

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

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| Promotion Campaigns and Public Events Overview (June 01–08, 2025)

Nike

During the period from June 1 to June 8, 2025, Nike has one active region-wide promotional campaign in Southeast Asia and two country-specific discount initiatives. There are no publicly reported product launches, brand collaborations, or controversies falling strictly within this timeframe and region. However, Nike is running several notable discount offerings:

- **Singapore Summer Sale (June 4–12, 2025):** Up to 50% off on footwear, apparel, and accessories, plus an extra 15% discount on in-app purchases using a promo code. Available through Nike's official website, app, and participating local stores in Singapore.
- **Malaysia "P10" App Discount (Ongoing in Early June 2025):** A 10% discount for purchases made through the Nike App, valid by entering promo code "P10." This offer applies to footwear and apparel, accessible online in Malaysia.
- **Philippines Men's Shoes Discount (Ongoing in Early June 2025):** Select men's footwear at up to 60% off, targeting both casual and performance shoes. This promotion is available via Nike's online channels and partner retailers across major Philippine cities.

No other events (e.g., collaborations or public controversies) specifically tied to Nike and occurring within June 1–8, 2025, were found in Southeast Asia. Previous initiatives, such as Sabrina Ionescu’s Asia tour, concluded before this timeframe and do not have scheduled activities in the requested range.

Adidas

As of June 8, 2025, Adidas does not report any new product launches, collaborations, or controversies specifically happening between June 1 and June 8, 2025, in Southeast Asia. However, ongoing discount and voucher campaigns are active across several countries:

- **Indonesia (Valid Dates Vary: Through June 5, 8, 15, and 22, 2025)**

- 30% off on kids’ football shoes and accessories (until June 22).
- 50% off on kids’ running shoes (until June 22).
- Up to 50% off the Predator football shoe series (until June 15).
- Various collection-specific discounts (Stan Smith, Lunar New Year, Edison Chen) valid into early or mid-June.
- Free shipping for purchases above IDR 900,000 through June 8.

- **Malaysia (Valid Dates Vary: Through June 1, 14, and 28, 2025)**

- 35% off on accessories, bags, menswear, and womenswear (until June 14).
- 15% off on selected sports items (early June).
- Up to 70% off on women’s collections (until June 28).

- **Philippines (Ongoing Promotions)**

- 30% off on outlet products.
- Up to 40% off on Stan Smith footwear.
- Free shipping for orders above PHP 3,000.
- Various category-specific discounts (Samba, Basketball, Running, Golf, etc.).

All these promotions are categorized as promotional discount campaigns, with no external controversies or advocacy events reported within the specified timeframe.

Summary Table

Brand	Campaign/ Event Name	Date(s)	Key Products Affected or Issue Involved	Quantitative Highlights	Availability/ Channel	Countries or Cities Where Active	Type
Nike	Singapore Summer Sale	Jun 4–12, 2025	Footwear, Apparel, Accessories	Up to 50% discount + Extra 15% off	Physical stores, Online, Nike App	Singapore	Promotional
Nike	Malaysia “P10” Discount	Early June 2025 (Ongoing)	Footwear, Apparel	10% discount (Code “P10”)	Nike App, Online	Malaysia	Promotional
Nike	Philippines Men’s Shoes Discount	Early June 2025 (Ongoing)	Men’s Footwear	Up to 60% discount	Online Retailers	Major cities in the Philippines	Promotional
Adidas	Indonesia Kids’ Discounts	Through June 22, 2025	Kids’ Football and Running Shoes	30–50% off	Online, Possibly Select Physical Stores	Major cities in Indonesia	Promotional
Adidas		Through various June	Stan Smith, Predator Series,	Up to 50% off or free shipping		Major cities in Indonesia	Promotional

Brand	Campaign/ Event Name	Date(s)	Key Products Affected or Issue Involved	Quantitative Highlights	Availability/ Channel	Countries or Cities Where Active	Type
	Indonesia Collection Discounts	dates (5–15, 22)	Lunar New Year, etc.		Online, Possibly Select Physical Stores		
Adidas	Malaysia Discounts	Through June 14, 2025 (and beyond)	Accessories, Men’s and Women’s Wear	15–35% off; up to 70% off for women’s collection	Online, Possibly Select Physical Stores	Major cities in Malaysia	Promotional
Adidas	Philippines Outlet Promo	Ongoing	Various Adidas Footwear and Apparel	30–50% off + free shipping offers	Official Adidas Website, Outlet Stores	Major cities in the Philippines	Promotional

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