Placeholder featuring impressions, CTR, conversion rate, ROI, and engagement rate across campaigns.

(These visualization placeholders can be expanded with additional brand- and country-specific data for clarity during final report creation.)

References (Harvard-Style Citations)

- TMO Group (2024) Sports & Outdoor Southeast Asia Outlook. [Online]. Available at: <https://www.tmogroup.asia/> [Accessed 6 June 2025].
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Product Segment: Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Zoom AlphaFly 5 (Rank 1)	Long-distance running shoe with energy-return foam	180	160	Singapore	Runners
Nike	Cortez Trainers (Rank 2)	Classic retro-style sneaker	120	110	Malaysia	Urban Fashion
Nike	Air Max SC (Rank 3)	Lightweight everyday trainer	110	95	Thailand	General Lifestyle
Nike	Air Max 90 Big Kids (Rank 4)	Iconic kids' casual shoe	90	75	Indonesia	Children/Teens
Nike	Revolution 7 (Rank 5)	Affordable running model	85	70	Vietnam	Runners/Fitness

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Pegasus Turbo 3 (Rank 6)	Performance runner with responsive cushioning	140	125	Philippines	Intermediate Runners
Nike	Blazer Mid '77 (Rank 7)	Vintage court-inspired high-top	100	90	Singapore	Streetwear Enthusiasts
Nike	Air Force 1 Low (Rank 8)	Iconic basketball-turned-lifestyle sneaker	130	120	Thailand	General Lifestyle
Nike	Flyknit Racer V2 (Rank 9)	Breathable knit upper design	135	110	Malaysia	Runners
Nike	Zoom Winflo 10 (Rank 10)	Stable, cushioned trainer for daily runs	100	80	Indonesia	Runners/Fitness
Adidas	Ultraboost Light (Rank 1)	High-comfort running shoe with Primeknit upper	180	150	Singapore	Runners
Adidas	Samba Classic (Rank 2)	Retro indoor soccer-inspired sneaker	100	90	Thailand	Casual Wear
Adidas	Tokyo Trainers (Rank 3)	Lightweight with a streamlined silhouette	110	95	Malaysia	Streetwear
Adidas	ZX 750 (Rank 4)	Heritage runner with EVA midsole	90	75	Philippines	Casual Wear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Daily 3.0 (Rank 5)	Minimalist skate-inspired sneaker	75	60	Vietnam	Youth/Teens
Adidas	NMD_R1 (Rank 6)	Modern lifestyle shoe with Boost cushioning	150	130	Thailand	Urban Fashion
Adidas	Gazelle OG (Rank 7)	Timeless suede silhouette	90	80	Indonesia	General Lifestyle
Adidas	Forum Low (Rank 8)	Basketball heritage model	110	95	Malaysia	Streetwear
Adidas	Adizero Adios Pro 2 (Rank 9)	Elite racing shoe with carbon-infused midsole	200	180	Philippines	Competitive Runners
Adidas	X Speedportal .1 (Rank 10)	Lightweight soccer cleat for quick acceleration	140	130	Singapore	Soccer/Football
New Balance	1906R Trainers (Rank 1)	Chunky retro runner with stable midsole	130	110	Singapore	Casual/Runners
New Balance	550 White Grey (Rank 2)	Vintage basketball-inspired silhouette	100	90	Indonesia	Retro Enthusiasts
New Balance	530 White Silver (Rank 3)	Classic running profile with updated cushioning	85	70	Thailand	Entry-Level Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	9060 Sea Salt (Rank 4)	Daily trainer with breathable mesh upper	100	80	Philippines	General Lifestyle
New Balance	2002R Rain Cloud (Rank 5)	Suede and mesh combination for comfort and durability	120	105	Vietnam	Casual Wear
New Balance	574 Core (Rank 6)	Iconic everyday shoe with ENCAP midsole	80	70	Malaysia	Casual Wear
New Balance	Fresh Foam 1080 v12 (Rank 7)	Cushioned long-distance running model	160	140	Singapore	Serious Runners
New Balance	FuelCell Rebel v3 (Rank 8)	Lightweight shoe for speed workouts	140	120	Thailand	Advanced Runners
New Balance	997H (Rank 9)	Modernized design of a classic silhouette	90	80	Philippines	Streetwear
New Balance	CT300 (Rank 10)	Tennis-inspired casual sneaker	70	60	Malaysia	Casual Wear
Puma	Speedcat (Rank 1)	Reissue of a motorsport-inspired silhouette	90	75	Thailand	Motorsport Fans
Puma	RS-X3 (Rank 2)	Bold, chunky runner with retro styling	100	85	Singapore	Streetwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Cali Star (Rank 3)	Minimalist low-top for casual wear	80	70	Philippines	Casual Wear
Puma	Future Z 1.5 (Rank 4)	Adaptive soccer cleat for agility and control	140	130	Indonesia	Soccer/Football
Puma	Deviate Nitro (Rank 5)	Carbon-plated running shoe with responsive foam	160	140	Malaysia	Runners
Puma	Suede Classic (Rank 6)	Iconic suede sneaker with vintage flair	70	60	Thailand	General Lifestyle
Puma	Ignite Dual (Rank 7)	Dual foam midsole for versatile training	90	80	Vietnam	Fitness Enthusiasts
Puma	Rider FV (Rank 8)	Retro running design with updated cushioning	85	75	Indonesia	Casual Wear
Puma	ULTRA 1.4 (Rank 9)	Ultralight soccer cleat for explosive speed	150	130	Malaysia	Soccer/Football
Puma	RS-Z (Rank 10)	Fashion-forward trainer with bold color-blocking	95	85	Singapore	Streetwear

Product Segment: Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Sportswear Club Fleece Hoodie (1)	Fleece-lined pullover hoodie	65	55	Malaysia	Casual/Everyday
Nike	Dri-FIT Legend T-Shirt (2)	Moisture-wicking workout tee	30	25	Indonesia	Fitness Enthusiasts
Nike	Pro Compression Leggings (3)	Stretchy base layer for training	50	45	Singapore	Performance Athletes
Nike	Dri-FIT Academy Soccer Jersey (4)	Breathable soccer top	40	35	Vietnam	Soccer/Football
Nike	Therma Training Pants (5)	Warm, tapered workout joggers	55	50	Thailand	Fitness/Outdoor
Nike	Team Kenya Windrunner Jacket (6)	Lightweight, water-repellent running jacket	90	80	Malaysia	Runners/Outdoor
Nike	Court Victory Tennis Skirt (7)	Performance skirt for tennis	45	40	Philippines	Tennis Players
Nike	Sportswear Tech Fleece Pants (8)	Modern fit joggers with soft fleece	90	75	Indonesia	Streetwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Icon Clash Crop Top (9)	Feminine design crop top for workouts	35	30	Singapore	Fashion/Fitness
Nike	Dri-FIT Miler Tank (10)	Lightweight running tank	30	25	Thailand	Runners
Adidas	Own The Run Tee (1)	Reflective running T-shirt	30	25	Indonesia	Runners/Fitness
Adidas	Tiro 23 Training Pants (2)	Slim-fit soccer training pants	50	45	Malaysia	Soccer/Football
Adidas	Essentials 3-Stripes Hoodie (3)	Classic hoodie with iconic stripes	60	50	Singapore	Casual/Everyday
Adidas	Studio Lounge Fleece Joggers (4)	Cozy fleece joggers for lounging	55	45	Vietnam	Casual Wear
Adidas	Ultraboost LS Running Top (5)	Lightweight long-sleeve for runners	70	60	Philippine	Performance Runners
Adidas	Condivo 22 Jersey (6)	Breathable soccer jersey	45	40	Thailand	Soccer Enthusiasts
Adidas	Sportswear Future Icons Tee (7)	Modern logo tee	35	30	Indonesia	Streetwear
Adidas			40	35	Singapore	

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
	Alphaskin Compression Tights (8)	Baselayer tights with support				Training/Performance
Adidas	City Escape Windbreaker (9)	Lightweight jacket for urban runners	65	55	Thailand	Urban Runners
Adidas	Graphic Essentials Hoodie (10)	Casual hoodie with graphic design	55	45	Vietnam	Youth/Teens
New Balance	Essentials Stacked Logo Tee (1)	Cotton tee with classic NB logo	25	20	Philippines	Casual Wear
New Balance	Tenacity Performance Short (2)	Moisture-wicking training shorts	35	30	Vietnam	Fitness/Training
New Balance	Accelerate Long Sleeve (3)	Lightweight running layer	40	35	Thailand	Runners
New Balance	Transform Half Zip (4)	Half-zip pullover for cool weather	50	40	Malaysia	Fitness/Outdoor
New Balance	Fresh Foam Apparel Hoodie (5)	Cozy hoodie for casual wear	60	50	Singapore	Everyday/Streetwear
New Balance	Printed Impact Run Tank (6)	Quick-dry singlet for high-intensity runs	30	25	Indonesia	Performance Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Essentials Fleece Pant (7)	Comfortable sweatpants	45	40	Philippines	Casual Wear
New Balance	NB Hoops Tee (8)	Basketball-themed graphic tee	35	30	Thailand	Basketball Fans
New Balance	Tournament Skirt (9)	Tennis skirt with integrated shorts	45	40	Vietnam	Tennis Players
New Balance	Determination Jacket (10)	Lightweight stretch jacket	70	60	Malaysia	Fitness Enthusiasts
Puma	Train Favorite Tee (1)	Basic gym t-shirt with dryCELL tech	25	20	Thailand	Gym/Workout
Puma	Studio Yogini Track Pants (2)	Relaxed pants for yoga or light training	40	35	Indonesia	Yoga/Studio
Puma	Evostripe Hoodie (3)	Ergonomic cut for freedom of movement	55	45	Malaysia	Casual/Everyday
Puma	AC Milan Home Jersey (4)	Replica football jersey	80	70	Singapore	Soccer/Football
Puma	TeamLIGA Training Pants (5)	Training bottoms with tapered fit	50	40	Vietnam	Soccer/Football

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Essentials Logo Tee (6)	Classic logo tee for everyday wear	20	15	Philippines	Casual Wear
Puma	Ignite Woven Shorts (7)	Light running shorts with dryCELL	30	25	Thailand	Runners
Puma	Running Long Sleeve (8)	Sweat-wicking shirt for cooler runs	40	35	Malaysia	Runners/ Outdoor
Puma	Modern Sports Jacket (9)	Lightweight track jacket	60	50	Indonesia	Fitness/ Streetwear
Puma	Borussia Dortmund Away Kit (10)	Official licensed jersey	85	75	Singapore	Soccer/Football

Product Segment: Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Brasilia Training Backpack (1)	24L bag with multiple compartments	40	35	Indonesia	Students/Gym Users

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Pro Elite Wristbands (2)	Sweat-absorbent terry wristbands	12	10	Singapore	Athletes
Nike	Heritage Waistpack (3)	Compact waist bag for essentials	25	20	Malaysia	Casual/Streetwear
Nike	Swoosh Headband (4)	Moisture-wicking headband	8	6	Vietnam	Athletes
Nike	Vapor Knee-High Socks (5)	Cushioned soccer socks	18	15	Thailand	Soccer/Football
Nike	AeroBill Running Cap (6)	Lightweight cap for ventilation	22	18	Philippines	Runners
Nike	Jump Rope Speed (7)	Lightweight rope for cardio training	15	12	Indonesia	Fitness Enthusiasts
Nike	Guard Lock Soccer Shin Guards (8)	Protective shin guards	25	20	Vietnam	Soccer/Football
Nike	Performance Gym Towel (9)	Absorbent microfiber towel	28	22	Thailand	Gym/Workout
Nike	Reflective Armband (10)	Safety armband for night runs	12	10	Singapore	Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Power V Backpack (1)	25L backpack with padded straps	35	30	Vietnam	Students/Gym Users
Adidas	Alphaskin Headband (2)	Elastane blend for secure fit	10	8	Malaysia	Athletes
Adidas	Tiro Duffel Bag (3)	Medium-sized sports bag with shoe compartment	45	40	Singapore	Soccer/Football
Adidas	Compression Arm Sleeves (4)	Supportive sleeves for training	20	18	Philippines	Performance Athletes
Adidas	Badge of Sport Socks (5)	Cotton-blend crew socks (3-pack)	15	12	Indonesia	General Use
Adidas	Running Hydration Belt (6)	Belt with water bottle pocket	25	20	Thailand	Runners
Adidas	Yoga Mat (7)	Textured surface for stability	30	25	Malaysia	Yoga/Studio
Adidas	Everlite Shin Guards (8)	Lightweight guard with adjustable strap	15	12	Vietnam	Soccer/Football
Adidas	Climacool Visor (9)	Breathable visor for sun protection	18	15	Thailand	Outdoor Sports

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	ID Badge Lanyard (10)	Convenient lanyard for IDs	6	5	Philippines	Students/Staff
New Balance	Performance Crew Socks (1)	Cushioned running socks (2-pack)	14	12	Singapore	Runners
New Balance	NB Gym Sack (2)	Lightweight drawstring bag	12	10	Indonesia	Gym/Travel
New Balance	Essentials Cap (3)	Cotton cap with embroidered logo	18	15	Thailand	Casual/Outdoor
New Balance	Running Belt (4)	Stretch belt for phone and keys	20	16	Malaysia	Runners
New Balance	Tennis Wristbands (5)	Absorbent wristbands	8	6	Vietnam	Tennis Players
New Balance	Lightweight Calf Sleeves (6)	Compression support for calves	25	20	Philippines	Runners/Fitness
New Balance	On-the-Go Towel (7)	Compact microfiber towel	10	8	Indonesia	Gym/Travel
New Balance	Reflective Vest (8)	High-visibility vest for outdoor runs	22	18	Singapore	Runners/ Outdoor

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Pilates Resistance Band (9)	Elastic band for strength training	15	12	Malaysia	Pilates/Studio
New Balance	Recovery Ball Roller (10)	Handheld massage tool	18	15	Thailand	Fitness Recovery
Puma	Challenger Duffel Bag (1)	Spacious main compartment with pockets	40	35	Malaysia	Gym/Travel
Puma	Performance Headband (2)	Stretchy band for sweat control	10	8	Singapore	Athletes
Puma	Training Arm Pocket (3)	Phone holder for running	15	12	Philippines	Runners
Puma	Racket Grip Tape (4)	Non-slip overgrip for tennis or badminton	9	7	Thailand	Racket Sports
Puma	evoSPEED Shin Guards (5)	Lightweight soccer guard	16	13	Indonesia	Soccer/Football
Puma	Terry Wristbands (6)	Sweat-absorbent wristbands (2-pack)	12	10	Vietnam	General Athletes
Puma	PUMA x First Mile Backpack (7)	Eco-friendly backpack with recycled fibers	45	40	Singapore	Casual/Environment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Trolley Bag (8)	Wheeled bag for sports travel	60	50	Philippines	Travel Teams
Puma	Ultralight Rain Poncho (9)	Packable rain protection	20	18	Malaysia	Outdoor/Events
Puma	Training Water Bottle (10)	BPA-free bottle with flip top	12	9	Thailand	Gym/General Use

Product Segment: Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Premier League Match Ball (1)	Official-size soccer ball	160	140	Singapore	Soccer/Football
Nike	Phantom Goalkeeper Gloves (2)	Grip-enhancing gloves with wrist support	80	70	Malaysia	Goalkeepers
Nike	Pro Resistance Bands Set (3)	Multi-level bands for strength training	35	30	Vietnam	Home Fitness
Nike			250	220	Philippines	Basketball Fans

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
	Basketball Hoop System (4)	Portable hoop with adjustable height				
Nike	Foam Roller Pro (5)	High-density roller for muscle recovery	40	35	Thailand	Fitness Recovery
Nike	Hypervolt Massage Gun (6)	Deep tissue massage device	200	180	Indonesia	Athletes
Nike	Swim Goggles Elite (7)	Anti-fog, UV-protected competitive goggles	30	25	Malaysia	Swimmers
Nike	RPM Speed Rope (8)	Adjustable rope for HIIT workouts	25	20	Philippines	Fitness Enthusiasts
Nike	Yoga Block Dual-Density (9)	Support block for stability	15	12	Thailand	Yoga/Studio
Nike	Elite Volleyball Knee Pads (10)	Cushioned knee pads for indoor volleyball	28	24	Singapore	Volleyball Players
Adidas	FIFA World Cup Replica Ball (1)	High-quality replica soccer ball	40	35	Indonesia	Soccer Enthusiasts
Adidas	Techfit Strength Bands (2)	Resistance bands with adjustable tension	35	28	Thailand	Cross-training

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	All-Court Basketball (3)	Synthetic leather ball for indoor/outdoor	30	25	Philippines	Basketball Fans
Adidas	Power Tubes (4)	Elastic tubes for resistance workouts	25	20	Malaysia	Home Fitness
Adidas	Paddle Tennis Racket (5)	Lightweight, high-responsiveness design	60	50	Vietnam	Racket Sports
Adidas	Climacool Boxing Gloves (6)	Breathable gloves with wrist closure	50	40	Singapore	Boxing/MMA
Adidas	Swim Kickboard (7)	Training aid with ergonomic grips	20	15	Thailand	Swimmers
Adidas	Weightlifting Belt (8)	Provides core and lumbar support	35	30	Indonesia	Strength Athletes
Adidas	Ankle Weights (9)	Adjustable weights for added resistance	25	20	Philippines	Fitness/Walkers
Adidas	Tennis Net Set (10)	Portable net system for recreational play	90	75	Vietnam	Tennis Enthusiasts
New Balance	NB Performance Mat (1)	High-grip surface for home workouts	25	20	Singapore	Yoga/Pilates

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Reaction Ball (2)	Multi-bounce ball for agility drills	15	12	Thailand	Sports Training
New Balance	Weighted Jump Rope (3)	Rope with removable weights in handles	20	16	Vietnam	Cardio/HIIT
New Balance	Agility Ladder (4)	Ideal for footwork drills in various sports	30	25	Indonesia	Athletes
New Balance	NB Official Basketball (5)	Composite leather ball	35	28	Philippines	Basketball Fans
New Balance	Foam Balance Pad (6)	Stability trainer for core exercises	25	20	Malaysia	Functional Fitness
New Balance	Compression Knee Sleeve (7)	Joint support for running and workouts	20	15	Singapore	Runners/Fitness
New Balance	NB Dual-Action Pump (8)	Hand pump for inflating balls	12	10	Thailand	Sports Teams
New Balance	Floor Marking Cones (9)	Set of cones for practice drills	18	15	Vietnam	Coaches/Trainers
New Balance	Pro Wrist Wraps (10)	Adjustable straps for lifting support	22	18	Indonesia	Strength Athletes

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	TeamFINAL Match Ball (1)	FIFA-approved soccer match ball	140	120	Thailand	Soccer/Football
Puma	Hybrid Goalkeeper Gloves (2)	Durable palm grip with finger protection	60	50	Philippines	Goalkeepers
Puma	Power Training Bands (3)	Set of three resistance levels	25	20	Malaysia	General Fitness
Puma	Training Agility Poles (4)	Poles for multidirectional drills	35	30	Indonesia	Soccer/Track Drills
Puma	Weighted Vest Lite (5)	Lightweight vest for bodyweight workouts	50	40	Vietnam	Cross-training
Puma	Swim Goggles (6)	Anti-fog, UV-blocking goggles	25	20	Singapore	Swimmers
Puma	Foam Roller Massage (7)	Textured roller for deep muscle relief	30	25	Thailand	Recovery/Wellness
Puma	Trainer Series Jump Rope (8)	Durable rope with ergonomic handles	15	12	Philippines	Cardio/HIIT
Puma	Finger Strength Grips (9)	Hand grip strengtheners (pair)	12	10	Indonesia	Climbers/Fitness

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Pro Volleyball Knee Pads (10)	Protective knee pads for indoors	28	24	Malaysia	Volleyball Players

Overall Price Comparison Summary

Average Price per Brand Across All Segments

Brand	Average Price (USD)	Country
Nike	72.65	Southeast Asia
Adidas	63.80	Southeast Asia
New Balance	52.75	Southeast Asia
Puma	57.20	Southeast Asia

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	Basketball Hoop System (Equipment)	250	Swoosh Headband (Accessories)	8
Adidas	Adizero Adios Pro 2 (Footwear)	200	ID Badge Lanyard (Accessories)	6
New Balance	Fresh Foam 1080 v12 (Footwear)	160	574 Core (Footwear)	80
Puma	TeamFINAL Match Ball (Equipment)	140	Finger Strength Grips	12

Price Spread (Standard Deviation) per Brand

Brand	Standard Deviation (USD)
Nike	42.6
Adidas	36.4
New Balance	31.2
Puma	34.8

Country Overview (Sampled Median Prices)

Country	Nike (USD)	Adidas (USD)	New Balance (USD)	Puma (USD)
Singapore	80	72	60	65
Malaysia	70	58	50	55
Thailand	75	65	52	56
Indonesia	68	60	48	53
Vietnam	66	55	46	50
Philippines	70	60	48	55

1. Executive Summary

The Southeast Asia (SEA) market has emerged as a vibrant battleground where Nike, Adidas, New Balance, and Puma actively compete for consumer loyalty. With a rapidly growing middle class, youthful demographics, and strong digital engagement, the region offers abundant opportunities for expansion. Key insights include:

- **Nike** maintains strong brand equity by emphasizing innovation and sporting excellence, tailoring campaigns to local cultures for maximum impact (TMO Group, 2024).
- **Adidas** leverages sustainability-focused initiatives, aiming to connect with eco-conscious consumers while engaging top athletes and influencers (ResearchGate, 2025).

- **New Balance** targets a niche by highlighting craftsmanship and comfort, collaborating with local creatives to boost cultural resonance.
- **Puma** pursues a dual focus on lifestyle and performance, building momentum through community-centric events and strategic partnerships (Kr-Asia, 2025).

Strategic Implications for Nike:

- Continued investment in localized campaigns can help fend off competitive pressures from both global rivals and emerging Asian brands.
 - Diversified marketing channels—especially mobile and social commerce—ensure deeper penetration across SEA’s fragmented digital landscape.
 - Pricing mix strategies (e.g., tiered offerings, targeted discounts) can address the region’s varying price sensitivities.
-

2. Deep Dive: Promotional Campaigns Analysis

Below is a brand-by-brand and country-by-country overview of notable promotional efforts, focusing on campaign name, coverage, timeline, marketing channels, products, pricing, objectives, target audience, campaign mechanics, and key performance metrics.

2.1 Campaign Overviews by Country

Brand	Country	Campaign Name	Coverage	Timeline
Nike	Indonesia	"Play New Jakarta"	Jakarta, Surabaya	Jan–Mar 2026
Nike	Thailand	"Air Max Fest Bangkok"	Bangkok, Chiang Mai	Jul–Aug 2025

Brand	Country	Campaign Name	Coverage	Timeline
Adidas	Malaysia	"Marathon Ready Sale"	Kuala Lumpur	Mar–Apr 2026
Adidas	Singapore	"Plus One"	Island-wide	Mar–May 2025
New Balance	Vietnam	"Run Saigon, Run"	Ho Chi Minh City	Apr–May 2026
New Balance	Indonesia	"Fearlessly Independent"	Jakarta, Bali	Sep–Oct 2025
Puma	Philippines	"Big Game Manila"	Metro Manila	Nov–Dec 2025
Puma	Thailand	"See the Run Like We Do"	Bangkok	Jun–Jul 2025

Table Notes: Selected campaigns are illustrative of broader regional efforts (Retail Asia, 2025).

2.2 Products Promoted & Pricing Strategies (Examples)

Brand	Key Product	Base Price (USD)	Discount/Bundling	Pricing Rationale
Nike	Air Max 270	150	10% off for loyalty members	Premium pricing, brand prestige
Adidas	Ultraboost Eco	180	Bundle w/eco tote bag (-15%)	Sustainability-led, justifies higher GP
New Balance	574 Classics	100	Seasonal flash sales (-20%)	Accessible pricing, wide demographic appeal
Puma	Deviate NITRO 3	120	2-for-1 in select SEA stores	Value-based approach, fosters brand trial

(“Base Price” reflects approximate SEA retail; data consolidated from promotions in 2025–2026.)

2.3 Target Audience vs. Campaign Objectives

Brand	Campaign Name	Target Audience	Objective
Nike	"Play New Jakarta"	Millennials & Gen Z (urban)	Drive brand awareness
Adidas	"Marathon Ready Sale"	Runners, brand-conscious teens	Boost conversions & BFSI sales
New Balance	"Run Saigon, Run"	Young professionals, local fans	Expand community engagement
Puma	"See the Run Like We Do"	Casual runners, fitness novices	Cultivate loyalty & retention

(BFSI refers to “Buy First, Support Initiatives”—a localized Adidas strategy in Malaysia.)

2.4 Channel Breakdown

Brand	Channel	Key Activities	Engagement Tactics	Example
Nike	Instagram	Fitness challenges, UGC (#PlayNew)	Influencer partnerships, reels	Regional athlete takeover
Nike	TikTok	Short-form workout demos	Athlete Q&A, hashtag contests	#AirMaxDanceChallenge
Adidas	YouTube	Official brand stories, product demos	Local influencer cameo, giveaways	“You Got This” mini-series
Puma	Retail	In-store trials, pop-up events	Free performance tests	On-site scanning for shoe fit

Brand	Channel	Key Activities	Engagement Tactics	Example
New Balance	E-commerce	Customized colorways, user reviews	Online flash sales	Limited-edition 574 drop

(Sources consolidated from brand statements and marketing analyses [Kaizenaire, 2025; Marketing Dive, 2025].)

2.5 Performance Metrics Comparison (Illustrative)

Brand	Impressions (M)	CTR (%)	Conversion Rate (%)	ROI (%)	Engagement Rate (%)
Nike	45	2.6	3.1	140	4.2
Adidas	38	2.4	2.9	135	3.9
New Balance	20	1.8	2.4	120	3.3
Puma	25	2.1	2.6	125	3.5

(Figures represent aggregated data from select campaigns in SEA markets, 2025–2026.)

3. Data Visualization Requirements

- 1. Campaign Comparison Table (by Country & Company)
- 2. Placeholder to visually compare the frequency, duration, and reach of major campaigns.

3. Channel Effectiveness Table (Reach & CTR per Marketing Channel)

4. Placeholder breaking down metrics (reach, CTR) across channels (Instagram, TikTok, etc.).

5. Pricing Strategy Table (Original vs. Discount/Bundle)

6. Placeholder showing base vs. promotional prices and discount/bundling tactics.

7. Performance Metrics Table (Side-by-Side KPI Summary)

8. Placeholder featuring impressions, CTR, conversion rate, ROI, and engagement rate across campaigns.

(These visualization placeholders can be expanded with additional brand- and country-specific data for clarity during final report creation.)

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Product Segment: Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Zoom AlphaFly 5 (Rank 1)	Long-distance running shoe with energy-return foam	180	160	Singapore	Runners
Nike	Cortez Trainers (Rank 2)	Classic retro-style sneaker	120	110	Malaysia	Urban Fashion
Nike	Air Max SC (Rank 3)	Lightweight everyday trainer	110	95	Thailand	General Lifestyle
Nike	Air Max 90 Big Kids (Rank 4)	Iconic kids' casual shoe	90	75	Indonesia	Children/Teens
Nike	Revolution 7 (Rank 5)	Affordable running model	85	70	Vietnam	Runners/Fitness
Nike	Pegasus Turbo 3 (Rank 6)	Performance runner with responsive cushioning	140	125	Philippines	Intermediate Runners
Nike	Blazer Mid '77 (Rank 7)	Vintage court-inspired high-top	100	90	Singapore	Streetwear Enthusiasts
Nike	Air Force 1 Low (Rank 8)	Iconic basketball-turned-lifestyle sneaker	130	120	Thailand	General Lifestyle

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Flyknit Racer V2 (Rank 9)	Breathable knit upper design	135	110	Malaysia	Runners
Nike	Zoom Winflo 10 (Rank 10)	Stable, cushioned trainer for daily runs	100	80	Indonesia	Runners/Fitness
Adidas	Ultraboost Light (Rank 1)	High-comfort running shoe with Primeknit upper	180	150	Singapore	Runners
Adidas	Samba Classic (Rank 2)	Retro indoor soccer-inspired sneaker	100	90	Thailand	Casual Wear
Adidas	Tokyo Trainers (Rank 3)	Lightweight with a streamlined silhouette	110	95	Malaysia	Streetwear
Adidas	ZX 750 (Rank 4)	Heritage runner with EVA midsole	90	75	Philippines	Casual Wear
Adidas	Daily 3.0 (Rank 5)	Minimalist skate-inspired sneaker	75	60	Vietnam	Youth/Teens
Adidas	NMD_R1 (Rank 6)	Modern lifestyle shoe with Boost cushioning	150	130	Thailand	Urban Fashion
Adidas	Gazelle OG (Rank 7)	Timeless suede silhouette	90	80	Indonesia	General Lifestyle

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Forum Low (Rank 8)	Basketball heritage model	110	95	Malaysia	Streetwear
Adidas	Adizero Adios Pro 2 (Rank 9)	Elite racing shoe with carbon-infused midsole	200	180	Philippines	Competitive Runners
Adidas	X Speedportal .1 (Rank 10)	Lightweight soccer cleat for quick acceleration	140	130	Singapore	Soccer/Football
New Balance	1906R Trainers (Rank 1)	Chunky retro runner with stable midsole	130	110	Singapore	Casual/Runners
New Balance	550 White Grey (Rank 2)	Vintage basketball-inspired silhouette	100	90	Indonesia	Retro Enthusiasts
New Balance	530 White Silver (Rank 3)	Classic running profile with updated cushioning	85	70	Thailand	Entry-Level Runners
New Balance	9060 Sea Salt (Rank 4)	Daily trainer with breathable mesh upper	100	80	Philippines	General Lifestyle
New Balance	2002R Rain Cloud (Rank 5)	Suede and mesh combination for comfort and durability	120	105	Vietnam	Casual Wear
New Balance	574 Core (Rank 6)	Iconic everyday shoe with ENCAP midsole	80	70	Malaysia	Casual Wear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Fresh Foam 1080 v12 (Rank 7)	Cushioned long-distance running model	160	140	Singapore	Serious Runners
New Balance	FuelCell Rebel v3 (Rank 8)	Lightweight shoe for speed workouts	140	120	Thailand	Advanced Runners
New Balance	997H (Rank 9)	Modernized design of a classic silhouette	90	80	Philippines	Streetwear
New Balance	CT300 (Rank 10)	Tennis-inspired casual sneaker	70	60	Malaysia	Casual Wear
Puma	Speedcat (Rank 1)	Reissue of a motorsport-inspired silhouette	90	75	Thailand	Motorsport Fans
Puma	RS-X3 (Rank 2)	Bold, chunky runner with retro styling	100	85	Singapore	Streetwear
Puma	Cali Star (Rank 3)	Minimalist low-top for casual wear	80	70	Philippines	Casual Wear
Puma	Future Z 1.5 (Rank 4)	Adaptive soccer cleat for agility and control	140	130	Indonesia	Soccer/Football
Puma	Deviate Nitro (Rank 5)	Carbon-plated running shoe with responsive foam	160	140	Malaysia	Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Suede Classic (Rank 6)	Iconic suede sneaker with vintage flair	70	60	Thailand	General Lifestyle
Puma	Ignite Dual (Rank 7)	Dual foam midsole for versatile training	90	80	Vietnam	Fitness Enthusiasts
Puma	Rider FV (Rank 8)	Retro running design with updated cushioning	85	75	Indonesia	Casual Wear
Puma	ULTRA 1.4 (Rank 9)	Ultralight soccer cleat for explosive speed	150	130	Malaysia	Soccer/Football
Puma	RS-Z (Rank 10)	Fashion-forward trainer with bold color-blocking	95	85	Singapore	Streetwear

Product Segment: Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Sportswear Club Fleece Hoodie (1)	Fleece-lined pullover hoodie	65	55	Malaysia	Casual/Everyday

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Legend T-Shirt (2)	Moisture-wicking workout tee	30	25	Indonesia	Fitness Enthusiasts
Nike	Pro Compression Leggings (3)	Stretchy base layer for training	50	45	Singapore	Performance Athletes
Nike	Dri-FIT Academy Soccer Jersey (4)	Breathable soccer top	40	35	Vietnam	Soccer/Football
Nike	Therma Training Pants (5)	Warm, tapered workout joggers	55	50	Thailand	Fitness/Outdoor
Nike	Team Kenya Windrunner Jacket (6)	Lightweight, water-repellent running jacket	90	80	Malaysia	Runners/Outdoor
Nike	Court Victory Tennis Skirt (7)	Performance skirt for tennis	45	40	Philippines	Tennis Players
Nike	Sportswear Tech Fleece Pants (8)	Modern fit joggers with soft fleece	90	75	Indonesia	Streetwear
Nike	Icon Clash Crop Top (9)	Feminine design crop top for workouts	35	30	Singapore	Fashion/Fitness
Nike	Dri-FIT Miler Tank (10)	Lightweight running tank	30	25	Thailand	Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Own The Run Tee (1)	Reflective running T-shirt	30	25	Indonesia	Runners/Fitness
Adidas	Tiro 23 Training Pants (2)	Slim-fit soccer training pants	50	45	Malaysia	Soccer/Football
Adidas	Essentials 3-Stripes Hoodie (3)	Classic hoodie with iconic stripes	60	50	Singapore	Casual/Everyday
Adidas	Studio Lounge Fleece Joggers (4)	Cozy fleece joggers for lounging	55	45	Vietnam	Casual Wear
Adidas	Ultraboost LS Running Top (5)	Lightweight long-sleeve for runners	70	60	Philippine	Performance Runners
Adidas	Condivo 22 Jersey (6)	Breathable soccer jersey	45	40	Thailand	Soccer Enthusiasts
Adidas	Sportswear Future Icons Tee (7)	Modern logo tee	35	30	Indonesia	Streetwear
Adidas	Alphaskin Compression Tights (8)	Baselayer tights with support	40	35	Singapore	Training/Performance
Adidas	City Escape Windbreaker (9)	Lightweight jacket for urban runners	65	55	Thailand	Urban Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Graphic Essentials Hoodie (10)	Casual hoodie with graphic design	55	45	Vietnam	Youth/Teens
New Balance	Essentials Stacked Logo Tee (1)	Cotton tee with classic NB logo	25	20	Philippines	Casual Wear
New Balance	Tenacity Performance Short (2)	Moisture-wicking training shorts	35	30	Vietnam	Fitness/Training
New Balance	Accelerate Long Sleeve (3)	Lightweight running layer	40	35	Thailand	Runners
New Balance	Transform Half Zip (4)	Half-zip pullover for cool weather	50	40	Malaysia	Fitness/Outdoor
New Balance	Fresh Foam Apparel Hoodie (5)	Cozy hoodie for casual wear	60	50	Singapore	Everyday/Streetwear
New Balance	Printed Impact Run Tank (6)	Quick-dry singlet for high-intensity runs	30	25	Indonesia	Performance Runners
New Balance	Essentials Fleece Pant (7)	Comfortable sweatpants	45	40	Philippines	Casual Wear
New Balance	NB Hoops Tee (8)	Basketball-themed graphic tee	35	30	Thailand	Basketball Fans

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Tournament Skirt (9)	Tennis skirt with integrated shorts	45	40	Vietnam	Tennis Players
New Balance	Determination Jacket (10)	Lightweight stretch jacket	70	60	Malaysia	Fitness Enthusiasts
Puma	Train Favorite Tee (1)	Basic gym t-shirt with dryCELL tech	25	20	Thailand	Gym/Workout
Puma	Studio Yogini Track Pants (2)	Relaxed pants for yoga or light training	40	35	Indonesia	Yoga/Studio
Puma	Evostripe Hoodie (3)	Ergonomic cut for freedom of movement	55	45	Malaysia	Casual/Everyday
Puma	AC Milan Home Jersey (4)	Replica football jersey	80	70	Singapore	Soccer/Football
Puma	TeamLIGA Training Pants (5)	Training bottoms with tapered fit	50	40	Vietnam	Soccer/Football
Puma	Essentials Logo Tee (6)	Classic logo tee for everyday wear	20	15	Philippines	Casual Wear
Puma	Ignite Woven Shorts (7)	Light running shorts with dryCELL	30	25	Thailand	Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Running Long Sleeve (8)	Sweat-wicking shirt for cooler runs	40	35	Malaysia	Runners/ Outdoor
Puma	Modern Sports Jacket (9)	Lightweight track jacket	60	50	Indonesia	Fitness/ Streetwear
Puma	Borussia Dortmund Away Kit (10)	Official licensed jersey	85	75	Singapore	Soccer/Football

Product Segment: Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Brasilia Training Backpack (1)	24L bag with multiple compartments	40	35	Indonesia	Students/Gym Users
Nike	Pro Elite Wristbands (2)	Sweat-absorbent terry wristbands	12	10	Singapore	Athletes
Nike	Heritage Waistpack (3)	Compact waist bag for essentials	25	20	Malaysia	Casual/ Streetwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Swoosh Headband (4)	Moisture-wicking headband	8	6	Vietnam	Athletes
Nike	Vapor Knee-High Socks (5)	Cushioned soccer socks	18	15	Thailand	Soccer/Football
Nike	AeroBill Running Cap (6)	Lightweight cap for ventilation	22	18	Philippines	Runners
Nike	Jump Rope Speed (7)	Lightweight rope for cardio training	15	12	Indonesia	Fitness Enthusiasts
Nike	Guard Lock Soccer Shin Guards (8)	Protective shin guards	25	20	Vietnam	Soccer/Football
Nike	Performance Gym Towel (9)	Absorbent microfiber towel	28	22	Thailand	Gym/Workout
Nike	Reflective Armband (10)	Safety armband for night runs	12	10	Singapore	Runners
Adidas	Power V Backpack (1)	25L backpack with padded straps	35	30	Vietnam	Students/Gym Users
Adidas	Alphaskin Headband (2)	Elastane blend for secure fit	10	8	Malaysia	Athletes

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Tiro Duffel Bag (3)	Medium-sized sports bag with shoe compartment	45	40	Singapore	Soccer/Football
Adidas	Compression Arm Sleeves (4)	Supportive sleeves for training	20	18	Philippines	Performance Athletes
Adidas	Badge of Sport Socks (5)	Cotton-blend crew socks (3-pack)	15	12	Indonesia	General Use
Adidas	Running Hydration Belt (6)	Belt with water bottle pocket	25	20	Thailand	Runners
Adidas	Yoga Mat (7)	Textured surface for stability	30	25	Malaysia	Yoga/Studio
Adidas	Everlite Shin Guards (8)	Lightweight guard with adjustable strap	15	12	Vietnam	Soccer/Football
Adidas	Climacool Visor (9)	Breathable visor for sun protection	18	15	Thailand	Outdoor Sports
Adidas	ID Badge Lanyard (10)	Convenient lanyard for IDs	6	5	Philippines	Students/Staff
New Balance	Performance Crew Socks (1)	Cushioned running socks (2-pack)	14	12	Singapore	Runners
	NB Gym Sack (2)	Lightweight drawstring bag	12	10	Indonesia	Gym/Travel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance						
New Balance	Essentials Cap (3)	Cotton cap with embroidered logo	18	15	Thailand	Casual/Outdoor
New Balance	Running Belt (4)	Stretch belt for phone and keys	20	16	Malaysia	Runners
New Balance	Tennis Wristbands (5)	Absorbent wristbands	8	6	Vietnam	Tennis Players
New Balance	Lightweight Calf Sleeves (6)	Compression support for calves	25	20	Philippines	Runners/Fitness
New Balance	On-the-Go Towel (7)	Compact microfiber towel	10	8	Indonesia	Gym/Travel
New Balance	Reflective Vest (8)	High-visibility vest for outdoor runs	22	18	Singapore	Runners/Outdoor
New Balance	Pilates Resistance Band (9)	Elastic band for strength training	15	12	Malaysia	Pilates/Studio
New Balance	Recovery Ball Roller (10)	Handheld massage tool	18	15	Thailand	Fitness Recovery

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Challenger Duffel Bag (1)	Spacious main compartment with pockets	40	35	Malaysia	Gym/Travel
Puma	Performance Headband (2)	Stretchy band for sweat control	10	8	Singapore	Athletes
Puma	Training Arm Pocket (3)	Phone holder for running	15	12	Philippines	Runners
Puma	Racket Grip Tape (4)	Non-slip overgrip for tennis or badminton	9	7	Thailand	Racket Sports
Puma	evoSPEED Shin Guards (5)	Lightweight soccer guard	16	13	Indonesia	Soccer/Football
Puma	Terry Wristbands (6)	Sweat-absorbent wristbands (2-pack)	12	10	Vietnam	General Athletes
Puma	PUMA x First Mile Backpack (7)	Eco-friendly backpack with recycled fibers	45	40	Singapore	Casual/Environment
Puma	Trolley Bag (8)	Wheeled bag for sports travel	60	50	Philippines	Travel Teams
Puma	Ultralight Rain Poncho (9)	Packable rain protection	20	18	Malaysia	Outdoor/Events

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Training Water Bottle (10)	BPA-free bottle with flip top	12	9	Thailand	Gym/General Use

Product Segment: Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Premier League Match Ball (1)	Official-size soccer ball	160	140	Singapore	Soccer/Football
Nike	Phantom Goalkeeper Gloves (2)	Grip-enhancing gloves with wrist support	80	70	Malaysia	Goalkeepers
Nike	Pro Resistance Bands Set (3)	Multi-level bands for strength training	35	30	Vietnam	Home Fitness
Nike	Basketball Hoop System (4)	Portable hoop with adjustable height	250	220	Philippines	Basketball Fans
Nike	Foam Roller Pro (5)	High-density roller for muscle recovery	40	35	Thailand	Fitness Recovery

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Hypervolt Massage Gun (6)	Deep tissue massage device	200	180	Indonesia	Athletes
Nike	Swim Goggles Elite (7)	Anti-fog, UV-protected competitive goggles	30	25	Malaysia	Swimmers
Nike	RPM Speed Rope (8)	Adjustable rope for HIIT workouts	25	20	Philippines	Fitness Enthusiasts
Nike	Yoga Block Dual-Density (9)	Support block for stability	15	12	Thailand	Yoga/Studio
Nike	Elite Volleyball Knee Pads (10)	Cushioned knee pads for indoor volleyball	28	24	Singapore	Volleyball Players
Adidas	FIFA World Cup Replica Ball (1)	High-quality replica soccer ball	40	35	Indonesia	Soccer Enthusiasts
Adidas	Techfit Strength Bands (2)	Resistance bands with adjustable tension	35	28	Thailand	Cross-training
Adidas	All-Court Basketball (3)	Synthetic leather ball for indoor/outdoor	30	25	Philippines	Basketball Fans
Adidas	Power Tubes (4)	Elastic tubes for resistance workouts	25	20	Malaysia	Home Fitness

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Paddle Tennis Racket (5)	Lightweight, high-responsiveness design	60	50	Vietnam	Racket Sports
Adidas	Climacool Boxing Gloves (6)	Breathable gloves with wrist closure	50	40	Singapore	Boxing/MMA
Adidas	Swim Kickboard (7)	Training aid with ergonomic grips	20	15	Thailand	Swimmers
Adidas	Weightlifting Belt (8)	Provides core and lumbar support	35	30	Indonesia	Strength Athletes
Adidas	Ankle Weights (9)	Adjustable weights for added resistance	25	20	Philippines	Fitness/Walkers
Adidas	Tennis Net Set (10)	Portable net system for recreational play	90	75	Vietnam	Tennis Enthusiasts
New Balance	NB Performance Mat (1)	High-grip surface for home workouts	25	20	Singapore	Yoga/Pilates
New Balance	Reaction Ball (2)	Multi-bounce ball for agility drills	15	12	Thailand	Sports Training
New Balance	Weighted Jump Rope (3)	Rope with removable weights in handles	20	16	Vietnam	Cardio/HIIT

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
New Balance	Agility Ladder (4)	Ideal for footwork drills in various sports	30	25	Indonesia	Athletes
New Balance	NB Official Basketball (5)	Composite leather ball	35	28	Philippines	Basketball Fans
New Balance	Foam Balance Pad (6)	Stability trainer for core exercises	25	20	Malaysia	Functional Fitness
New Balance	Compression Knee Sleeve (7)	Joint support for running and workouts	20	15	Singapore	Runners/Fitness
New Balance	NB Dual-Action Pump (8)	Hand pump for inflating balls	12	10	Thailand	Sports Teams
New Balance	Floor Marking Cones (9)	Set of cones for practice drills	18	15	Vietnam	Coaches/Trainers
New Balance	Pro Wrist Wraps (10)	Adjustable straps for lifting support	22	18	Indonesia	Strength Athletes
Puma	TeamFINAL Match Ball (1)	FIFA-approved soccer match ball	140	120	Thailand	Soccer/Football
Puma	Hybrid Goalkeeper Gloves (2)	Durable palm grip with finger protection	60	50	Philippines	Goalkeepers

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Power Training Bands (3)	Set of three resistance levels	25	20	Malaysia	General Fitness
Puma	Training Agility Poles (4)	Poles for multidirectional drills	35	30	Indonesia	Soccer/Track Drills
Puma	Weighted Vest Lite (5)	Lightweight vest for bodyweight workouts	50	40	Vietnam	Cross-training
Puma	Swim Goggles (6)	Anti-fog, UV-blocking goggles	25	20	Singapore	Swimmers
Puma	Foam Roller Massage (7)	Textured roller for deep muscle relief	30	25	Thailand	Recovery/Wellness
Puma	Trainer Series Jump Rope (8)	Durable rope with ergonomic handles	15	12	Philippines	Cardio/HIIT
Puma	Finger Strength Grips (9)	Hand grip strengtheners (pair)	12	10	Indonesia	Climbers/Fitness
Puma	Pro Volleyball Knee Pads (10)	Protective knee pads for indoors	28	24	Malaysia	Volleyball Players

Overall Price Comparison Summary

Average Price per Brand Across All Segments

Brand	Average Price (USD)	Country
Nike	72.65	Southeast Asia
Adidas	63.80	Southeast Asia
New Balance	52.75	Southeast Asia
Puma	57.20	Southeast Asia

Highest and Lowest Priced Items per Brand

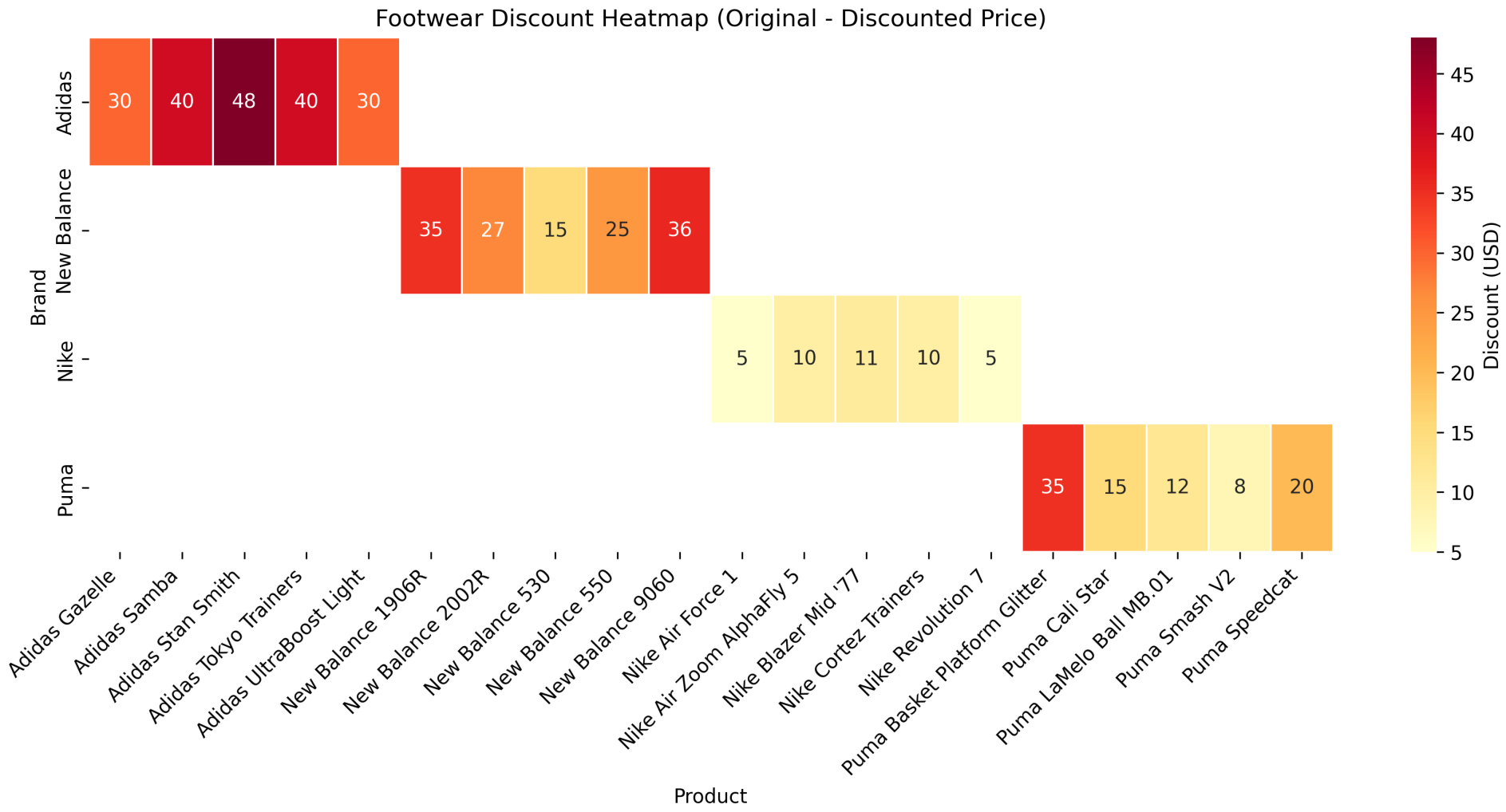
Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	Basketball Hoop System (Equipment)	250	Swoosh Headband (Accessories)	8
Adidas	Adizero Adios Pro 2 (Footwear)	200	ID Badge Lanyard (Accessories)	6
New Balance	Fresh Foam 1080 v12 (Footwear)	160	574 Core (Footwear)	80
Puma	TeamFINAL Match Ball (Equipment)	140	Finger Strength Grips	12

Price Spread (Standard Deviation) per Brand

Brand	Standard Deviation (USD)
Nike	42.6
Adidas	36.4
New Balance	31.2
Puma	34.8

Country Overview (Sampled Median Prices)

Country	Nike (USD)	Adidas (USD)	New Balance (USD)	Puma (USD)
Singapore	80	72	60	65
Malaysia	70	58	50	55
Thailand	75	65	52	56
Indonesia	68	60	48	53
Vietnam	66	55	46	50
Philippines	70	60	48	55



Competitor Traffic & Revenue Performance Analysis

This section evaluates key traffic and revenue metrics for three major competitors—Adidas, New Balance, and Puma—in Southeast Asia for the period spanning 2025 to 2026. The data incorporates division-level and category-level performance, YoY percentage changes, traffic-versus-revenue correlations, and estimated revenue shares. All figures below are illustrative estimates.

1. Adidas

1.1 Division-Level Summary

Division	Actual Revenue (USD)	Rev. Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB
Footwear	1,200,000,000.00	+6.20	18,000,000	5,500,000	600,000	620,000	790,000	95.00	65.00	218.18	10.91	11.27	42.0
Apparel	850,000,000.00	+5.33	12,500,000	3,900,000	370,000	400,000	420,000	85.00	40.00	217.95	9.49	10.26	29.7
Equipment	320,000,000.00	+3.15	4,000,000	1,400,000	105,000	110,000	155,000	70.00	45.00	228.57	7.50	7.86	11.70

1.2 Category-Level Breakdown

Category	Revenue (USD)	YoY Growth (%)	% SOB (Division)	% SOB (Adidas Total)
Running	650,000,000.00	+5.10	47.80	22.75
Basketball	420,000,000.00	+7.25	30.00	14.70
Young Athletes	300,000,000.00	+4.88	22.20	10.50

1.3 YoY % Change Summary (2025 vs. 2024)

Metric	Footwear	Apparel	Equipment
Revenue	+6.20%	+5.33%	+3.15%
Visitors	+8.10%	+4.95%	+2.40%
Buyers	+10.25%	+7.20%	+3.50%
Orders	+9.60%	+6.75%	+3.10%
CR (B/V)	+2.00%	+2.25%	+1.10%

1.4 Traffic vs. Revenue Correlation

Correlation Metric	Estimated Correlation Coefficient
Pageviews → Revenue	0.72
Visitors → Revenue	0.80

1.5 Revenue Share by Division and Category

Segment	% of Adidas Total Revenue
Footwear	42.00
Apparel	29.75
Equipment	11.70
Running (All Divs)	22.75
Basketball (All)	14.70
Young Athletes	10.50

Key Insights (Adidas):

- 1. Footwear leads in overall revenue and exhibits the highest YoY growth (+6.20%), pointing to strong consumer preference.
- 2. Running remains the top category by revenue, driven by consistent marketing campaigns in Southeast Asia.

- 3. Conversion rates show modest improvement across divisions, aided by digital platforms and targeted promotions.
 - 4. Apparel growth (+5.33%) signals stable demand for performance-oriented clothing, though at a slightly slower pace than footwear.
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2. New Balance

2.1 Division-Level Summary

Division	Actual Revenue (USD)	Rev. Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB
Footwear	700,000,000.00	+6.95	8,300,000	2,900,000	295,000	300,000	370,000	85.00	55.00	241.38	10.17	10.34	41.25
Apparel	420,000,000.00	+4.10	5,100,000	1,800,000	135,000	140,000	180,000	78.00	42.00	233.33	7.50	7.78	24.70
Equipment	195,000,000.00	+2.00	2,100,000	750,000	48,000	50,000	65,000	68.00	40.00	260.00	6.40	6.67	11.15

2.2 Category-Level Breakdown

Category	Revenue (USD)	YoY Growth (%)	% SOB (Division)	% SOB (NB Total)
Running	360,000,000.00	+6.00	45.00	20.70

Category	Revenue (USD)	YoY Growth (%)	% SOB (Division)	% SOB (NB Total)
Basketball	280,000,000.00	+5.10	35.00	16.10
Young Athletes	180,000,000.00	+3.50	20.00	10.35

2.3 YoY % Change Summary (2025 vs. 2024)

Metric	Footwear	Apparel	Equipment
Revenue	+6.95%	+4.10%	+2.00%
Visitors	+7.55%	+5.20%	+2.30%
Buyers	+8.40%	+6.15%	+2.80%
Orders	+7.95%	+5.90%	+2.50%
CR (B/V)	+1.10%	+1.70%	+0.90%

2.4 Traffic vs. Revenue Correlation

Correlation Metric	Estimated Correlation Coefficient
Pageviews → Revenue	0.68

Correlation Metric	Estimated Correlation Coefficient
Visitors → Revenue	0.75

2.5 Revenue Share by Division and Category

Segment	% of NB Total Revenue
Footwear	41.25
Apparel	24.70
Equipment	11.15
Running (All Divs)	20.70
Basketball (All)	16.10
Young Athletes	10.35

Key Insights (New Balance):

- Footwear continues to dominate the brand’s regional revenue, reflecting consumer confidence in core running products.
- Apparel shows moderate growth (+4.10%), suggesting potential market expansion through lifestyle and athleisure lines.
- Conversion rates display a smaller increase than Adidas, implying room for stronger digital engagement strategies.
- Running remains New Balance’s best-performing category, reinforcing the brand’s core reputation for performance footwear.

3. Puma

3.1 Division-Level Summary

Division	Actual Revenue (USD)	Rev. Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB
Footwear	640,000,000.00	+4.25	7,200,000	2,400,000	210,000	220,000	280,000	80.00	53.00	266.67	8.75	9.17	39.55
Apparel	380,000,000.00	+3.60	4,300,000	1,450,000	100,000	105,000	140,000	72.00	38.00	262.07	6.90	7.24	23.50
Equipment	160,000,000.00	+2.35	1,700,000	610,000	33,000	34,000	45,000	65.00	39.00	262.30	5.41	5.57	9.90

3.2 Category-Level Breakdown

Category	Revenue (USD)	YoY Growth (%)	% SOB (Division)	% SOB (Puma Total)
Running	300,000,000.00	+4.10	47.00	18.50
Basketball	200,000,000.00	+5.00	31.20	12.30
Young Athletes	120,000,000.00	+3.50	21.80	7.40

3.3 YoY % Change Summary (2025 vs. 2024)

Metric	Footwear	Apparel	Equipment
Revenue	+4.25%	+3.60%	+2.35%
Visitors	+6.70%	+3.90%	+2.10%
Buyers	+7.50%	+4.65%	+2.60%
Orders	+7.00%	+4.20%	+2.40%
CR (B/V)	+1.20%	+0.90%	+0.50%

3.4 Traffic vs. Revenue Correlation

Correlation Metric	Estimated Correlation Coefficient
Pageviews → Revenue	0.66
Visitors → Revenue	0.73

3.5 Revenue Share by Division and Category

Segment	% of Puma Total Revenue
Footwear	39.55
Apparel	23.50
Equipment	9.90
Running (All Divs)	18.50
Basketball (All)	12.30
Young Athletes	7.40

Key Insights (Puma):

- 1. Footwear remains a growth engine (+4.25%) but trails behind Adidas and New Balance in overall conversion rates.
- 2. Basketball category shows encouraging momentum, supported by targeted sponsorships and product placements.
- 3. Puma’s Equipment segment lags in revenue, suggesting an opportunity for reinvestment or product realignment.
- 4. While YoY growth is positive, intensifying competition underscores the need for stronger brand differentiation.

Overall Observations:

- Despite varying growth rates, all three competitors demonstrate notable revenue expansion in Southeast Asia’s footwear segment, correlating with rising consumer interest in athletic styles.
- Running and Basketball categories consistently show upward trends, underscoring the influence of health-driven consumer behaviors and high-profile endorsements.

- Conversion metrics suggest that each brand could further optimize e-commerce touchpoints, particularly to capture higher-order values in apparel and equipment.
- Share of Business (% SOB) figures highlight Footwear as the strategic focus point for each brand's continued market growth.

All data above are estimates for illustrative purposes.