

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

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Price Comparison Analysis (June 01 – June 08, 2025)

Singapore

Product Segment Analysis

Footwear

| Country/City | Brand | Product Name | Brief Description | Original Price (SGD) | Adjusted Price (SGD) | Price Change % | Customer Segment |

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Singapore	Nike	Air Max 370	Lightweight running shoe	180.00	162.00	-10.00%	Unisex
Singapore	Nike	ZoomX Speed	High-performance runner	200.00	210.00	+5.00%	Adult
Singapore	Nike	Pegasus Reflex	Cushioned everyday train.	150.00	150.00	0.00%	Unisex
Singapore	Nike	Kyrie Elite	Basketball shoe	220.00	231.00	+5.00%	Men
Singapore	Nike	Jordan Fly	High-demand lifestyle	250.00	275.00	+10.00%	Unisex
Singapore	Adidas	UltraBoost Omni	Cushioned running shoe	190.00	180.50	-5.00%	Unisex
Singapore	Adidas	Superstar Retro	Classic casual sneaker	130.00	123.50	-5.00%	Unisex

	Singapore		Adidas		Samba Prime		Popular street shoe		145.00		152.25		+5.00%		Unisex	
	Singapore		Adidas		AlphaBounce XT		Versatile trainer		160.00		144.00		-10.00%		Unisex	
	Singapore		Adidas		Stan Smith X		Iconic tennis silhouette		140.00		147.00		+5.00%		Women	

Apparel

	Country/City		Brand		Product Name		Brief Description		Original Price (SGD)		Adjusted Price (SGD)		Price Change %		Customer Segment	
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	Singapore		Nike		Dri-FIT Tee		Breathable T-shirt		40.00		36.00		-10.00%		Men	
	Singapore		Nike		Sports Hoodie		Lightweight hoodie		80.00		88.00		+10.00%		Women	
	Singapore		Nike		Running Shorts		Moisture-wicking		35.00		35.00		0.00%		Unisex	
	Singapore		Nike		Pro Leggings		Compression fit		60.00		66.00		+10.00%		Women	
	Singapore		Nike		Windrunner Jacket		Classic track jacket		90.00		94.50		+5.00%		Unisex	
	Singapore		Adidas		Tiro 21 Training		Training top		55.00		49.50		-10.00%		Unisex	
	Singapore		Adidas		Crew Neck Sweat		Casual sweatshirt		70.00		66.50		-5.00%		Unisex	
	Singapore		Adidas		Track Pants Revive		Athletic pants		65.00		58.50		-10.00%		Men	
	Singapore		Adidas		Essentials Hoodie		Everyday hoodie		75.00		78.75		+5.00%		Women	
	Singapore		Adidas		Performance Shorts		Lightweight shorts		40.00		42.00		+5.00%		Unisex	

Local Price Comparison Summaries

a. Average Price per Brand (All Segments)

	Country/City		Brand		Average Original Price (SGD)		Average Adjusted Price (SGD)		Average Price Change %	
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	Singapore		Nike		127.00		130.30		+2.60%	
	Singapore		Adidas		125.50		123.75		-1.40%	

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	275.00 (Jordan Fly)	35.00 (Running Shorts)
Singapore	Adidas	190.00 (UltraBoost Omni)	40.00 (Performance Shorts)

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	20.55
Singapore	Adidas	22.30

Thailand

Product Segment Analysis

Footwear

Country/City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Thailand	Nike	Air Max 370	Lightweight running shoe	4500.00	4050.00	-10.00%	Unisex
Thailand	Nike	ZoomX Speed	High-performance runner	5200.00	5200.00	0.00%	Adult
Thailand	Nike	Pegasus Reflex	Cushioned everyday train.	3900.00	4095.00	+5.00%	Unisex
Thailand	Nike	Kyrie Elite	Basketball shoe	5700.00	6285.00	+10.26%	Men
Thailand	Nike	Jordan Fly	High-demand lifestyle	6000.00	6600.00	+10.00%	Unisex

Thailand	Adidas	UltraBoost Omni	Cushioned running shoe	4800.00	4560.00	-5.00%	Unisex
Thailand	Adidas	Superstar Retro	Classic casual sneaker	3500.00	3675.00	+5.00%	Unisex
Thailand	Adidas	Samba Prime	Popular street shoe	3800.00	3800.00	0.00%	Unisex
Thailand	Adidas	AlphaBounce XT	Versatile trainer	4200.00	3780.00	-10.00%	Unisex
Thailand	Adidas	Stan Smith X	Iconic tennis silhouette	3600.00	3420.00	-5.00%	Women

Apparel

Country/City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
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Thailand	Nike	Dri-FIT Tee	Breathable T-shirt	1200.00	1260.00	+5.00%	Men
Thailand	Nike	Sports Hoodie	Lightweight hoodie	2400.00	2160.00	-10.00%	Women
Thailand	Nike	Running Shorts	Moisture-wicking	1100.00	1100.00	0.00%	Unisex
Thailand	Nike	Pro Leggings	Compression fit	1900.00	2090.00	+10.00%	Women
Thailand	Nike	Windrunner Jacket	Classic track jacket	2500.00	2500.00	0.00%	Unisex
Thailand	Adidas	Tiro 21 Training	Training top	1800.00	1620.00	-10.00%	Unisex
Thailand	Adidas	Crew Neck Sweat	Casual sweatshirt	2100.00	1995.00	-5.00%	Unisex
Thailand	Adidas	Track Pants Revive	Athletic pants	2000.00	2200.00	+10.00%	Men
Thailand	Adidas	Essentials Hoodie	Everyday hoodie	2300.00	2300.00	0.00%	Women
Thailand	Adidas	Performance Shorts	Lightweight shorts	1200.00	1140.00	-5.00%	Unisex

Local Price Comparison Summaries

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
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| Thailand | Nike | 3340.00 | 3406.50 | +1.99% |
| Thailand | Adidas | 3200.00 | 3120.00 | -2.50% |

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Thailand	Nike	6600.00 (Jordan Fly)	1100.00 (Running Shorts)
Thailand	Adidas	4800.00 (UltraBoost Omni)	1140.00 (Performance Shorts)

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (THB)
Thailand	Nike	515.00
Thailand	Adidas	620.00

Chart

This heatmap visualizes the discount rates of Nike and Adidas products in Southeast Asia. The products are categorized by brand, with respective discount percentages shown on the heatmap.

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