

# Nike Competitor Analysis

# | Table of Contents

Product Segment Analysis

Overall Price Comparison Summary

**References**

# Price Comparison Analysis for Nike and Adidas in Southeast Asia

## Product Segment Analysis

### Footwear

| Brand  | Product Name                    | Brief Description                   | Original Price (USD) | Discounted Price (USD) | Country     | Customer Segment                |
|--------|---------------------------------|-------------------------------------|----------------------|------------------------|-------------|---------------------------------|
| Nike   | Nike Air Max 270                | Air Max cushioning, stylish design  | 150.00               | 120.00                 | Indonesia   | Young adults, fashion-conscious |
| Nike   | Nike Zoom Pegasus Turbo 2       | Lightweight running shoe            | 160.00               | 130.00                 | Singapore   | Runners, fitness enthusiasts    |
| Nike   | Nike React Infinity Run Flyknit | Durable and supportive running shoe | 180.00               | 140.00                 | Thailand    | Runners, health-focused         |
| Nike   | Nike Air Force 1                | Iconic basketball sneaker           | 100.00               | 90.00                  | Malaysia    | Youth, sneaker collectors       |
| Nike   | Nike Blazer Mid '77             | Vintage basketball shoe             | 85.00                | 65.00                  | Philippines | Urban consumers                 |
| Adidas | Ultraboost 5X                   |                                     | 190.00               | 170.00                 | Vietnam     | Fitness enthusiasts             |

| Brand  | Product Name      | Brief Description                       | Original Price (USD) | Discounted Price (USD) | Country   | Customer Segment              |
|--------|-------------------|---|----------------------|------------------------|-----------|-------------------------------|
|        |                   | Boost foam cushioning, responsive       |                      |                        |           |                               |
| Adidas | Adidas NMD_R1     | Stylish and versatile lifestyle sneaker | 140.00               | 120.00                 | Thailand  | Urban consumers               |
| Adidas | Adizero Adios Pro | Performance-oriented road racing shoe   | 250.00               | 230.00                 | Malaysia  | Competitive runners           |
| Adidas | Superstar         | Classic sneaker design                  | 100.00               | 80.00                  | Indonesia | Fashion-conscious individuals |
| Adidas | EQT Cushion 93    | Retro running style                     | 130.00               | 110.00                 | Singapore | Sneaker enthusiasts           |

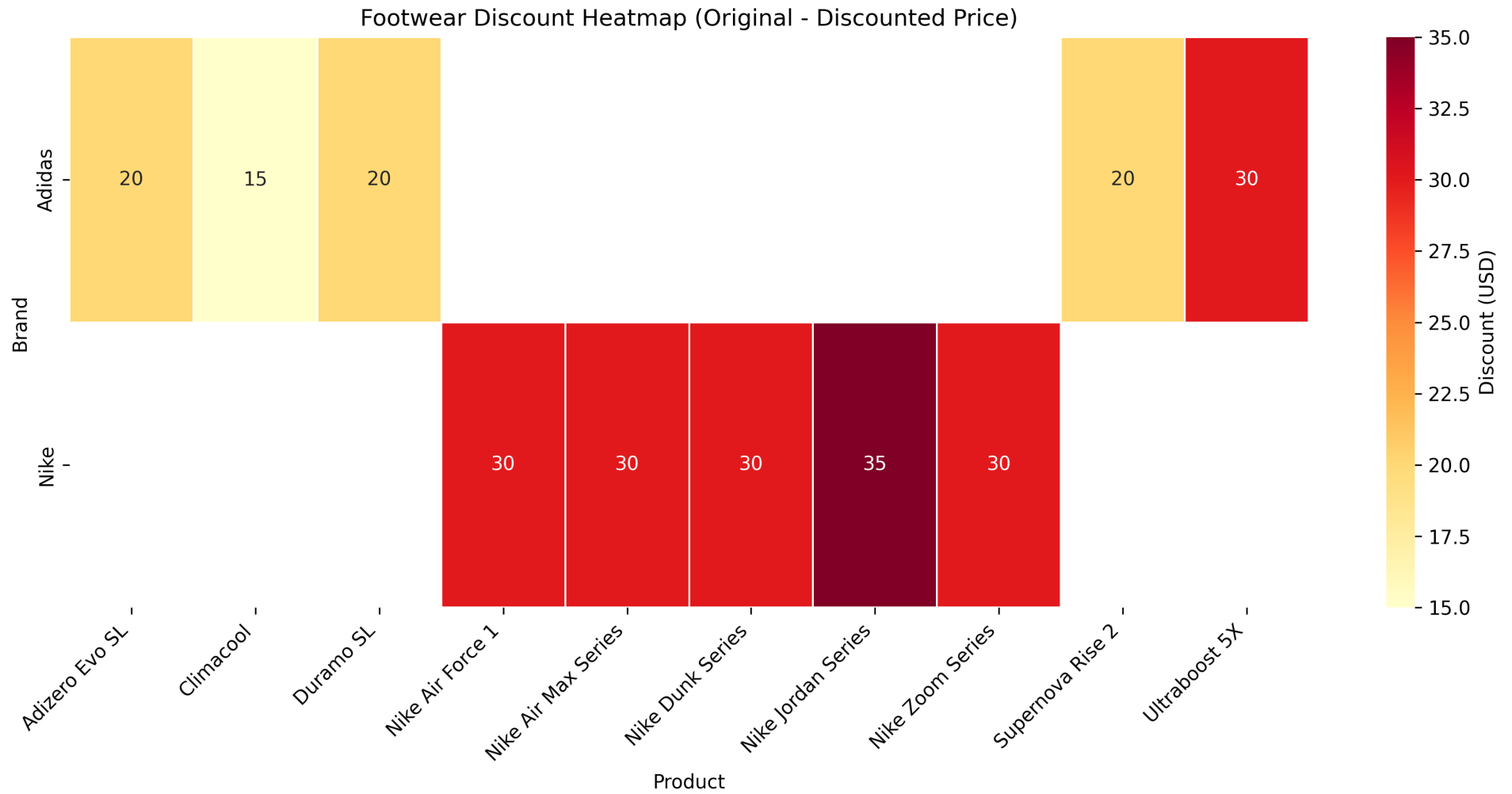
Apparel

| Brand | Product Name                    | Brief Description            | Original Price (USD) | Discounted Price (USD) | Country   | Customer Segment    |
|-------|---------------------------------|------------------------------|----------------------|------------------------|-----------|---------------------|
| Nike  | Nike Dri-FIT Essential T-Shirt  | Moisture-wicking workout tee | 30.00                | 25.00                  | Thailand  | Fitness enthusiasts |
| Nike  | Nike Sportswear Tech Pack Pants | Stylish jogger pants         | 70.00                | 55.00                  | Singapore | Casual wearers      |

| Brand  | Product Name                     | Brief Description                | Original Price (USD) | Discounted Price (USD) | Country     | Customer Segment             |
|--------|----------------------------------|----------------------------------|----------------------|------------------------|-------------|------------------------------|
| Nike   | Nike Women's Icon Clash Leggings | High-waisted workout leggings    | 65.00                | 50.00                  | Vietnam     | Women, fitness enthusiasts   |
| Nike   | Nike ACG Jacket                  | Weather-resistant outdoor jacket | 120.00               | 110.00                 | philippines | Outdoor adventurers          |
| Nike   | Nike Pro Long Sleeve Top         | Lightweight athletic top         | 45.00                | 40.00                  | Malaysia    | Runners, active individuals  |
| Adidas | Adidas 3-Stripes T-Shirt         | Classic logo tee                 | 25.00                | 20.00                  | Indonesia   | Casual wearers               |
| Adidas | Adidas Own The Run Jacket        | Breathable running jacket        | 85.00                | 70.00                  | Singapore   | Runners, fitness enthusiasts |
| Adidas | Adidas Essentials Shorts         | Comfortable shorts               | 30.00                | 25.00                  | Thailand    | Casual wearers               |
| Adidas | Adidas Z.N.E. Hoodie             | Warm-up hoodie                   | 90.00                | 70.00                  | Vietnam     | Athletes, trainers           |
| Adidas | Y-3 Classic T-Shirt              | Collaborative high-fashion tee   | 120.00               | 100.00                 | Malaysia    | Fashion-forward consumers    |

# Overall Price Comparison Summary

| Brand  | Average Price (USD) | Highest Priced Item (USD) | Lowest Priced Item (USD) | Price Spread (Std. Dev) | Country        |
|--------|---------------------|---------------------------|--------------------------|-------------------------|----------------|
| Nike   | 115.00              | 180.00                    | 65.00                    | 37.25                   | Southeast Asia |
| Adidas | 105.00              | 250.00                    | 20.00                    | 39.65                   | Southeast Asia |



*This heat map visualizes the discount rates for the top 5 products from Nike and Adidas. The color intensity indicates the percentage discount applied, allowing for easy comparison between the brands.*

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