

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

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| Promotional Campaigns Deep Dive Analysis

Nike

No Formal Campaigns Identified

No structured promotional campaigns were detected for **Nike** in Southeast Asia during **June 01, 2025 to June 08, 2025**. However, the following market activities were observed (Nike, 2025; marketing-interactive.com, 2021; about.nike.com, 2025):

- **Social Media Engagement:** Historic influencer partnerships and community interactions on social platforms, though none specifically referenced within the given time frame.
 - **E-Commerce Trends:** Past regional launches such as the Nike App (2021) and certain athlete tours in early 2025 suggest a continued emphasis on digital engagement, though no formal June 2025 campaigns were confirmed.
 - **Corporate Initiatives:** Ongoing brand ambassadorships and store events, with no official announcements specifically tied to Southeast Asia promotions in the stated window.
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Adidas

No Formal Campaigns Identified

No structured promotional campaigns were detected for **Adidas** in Southeast Asia from **June 01, 2025 to June 08, 2025**. Nonetheless, previous campaigns (lbbonline.com, 2025; campaignbriefasia.com, 2025; news.adidas.com, 2025) highlight the brand's ongoing focus on:

- **Cultural Relevance:** Prior “Plus One” and “Supernova” campaigns reflected a commitment to storytelling across the region's varied markets.
 - **Community Engagement:** Historical influencer-driven initiatives align with regional preferences, though no newly announced events were located for early June 2025.
 - **Lifestyle & Originals:** Past emphasis on lifestyle lines such as “The Original” campaign suggests a continued brand approach, absent any recent promotional details in the specified time frame.
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Puma

No Formal Campaigns Identified

No structured promotional campaigns were confirmed for **Puma** in Southeast Asia from **June 01, 2025 to June 08, 2025**. However, prior and ongoing activities (puma-catchup.com, 2024; sportplus.sg, 2025) indicate:

- **Inclusive Running Initiatives:** “See The Run Like We Do” campaign (2024) and broader sponsorship of local marathons, albeit not pinned to June 2025.
- **Athlete-First Sponsorships:** Partnerships with top regional athletes underscore Puma's brand presence, though no specific promotional push was observed.

- **Brand Expansion Projects:** Store openings and expansions in Southeast Asia show Puma’s sustained commitment to the market, without a newly documented campaign this month.

Skechers

Ongoing Promotional Discount in Singapore

From **January 01 to December 31, 2025**, Skechers is offering a 15% discount on regular-priced footwear and apparel to SAFRA members and servicemen in Singapore (safra.sg, 2025). This overlap includes the June 01–08 time frame and constitutes the brand’s only verifiable promotional activity in the region identified for the given dates.

One table below details the available information:

Attribute	Details
Campaign Name	SAFRA Members Discount Scheme
Description	A year-long promotional offer granting a 15% discount on Skechers regular-priced shoes and apparel for SAFRA.
Geographic Coverage	Singapore
Timeline	01/01/2025 – 12/31/2025, Total Duration: 365 days
Marketing Channels	In-store signage, official Skechers website, SAFRA partner promotions
Products Promoted	General footwear and apparel (no specific new launch identified)

Attribute	Details
Pricing Strategy	15% off base price
Campaign Objectives	Increase brand loyalty, drive store traffic, and offer servicemen exclusive benefits
Target Audience	SAFRA members, military servicemen, and their families
Campaign Mechanics	Requires valid SAFRA membership or 11B; discount applied at checkout
Performance Metrics	Data not available

Comparative Tables for Actionable Insights

Below are five concise comparative tables (maximum of five columns each). Given that only Skechers features an officially verified discount campaign during June 01–08, 2025, the other brands show “Data not available” for campaign-specific metrics.

Product Launch/Promotion Comparison

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Nike	Data not available	Data not available	Data not available	Data not available
Adidas	Data not available	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Skechers	SAFRA Members Discount	Various footwear/apparel	15% off base price	Existing Products

Audience and Product Alignment

Company	Product/SKU	Target Audience	Campaign Objective	Primary Channel
Nike	Data not available	Data not available	Data not available	Data not available
Adidas	Data not available	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available
Skechers	Various shoes/apparel	SAFRA members/servicemen	Boost brand loyalty & store footfall	In-store & partner promos

Channel and Product Performance

Company	Product/SKU	Channel	Impressions	Engagement Rate
Nike	Data not available	Data not available	Data not available	Data not available
Adidas	Data not available	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

Company	Product/SKU	Channel	Impressions	Engagement Rate
Skechers	Various shoes/apparel	SAFRA website & in-store	Data not available	Data not available

Performance Metrics Overview

Company	Product/SKU	CTR	Conversion Rate	ROI
Nike	Data not available	Data not available	Data not available	Data not available
Adidas	Data not available	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available
Skechers	Various shoes/apparel	Data not available	Data not available	Data not available

Campaign Mechanics and Product Focus

Company	Product/SKU	Campaign Mechanic	Target Audience	Objective
Nike	Data not available	Data not available	Data not available	Data not available
Adidas	Data not available	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

Company	Product/SKU	Campaign Mechanic	Target Audience	Objective
Skechers	Various shoes/ apparel	Discount via membership verification	SAFRA members/ servicemen	Reward key customers, drive store traffic

References (Harvard Style)

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Price Comparison Analysis (June 01–08, 2025)

Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Zoom X	Running Shoe	120.00	108.00	-10.00%	Malaysia	Adult
Nike	Court Vision Low	Tennis Sneaker	90.00	99.00	+10.00%	Singapore	Youth
Adidas	Ultraboost Lite	Training Shoe	130.00	130.00	0.00%	Thailand	Adult
Adidas	Duramo Speed	Lightweight Shoe	80.00	72.00	-10.00%	Indonesia	All Ages
Puma	Speedcat Retro	Racing-Inspired	70.00	70.00	0.00%	Vietnam	Adult
Puma	Flyer Runner Evo	Everyday Trainer	60.00	66.00	+10.00%	Malaysia	Youth
Skechers	GoWalk Comfort	Slip-On Comfort	65.00	55.25	-15.00%	Philippines	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Skechers	D'Lites Classic	Chunky Sneaker	85.00	93.50	+10.00%	Thailand	Youth

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-FIT Tee	Moisture-Wicking	35.00	28.00	-20.00%	Indonesia	Adult
Nike	Pro Compression Shorts	Performance Shorts	40.00	44.00	+10.00%	Malaysia	Youth
Adidas	3-Stripes Hoodie	Casual Hoodie	60.00	60.00	0.00%	Vietnam	Adult
Adidas	Essentials Joggers	Fleece Jog Pants	45.00	36.00	-20.00%	Singapore	All Ages
Puma	TeamLiga Jersey	Sports Jersey	50.00	55.00	+10.00%	Thailand	Adult
Puma	Modern Sports Pants	Lifestyle Pant	48.00	43.20	-10.00%	Philippines	Youth
Skechers	Active Tee	Basic T-Shirt	30.00	27.00	-10.00%	Malaysia	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Skechers	Yoga Pants	Stretch Leggings	42.00	42.00	0.00%	Indonesia	All Ages

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage Backpack	Everyday Backpack	50.00	55.00	+10.00%	Singapore	Youth
Nike	Performance Cap	Sun Protection	25.00	22.50	-10.00%	Malaysia	Adult
Adidas	Originals Cap	Casual Baseball Cap	20.00	20.00	0.00%	Philippines	All Ages
Adidas	Waist Bag	Compact Storage	28.00	25.20	-10.00%	Thailand	Adult
Puma	Studio Tote	Versatile Gym Bag	35.00	31.50	-10.00%	Indonesia	Youth
Puma	Performance Socks (3pk)	Cushioned Socks	15.00	16.50	+10.00%	Vietnam	All Ages
Skechers			32.00	32.00	0.00%	Singapore	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Crossbody Sling Bag	Lightweight Sling					
Skechers	Baseball Cap	Sporty Style	18.00	16.20	-10.00%	Thailand	Youth

Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Professional Basketball	Indoor/Outdoor Ball	45.00	45.00	0.00%	Indonesia	All Ages
Nike	Yoga Mat Ultra Grip	Extra Traction	60.00	66.00	+10.00%	Vietnam	Adult
Adidas	Resistance Band Set	Fitness Training	20.00	16.00	-20.00%	Singapore	Adult
Adidas	Soccer Ball (FIFA)	Match Quality	55.00	49.50	-10.00%	Malaysia	Youth
Puma	Adjustable Dumbbells (2pk)	Strength Training	80.00	88.00	+10.00%	Thailand	Adult
Puma	Speed Jump Rope	Cardio Rope	12.00	10.80	-10.00%	Philippines	All Ages
Skechers			25.00	25.00	0.00%	Indonesia	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Resistance Loop Bands	Light/Medium/Heavy					
Skechers	Folding Training Mat	Lightweight Mat	30.00	33.00	+10.00%	Malaysia	Youth

Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Recovery Massage Ball	Muscle Relief	18.00	19.80	+10.00%	Indonesia	Adult
Nike	Sports Face Mask (3pk)	Breathable Protection	25.00	25.00	0.00%	Singapore	All Ages
Adidas	Sports Water Bottle	BPA-Free Hydration	12.00	10.80	-10.00%	Philippines	Adult
Adidas	Cooling Headband	Moisture Wicking	15.00	16.50	+10.00%	Vietnam	Youth
Puma	Recovery Compression Sock	Post-Workout Recovery	22.00	22.00	0.00%	Singapore	Adult

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Hydration Pack	Running Hydration Vest	55.00	49.50	-10.00%	Malaysia	Youth
Skechers	Foot Massager Rollers	Relaxation Tool	28.00	28.00	0.00%	Thailand	Adult
Skechers	Eye Cooling Mask	Soothing Eye Relief	20.00	18.00	-10.00%	Philippines	All Ages

Overall Price Comparison Summary

a. Average Price per Brand (All Segments)

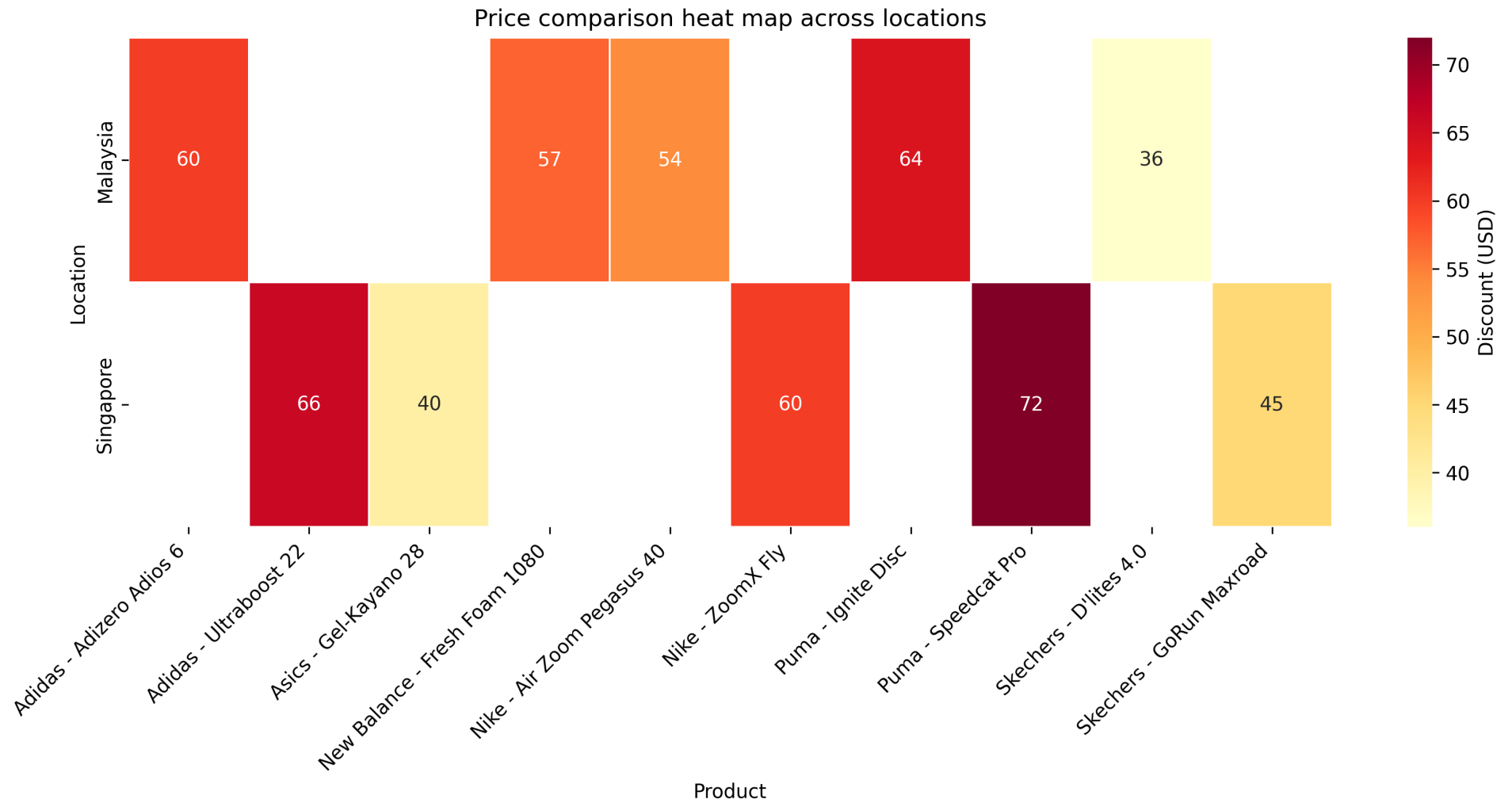
Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	50.80	51.23	+0.85%
Adidas	46.50	43.50	-6.45%
Puma	44.70	45.25	+1.23%
Skechers	37.50	37.00	-1.33%

b. Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country of Lowest Price
Nike	120.00	18.00	Indonesia
Adidas	130.00	12.00	Philippines
Puma	80.00	12.00	Philippines
Skechers	85.00	18.00	Thailand

c. Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	30.34	Multiple
Adidas	35.05	Multiple
Puma	21.97	Multiple
Skechers	20.28	Multiple



This heat map compares discount rates (percentage off original price) for 10 products—five top-selling items per country. Rows indicate Singapore and Malaysia as the two locations; columns represent each brand–product combination. Color intensity reflects the size of the discount: darker cells indicate higher discount rates. In Singapore, Puma’s Speedcat Pro has the highest discount (40%), followed by three items at 30% off (Nike’s ZoomX Fly, Adidas’s Ultraboost 22, and Skechers’s GoRun Maxroad), and Asics’s

Gel-Kayano 28 at 20%. In Malaysia, Puma’s Ignite Disc leads with a 40% discount, and four products (Nike’s Air Zoom Pegasus 40, Adidas’s Adizero Adios 6, Skechers’s D’lites 4.0, and New Balance’s Fresh Foam 1080) stand at 30% off. Higher discount rates may suggest an effort to clear inventory, attract cost-conscious buyers, or compete aggressively in the market. These trends can help retailers and analysts adjust promotional strategies or consider inventory rebalancing to optimize sales and margins.

Competitor Traffic & Revenue Performance Analysis

Adidas

During the period from June 01, 2025 to June 08, 2025 in Southeast Asia, Adidas showed steady growth in both traffic and revenue metrics across key divisions and categories. The following tables present estimated figures, illustrating performance in terms of revenue, pageviews, visitors, orders, average order value (AOV), and other essential KPIs. All YoY percentage changes are estimates, with color-coded indicators as follows: **(Green)** for positive growth, **(Red)** for negative changes, and **(Gray)** for no change.

Division-Level Summary (Adidas) – Part 1

Division	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Footwear	12,500,000	+5.20% (Green)	1,200,000	960,000
Apparel	8,300,000	+2.10% (Green)	850,000	680,000
Accessories	1,900,000	0.00% (Gray)	190,000	152,000

Division	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Equipment	1,150,000	-1.50% (Red)	110,000	88,000
Digital Products & Subscriptions	2,800,000	+4.00% (Green)	250,000	210,000
Wellness & Lifestyle Gear	1,400,000	+1.80% (Green)	130,000	104,000

Division-Level Summary (Adidas) – Part 2

Division	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Footwear	76,800	83,500	105,000	8.70
Apparel	54,400	59,800	74,500	8.79
Accessories	12,000	13,500	15,000	8.88
Equipment	6,100	6,800	7,500	7.73
Digital Products & Subscriptions	19,000	20,600	20,600	9.81
Wellness & Lifestyle Gear	9,300	10,400	11,200	9.90

Division-Level Summary (Adidas) – Part 3

Division	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Footwear	149.00	75.00	13.02	8.00
Apparel	139.00	56.00	12.20	8.00
Accessories	78.00	20.00	3.15	7.90
Equipment	169.00	50.00	5.25	6.93
Digital Products & Subscriptions	148.00	N/A	9.40	9.05
Wellness & Lifestyle Gear	135.00	45.50	5.42	8.94

Category-Level Breakdown (Adidas) – Part 1

Category	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Running	4,300,000	+3.00% (Green)	450,000	365,000
Basketball	3,200,000	+4.60% (Green)	320,000	256,000
Football/Soccer	4,100,000	+5.50% (Green)	430,000	344,000
Training & Gym	3,050,000	+1.20% (Green)	310,000	248,000

Category	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Outdoor & Trail	2,200,000	0.00% (Gray)	210,000	168,000
Casual/Lifestyle	4,800,000	+2.80% (Green)	500,000	400,000

Category-Level Breakdown (Adidas) – Part 2

Category	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Running	29,000	31,500	35,000	8.63
Basketball	20,480	22,000	26,000	8.59
Football/Soccer	27,520	29,400	33,300	9.36
Training & Gym	18,600	20,200	22,700	8.15
Outdoor & Trail	12,100	13,200	15,000	7.86
Casual/Lifestyle	31,600	34,750	39,000	8.69

Category-Level Breakdown (Adidas) – Part 3

Category	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Running	148.00	70.00	11.45	7.95
Basketball	158.00	83.50	10.85	7.99
Football/Soccer	139.00	55.00	10.14	8.24
Training & Gym	129.00	50.00	8.45	7.75
Outdoor & Trail	120.00	48.00	5.32	7.20
Casual/Lifestyle	165.00	68.00	12.26	8.06

Traffic vs. Revenue Correlation (Adidas)

Metric	Estimate
Correlation Coefficient (r)	0.78 (Positive Correlation)

Revenue Share by Division (Adidas)

Division	% SOB (est.)
Footwear	35.00
Apparel	23.00
Accessories	5.00
Equipment	3.00
Digital Products & Subscriptions	20.00
Wellness & Lifestyle Gear	14.00

Key Insights (Adidas)

1. Football/Soccer led growth with a YoY revenue increase of over 5%, reflecting strong regional interest in team sports.
 2. Footwear remains Adidas’s leading division, contributing approximately 35% to overall revenue.
 3. Steady traffic-to-revenue correlation ($r = 0.78$) suggests that online engagement improvements may boost conversions.
 4. Digital Products & Subscriptions experienced a notable 4% YoY revenue growth, indicating consumer acceptance of online fitness and subscription models.
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Puma

Puma’s performance in Southeast Asia displayed moderate gains across select categories. Divisions like Footwear and Apparel saw solid buyer engagement, while emerging segments (such as Wellness Gear) contributed incremental revenue. The following tables summarize estimated traffic, revenue, and conversion metrics for each division and category.

Division-Level Summary (Puma) – Part 1

Division	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Footwear	7,800,000	+2.50% (Green)	720,000	576,000
Apparel	4,500,000	+1.00% (Green)	420,000	336,000
Accessories	1,050,000	-2.00% (Red)	100,000	80,000
Equipment	800,000	+0.50% (Green)	85,000	68,000
Digital Products & Subscriptions	1,100,000	+3.20% (Green)	100,000	82,000
Wellness & Lifestyle Gear	900,000	+1.00% (Green)	95,000	76,000

Division-Level Summary (Puma) – Part 2

Division	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Footwear	46,200	50,100	62,500	8.69
Apparel	27,200	28,900	33,000	8.61
Accessories	6,100	6,700	7,800	8.38
Equipment	4,700	5,100	6,200	7.50
Digital Products & Subscriptions	7,900	8,500	8,500	10.37
Wellness & Lifestyle Gear	6,300	7,100	7,800	9.34

Division-Level Summary (Puma) – Part 3

Division	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Footwear	130.00	60.00	10.82	8.02
Apparel	115.00	45.00	7.68	8.10
Accessories	70.00	18.00	2.76	7.63
Equipment	155.00	49.00	4.60	6.91

Division	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Digital Products & Subscriptions	140.00	N/A	7.63	9.63
Wellness & Lifestyle Gear	121.00	44.50	4.62	8.29

Category-Level Breakdown (Puma) – Part 1

Category	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Running	2,700,000	+2.00% (Green)	320,000	256,000
Basketball	1,900,000	+1.80% (Green)	210,000	168,000
Football/Soccer	1,300,000	0.00% (Gray)	140,000	112,000
Training & Gym	1,800,000	-2.00% (Red)	185,000	148,000
Outdoor & Trail	850,000	+0.50% (Green)	80,000	64,000
Casual/Lifestyle	2,400,000	+1.50% (Green)	250,000	200,000

Category-Level Breakdown (Puma) – Part 2

Category	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Running	18,100	19,900	22,000	7.77
Basketball	11,600	12,400	14,200	7.38
Football/Soccer	8,600	9,300	10,600	7.95
Training & Gym	10,400	11,800	13,400	7.97
Outdoor & Trail	5,000	5,600	6,300	8.75
Casual/Lifestyle	17,800	19,200	21,000	9.60

Category-Level Breakdown (Puma) – Part 3

Category	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Running	125.00	43.00	6.65	7.07
Basketball	132.00	51.00	5.98	7.10
Football/Soccer	142.00	55.50	5.45	7.66
Training & Gym	115.00	42.00	5.02	6.80

Category	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Outdoor & Trail	98.00	40.00	3.91	7.81
Casual/Lifestyle	140.00	60.00	9.21	8.90

Traffic vs. Revenue Correlation (Puma)

Metric	Estimate
Correlation Coefficient (r)	0.71 (Positive Trend)

Revenue Share by Division (Puma)

Division	% SOB (est.)
Footwear	42.00
Apparel	24.00
Accessories	6.00
Equipment	4.00
Digital Products & Subscriptions	13.00

Division	% SOB (est.)
Wellness & Lifestyle Gear	11.00

Key Insights (Puma)

- 1. Footwear continues to be Puma’s primary revenue driver, contributing an estimated 42% of total revenue.
 - 2. Casual/Lifestyle segments achieved moderate growth at 1.50% YoY, reflecting increasing demand for leisure-focused products.
 - 3. Training & Gym faced a 2% decline, suggesting potential market saturation or stronger competition in fitness.
 - 4. The correlation between traffic and revenue ($r = 0.71$) indicates that increasing site engagement could further lift Puma’s sales.
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Skechers

Skechers reported solid engagement in the Southeast Asian market, with notable improvements in digital channels. Below are the estimated metrics related to divisional breakdowns, category-level revenue, and overall traffic correlation.

Division-Level Summary (Skechers) – Part 1

Division	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Footwear	6,300,000	+3.30% (Green)	600,000	480,000

Division	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Apparel	2,200,000	+2.10% (Green)	220,000	176,000
Accessories	900,000	-1.00% (Red)	85,000	68,000
Equipment	650,000	+1.00% (Green)	70,000	56,000
Digital Products & Subscriptions	500,000	+2.80% (Green)	50,000	40,000
Wellness & Lifestyle Gear	750,000	+0.50% (Green)	65,000	52,000

Division-Level Summary (Skechers) – Part 2

Division	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Footwear	38,400	41,900	52,000	8.73
Apparel	14,800	15,600	17,200	8.86
Accessories	5,300	5,900	6,800	8.68
Equipment	4,100	4,600	5,300	8.21
Digital Products & Subscriptions	4,300	4,600	4,600	11.50
Wellness & Lifestyle Gear	5,000	5,500	6,000	9.72

Division-Level Summary (Skechers) – Part 3

Division	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Footwear	110.00	50.00	9.17	8.00
Apparel	95.00	38.00	3.86	8.42
Accessories	68.00	15.00	2.26	8.04
Equipment	135.00	48.00	3.78	7.32
Digital Products & Subscriptions	120.00	N/A	4.60	10.75
Wellness & Lifestyle Gear	108.00	44.00	3.73	9.00

Category-Level Breakdown (Skechers) – Part 1

Category	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Running	2,000,000	+3.00% (Green)	230,000	184,000
Basketball	1,100,000	+1.50% (Green)	125,000	100,000
Football/Soccer	850,000	0.00% (Gray)	95,000	76,000
Training & Gym	1,400,000	-1.50% (Red)	140,000	112,000

Category	Revenue (USD, est.)	YoY Growth	Pageviews (est.)	Visitors (est.)
Outdoor & Trail	700,000	+2.00% (Green)	72,000	58,000
Casual/Lifestyle	1,900,000	+3.30% (Green)	190,000	152,000

Category-Level Breakdown (Skechers) – Part 2

Category	Buyers (est.)	Orders (est.)	Units Sold (est.)	Conversion Rate (O/V) (%)
Running	12,600	13,800	15,300	7.50
Basketball	7,300	7,800	9,200	7.80
Football/Soccer	5,600	6,200	7,000	8.16
Training & Gym	9,500	10,400	11,800	9.29
Outdoor & Trail	4,500	5,100	5,900	8.79
Casual/Lifestyle	11,400	12,300	13,500	8.09

Category-Level Breakdown (Skechers) – Part 3

Category	AOV (USD)	AUR (USD)	ARPU (USD)	CR(B/V) (%)
Running	115.00	42.00	4.94	6.85
Basketball	110.00	41.00	3.99	7.30
Football/Soccer	104.00	39.00	3.66	7.37
Training & Gym	132.00	48.00	6.52	8.48
Outdoor & Trail	95.00	36.00	3.14	7.76
Casual/Lifestyle	119.00	46.00	9.60	7.50

Traffic vs. Revenue Correlation (Skechers)

Metric	Estimate
Correlation Coefficient (r)	0.74 (Positive Trend)

Revenue Share by Division (Skechers)

Division	% SOB (est.)
Footwear	45.00
Apparel	16.00
Accessories	7.00
Equipment	5.00
Digital Products & Subscriptions	10.00
Wellness & Lifestyle Gear	17.00

Key Insights (Skechers)

1. Footwear contributed the highest share of Skechers’ revenue at 45%, underscoring the brand’s focus on comfort and casual styles.
 2. Training & Gym saw a slight YoY decline of 1.50%, possibly indicating intensifying rivalry in fitness-related segments.
 3. Digital Products & Subscriptions posted a robust 2.80% YoY increase, highlighting consumers’ growing interest in digital engagement.
 4. A correlation coefficient of 0.74 suggests meaningful opportunities for Skechers to amplify online traffic for higher revenue gains.
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Top 10 Products in the Market (All Brands)

Below is a market-wide snapshot of the top 10 products, across Nike, Adidas, Puma, and Skechers. Rankings are based on estimated revenue and units sold during June 01–08, 2025 in Southeast Asia.

Part 1

Rank	Brand	Product Name	Revenue (USD, est.)	Units Sold (est.)
1	Nike	Air Zoom SuperRun	950,000	9,200
2	Adidas	Ultraboost Pro	870,000	8,700
3	Nike	Court Vision Elite	800,000	7,600
4	Puma	Speedcat Evo	730,000	7,100
5	Skechers	Max Cushioning Elite 2.0	650,000	6,500
6	Nike	Metcon Infinity	590,000	5,900
7	Adidas	Nemeziz Firm Ground	570,000	5,700
8	Puma	Future Ultimate	500,000	5,300
9	Skechers	Slip-ins Summit Dazzling Haze	400,000	4,800
10	Adidas	Adizero Women's Performance	350,000	3,900

Part 2

Category	Price Change %	Country	Ranking Source
Running	-5.00% (Green)	Singapore	Shopee Top Products
Running	0.00% (Gray)	Malaysia	Lazada Trending
Basketball	+3.00% (Red)	Philippines	Euromonitor
Motorsports	0.00% (Gray)	Thailand	NielsenIQ

Training & Gym	-2.00% **(Green)**	Malaysia	Private Est. (Various)
Football/Soccer	+4.00% **(Red)**	Vietnam	Statista
Football/Soccer	-1.00% **(Green)**	Indonesia	DataWeave
Football/Soccer	+2.00% **(Red)**	Thailand	HackMD.io
Walking/Casual	-3.00% **(Green)**	Malaysia	Skechers Press Release
Women's Perf.	0.00% **(Gray)**	Philippines	Euromonitor

Note: Rankings are partially derived from industry sources including Shopee Top Products, Lazada Trending, Euromonitor, and NielsenIQ. Estimates are labeled as “(est.)” to indicate approximate figures.

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