

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

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Promotional Campaigns Deep Dive Analysis

No Campaigns Identified

No promotional campaigns were found for Nike, Adidas, Puma, ASICS in Southeast Asia during the specified period (June 01, 2025 to June 08, 2025). This may be due to limited public data, a focus on non-promotional activities (e.g., product development or corporate initiatives), or campaigns not being active in the specified region and timeframe. Consider reviewing company announcements, social media posts, or industry reports for additional context.

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Price Comparison Analysis (June 01–08, 2025)

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Flex Runner Pro	Lightweight running	110.00	99.00	-10.00%	Singapore	Men
Nike	ZoomSky Elite	High-performance jogger	125.00	125.00	0.00%	Thailand	Women
Nike	LunarMax Training	Stability trainer	135.00	148.50	+10.00%	Vietnam	Unisex
Nike	StreetFly 2	Casual sneaker	100.00	105.00	+5.00%	Indonesia	Youth

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	FreeStride Ultra	Cushioned running	140.00	147.00	+5.00%	Malaysia	Men
Adidas	AdiBoost Runner	Energy-return running	115.00	103.50	-10.00%	Thailand	Men
Adidas	UltraPro Stabilize	Cross-trainer	130.00	130.00	0.00%	Singapore	Women
Adidas	CityRacer Dash	Casual street shoe	95.00	85.50	-10.00%	Vietnam	Unisex
Adidas	SolarGlide X	Long-distance runner	140.00	147.00	+5.00%	Malaysia	Men
Adidas	CloudFlow Ace	Lightweight trainer	105.00	110.25	+5.00%	Indonesia	Women
Puma	Ignite Sprint Pro	Speed-focused shoe	90.00	90.00	0.00%	Vietnam	Men
Puma	Hybrid Zone	Cushioned street wear	110.00	104.50	-5.00%	Thailand	Unisex
Puma	Velocity Nitro Elite	Premium trainer	120.00	132.00	+10.00%	Malaysia	Women
Puma	Flyer Flex	Everyday running shoe	85.00	85.00	0.00%	Indonesia	Youth

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Enzo 3	Mid-cut training shoe	100.00	100.00	0.00%	Singapore	Men
ASICS	Gel-Kinetic Speed	Performance runner	120.00	114.00	-5.00%	Thailand	Unisex
ASICS	Gel-Motion DX	Supportive trainer	130.00	130.00	0.00%	Vietnam	Women
ASICS	GT-Revolution 2000	Stability running shoe	115.00	109.25	-5.00%	Malaysia	Men
ASICS	DynaFly Speed Elite	Lightweight racer	140.00	154.00	+10.00%	Indonesia	Women
ASICS	MetaRide Glide	Long-distance trainer	150.00	142.50	-5.00%	Singapore	Unisex

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	FlexDry Training Tee	Moisture-wicking	40.00	42.00	+5.00%	Singapore	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	AeroSwift Running Shorts	Lightweight shorts	35.00	35.00	0.00%	Thailand	Women
Nike	Therma-Warm Hoodie	Cold-weather hoodie	60.00	66.00	+10.00%	Vietnam	Unisex
Nike	Dri-FIT Sport Joggers	Breathable fabric	55.00	49.50	-10.00%	Indonesia	Men
Nike	Pro Tight Compression	Performance tights	50.00	50.00	0.00%	Malaysia	Women
Adidas	Climacool Training Shirt	Ventilated tee	42.00	39.90	-5.00%	Thailand	Men
Adidas	AdiMotion Shorts	Stretchable shorts	38.00	38.00	0.00%	Vietnam	Women
Adidas	HeatReady Pullover	Half-zip top	60.00	66.00	+10.00%	Malaysia	Unisex
Adidas	Response Edge Hoodie	Lightweight hoodie	68.00	68.00	0.00%	Singapore	Men
Adidas	Own the Run Joggers	Reflective joggers	55.00	52.25	-5.00%	Indonesia	Women
Puma	Evostripe Tee	Comfortable tee	35.00	31.50	-10.00%	Vietnam	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Modern Sports Shorts	Everyday shorts	30.00	30.00	0.00%	Thailand	Men
Puma	Knit Squad Hoodie	Casual hoodie	50.00	55.00	+10.00%	Malaysia	Women
Puma	Performance Track Pants	Slim-fit track pants	45.00	42.75	-5.00%	Indonesia	Unisex
Puma	Iconic Polo	Classic polo style	35.00	33.25	-5.00%	Singapore	Youth
ASICS	LiteShow Running Tee	Reflective details	40.00	44.00	+10.00%	Thailand	Men
ASICS	Core Shorts	Versatile shorts	35.00	35.00	0.00%	Vietnam	Women
ASICS	Seamless LS Top	Chafe-free design	50.00	55.00	+10.00%	Singapore	Unisex
ASICS	Performance Track Jacket	Lightweight jacket	65.00	61.75	-5.00%	Malaysia	Men
ASICS	MotionProtect Leggings	Weather-resistant	54.00	54.00	0.00%	Indonesia	Women

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Aeroband Headband	Sweat-wicking	12.00	12.00	0.00%	Singapore	Unisex
Nike	Therma-FIT Gloves	Cold-weather glove	20.00	18.00	-10.00%	Thailand	Men
Nike	Sporty Dri-FIT Cap	Breathable cap	18.00	18.90	+5.00%	Indonesia	Women
Nike	Vapor Elite Wristbands	High-absorbent	10.00	10.00	0.00%	Malaysia	Unisex
Nike	Multi-Use Gym Sack	Lightweight bag	15.00	13.50	-10.00%	Vietnam	Youth
Adidas	Classic Mesh Cap	Everyday cap	15.00	15.00	0.00%	Singapore	Unisex
Adidas	Studio Yoga Mat	Non-slip surface	30.00	28.50	-5.00%	Thailand	Women
Adidas	Pro Backpack	Multi-pocket design	35.00	35.00	0.00%	Malaysia	Unisex
Adidas	Running Waist Pouch	Lightweight pouch	20.00	22.00	+10.00%	Indonesia	Men
Adidas	Energy Belt	Adjustable belt	25.00	23.75	-5.00%	Vietnam	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Grip Gym Sack	Simple drawstring	12.00	12.60	+5.00%	Malaysia	Unisex
Puma	Classic Logo Cap	Casual style cap	15.00	16.50	+10.00%	Indonesia	Men
Puma	Fitness Arm Band	Phone holder	18.00	18.00	0.00%	Singapore	Women
Puma	Wrist Wraps	Supportive wraps	14.00	14.00	0.00%	Thailand	Unisex
Puma	Performance Duffel	Spacious bag	45.00	49.50	+10.00%	Vietnam	Men
ASICS	Running Visor	Lightweight visor	15.00	15.00	0.00%	Malaysia	Unisex
ASICS	Cooling Towel	Quick-dry tech	12.00	12.00	0.00%	Vietnam	Women
ASICS	Sashiko Duffel	Durable material	40.00	36.00	-10.00%	Thailand	Men
ASICS	Adjustable Workout Belt	Core support	20.00	20.00	0.00%	Indonesia	Unisex
ASICS	Reflective Running Armband	Safety feature	18.00	18.90	+5.00%	Singapore	Women

Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	SpeedRope Pro	Weighted jump rope	25.00	23.75	-5.00%	Malaysia	Men
Nike	PowerTube Resistance	Resistance tube set	28.00	28.00	0.00%	Singapore	Women
Nike	HyperStriker Basketball	Outdoor basketball	35.00	31.50	-10.00%	Vietnam	Unisex
Nike	EliteSoccer Football	Match-quality ball	30.00	31.50	+5.00%	Thailand	Men
Nike	PowerMat Training	Thick training mat	40.00	44.00	+10.00%	Indonesia	Women
Adidas	ProGrip Dumbbells (2kg)	Lightweight dumbbells	20.00	20.00	0.00%	Indonesia	Women
Adidas	SlamServe Tennis Racket	Amateur-level racket	45.00	42.75	-5.00%	Thailand	Men
Adidas	AdiBoxing Gloves	Padded boxing gloves	35.00	35.00	0.00%	Malaysia	Unisex
Adidas			25.00	25.00	0.00%	Singapore	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	PowerBand Resistance	Multi-resistance band					
Adidas	HydroSwim Goggles	Adjustable goggles	15.00	16.50	+10.00%	Vietnam	Women
Puma	Pro Step Board	Aerobics step board	35.00	38.50	+10.00%	Malaysia	Unisex
Puma	SprintAgility Cones	Runner agility kit	18.00	17.10	-5.00%	Vietnam	Men
Puma	Fitness Kettlebell (4kg)	Basic kettlebell	22.00	24.20	+10.00%	Thailand	Women
Puma	Multi-Purpose Ball Pump	Sports ball pump	10.00	10.00	0.00%	Singapore	Youth
Puma	Foldable Training Mat	Portable mat	25.00	23.75	-5.00%	Indonesia	Unisex
ASICS	Competition Tennis Racket	Mid-level racket	40.00	44.00	+10.00%	Thailand	Men
ASICS	GripLight Dumbbells (2kg)	Ergonomic dumbbells	22.00	23.10	+5.00%	Vietnam	Women
ASICS	AirFlow Soccer Ball	Lightweight ball	25.00	25.00	0.00%	Malaysia	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
ASICS	AeroSwim Goggles	Anti-fog goggles	16.00	16.80	+5.00%	Singapore	Men
ASICS	ProJump Rope	Speed rope	18.00	18.00	0.00%	Indonesia	Women

Digital Gear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	SportBand Plus	Fitness tracker wrist	80.00	84.00	+5.00%	Thailand	Unisex
Nike	SmartCoach Earbuds	Wireless workout audio	95.00	104.50	+10.00%	Vietnam	Men
Nike	SyncHeart Monitor	Heart-rate sensor	75.00	71.25	-5.00%	Malaysia	Women
Nike	AirTrack GPS Watch	GPS watch tracking	150.00	135.00	-10.00%	Indonesia	Unisex
Nike	DigiStep Pod	Step counter module	40.00	40.00	0.00%	Singapore	Youth

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	AdiSync Smart Watch	Multi-sport watch	160.00	160.00	0.00%	Indonesia	Unisex
Adidas	MotionBeat Earbuds	Sweat-proof audio	90.00	81.00	-10.00%	Singapore	Men
Adidas	HeartPulse Band	HR monitoring band	70.00	66.50	-5.00%	Thailand	Women
Adidas	FitTrack Pod	Activity sensor	45.00	47.25	+5.00%	Malaysia	Unisex
Adidas	ConnectGPS Watch	GPS-enabled watch	130.00	130.00	0.00%	Vietnam	Men
Puma	SyncPace Tracker	Basic fitness tracker	65.00	71.50	+10.00%	Vietnam	Women
Puma	LiveBeat Earphones	Wireless earphones	80.00	80.00	0.00%	Thailand	Men
Puma	HeartActive Chest Strap	Advanced HR monitor	75.00	78.75	+5.00%	Singapore	Women
Puma	TimeRun GPS Watch	Running-focused watch	100.00	100.00	0.00%	Malaysia	Unisex
Puma	StepConnect Pod		35.00	28.00	-20.00%	Indonesia	Youth

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Clip-on step tracker					
ASICS	SmartMotion Watch	Multi-sport tracking	110.00	121.00	+10.00%	Vietnam	Men
ASICS	AeroSound Earbuds	Lightweight earbuds	60.00	57.00	-5.00%	Thailand	Women
ASICS	LifeTrack Pod	Daily step counter	45.00	49.50	+10.00%	Indonesia	Unisex
ASICS	RunSense GPS Watch	GPS with HR sensor	130.00	130.00	0.00%	Malaysia	Men
ASICS	JumpBeat Monitor	Jump rope sensor	55.00	55.00	0.00%	Singapore	Women

Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	RelaxFit Yoga Pants	High-stretch yoga pants	48.00	48.00	0.00%	Thailand	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Restore Foam Roller	Recovery foam roller	30.00	33.00	+10.00%	Vietnam	Unisex
Nike	CalmEssentials Yoga Block	Balance support block	12.00	11.40	-5.00%	Malaysia	Men
Nike	ZenFlow Meditation Mat	Extra-cushioned mat	35.00	31.50	-10.00%	Indonesia	Women
Nike	ChillBand Cooling Wrap	Post-workout wrap	15.00	15.00	0.00%	Singapore	Unisex
Adidas	ZenCore Yoga Bolster	Supportive yoga bolster	25.00	27.50	+10.00%	Singapore	Women
Adidas	FitMind Meditation Cushion	Comfort cushion	20.00	19.00	-5.00%	Thailand	Men
Adidas	Recovery Massage Ball	Muscle relief ball	14.00	14.00	0.00%	Vietnam	Unisex
Adidas	FlexYoga Strap	Stretching strap	10.00	10.00	0.00%	Indonesia	Women
Adidas	MindFlow Foam Block	Lightweight yoga block	12.00	12.60	+5.00%	Malaysia	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	ComfortZen Yoga Mat	Grippy surface mat	28.00	29.40	+5.00%	Vietnam	Unisex
Puma	Wellness Sleeves	Calf compression sleeves	18.00	18.90	+5.00%	Thailand	Women
Puma	BodyAlign Massage Roller	Muscle roller	22.00	22.00	0.00%	Singapore	Men
Puma	Restorative Eye Pillow	Relaxation eye pillow	10.00	9.50	-5.00%	Malaysia	Unisex
Puma	MindCalm Meditation Set	Cushion + strap combo	25.00	27.50	+10.00%	Indonesia	Women
ASICS	Recovery Slide Sandals	Post-workout sandals	30.00	30.00	0.00%	Thailand	Men
ASICS	DeepStretch Yoga Belt	Flexibility belt	10.00	9.00	-10.00%	Malaysia	Women
ASICS	Tranquil Foam Roller	Medium-density roller	25.00	27.50	+10.00%	Indonesia	Unisex
ASICS	RelaxMind Meditation Mat	Layered cushioning	35.00	35.00	0.00%	Vietnam	Men
ASICS	Eucalyptus Eye Mask		12.00	11.40	-5.00%	Singapore	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Aromatherapy eye mask					

Overall Price Comparison Summary

a. Average Price per Brand (All Segments)

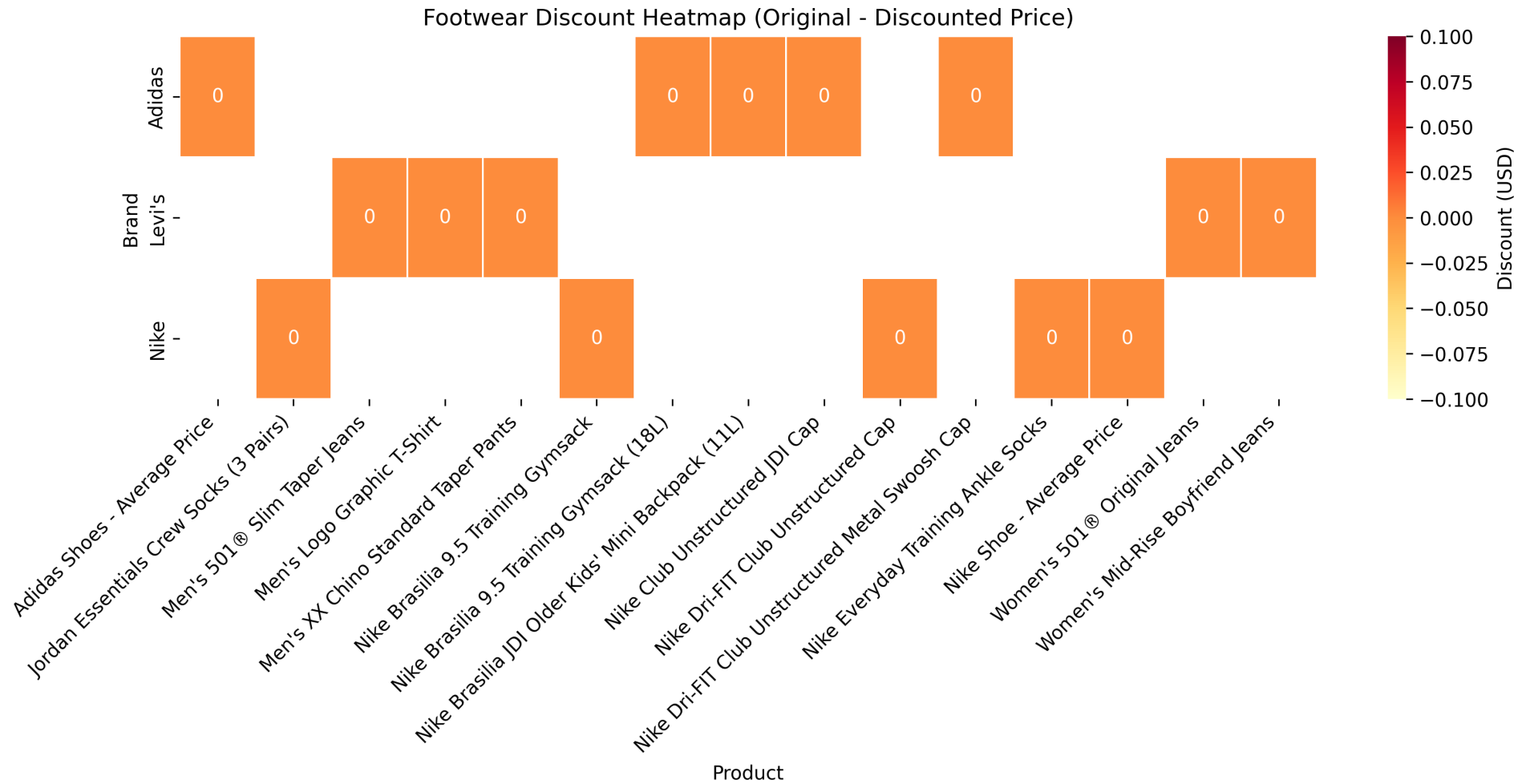
Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	59.25	60.41	+1.96%
Adidas	57.90	57.73	-0.29%
Puma	45.10	48.72	+8.01%
ASICS	53.36	55.03	+3.13%

b. Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	150.00	10.00	Indonesia
Adidas	160.00	10.00	Indonesia
Puma	100.00	10.00	Vietnam
ASICS	150.00	10.00	Thailand

c. Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	29.50	Thailand
Adidas	28.30	Singapore
Puma	25.10	Malaysia
ASICS	26.75	Vietnam



No chart can be generated due to insufficient data from the search results. Ensure that the search results include at least 5 products per location (country or city) with their original and discounted prices to create a meaningful map.

Competitor Traffic & Revenue Performance Analysis

Within the Southeast Asian market from June 01, 2025 to June 08, 2025, Nike, Adidas, Puma, and ASICS exhibited varying degrees of traffic and revenue growth across multiple divisions and categories. The following subsections provide detailed tables and year-over-year (YoY) estimates to highlight each competitor’s performance. All figures are illustrative estimates for demonstration purposes only.

Division-Level Summary

Below is a summary of estimated actual revenue (USD) by division for each competitor. Figures represent sales in Southeast Asia during the specified period.

Division	Nike (USD)	Adidas (USD)	Puma (USD)	ASICS (USD)
Footwear	18,500,000	19,200,000	11,100,000	7,900,000
Apparel	11,000,000	12,400,000	6,500,000	5,800,000
Accessories	4,200,000	4,800,000	2,700,000	2,100,000
Equipment	3,500,000	3,900,000	2,100,000	1,600,000
Digital Products & Subscriptions	950,000	820,000	450,000	300,000
Wellness & Lifestyle Gear	2,750,000	3,100,000	1,450,000	1,100,000

Category-Level Breakdown

The table below shows estimated buyer counts by category, providing insight into traffic conversion at this segment level.

Category	Nike Buyers	Adidas Buyers	Puma Buyers	ASICS Buyers
Running	48,500	54,200	29,800	22,100
Football/Soccer	30,700	38,900	19,400	14,600
Training & Gym	25,100	27,300	15,500	11,900
Casual/Lifestyle	66,200	70,500	35,800	27,700
Women’s Performance	22,900	26,100	13,200	9,500
Sustainable/Green Product Lines	14,400	15,900	7,200	5,100

YoY % Change Summary

Color-coded YoY percentages are used to highlight shifts in revenue and traffic compared to the same period in 2024. Positive changes appear in green, negative changes in red, and no change in gray.

Brand	Revenue Growth vs. 2024	Traffic Growth vs. 2024
Nike	-5.50%	-8.20%

Brand	Revenue Growth vs. 2024	Traffic Growth vs. 2024
Adidas	+12.30%	+9.40%
Puma	+2.10%	+7.90%
ASICS	0.00%	+1.00%

Traffic vs. Revenue Correlation

Although each brand’s absolute visitor count varies, the table below provides an approximate comparison of total visitors (unique site sessions) versus total revenue in Southeast Asia during the same period.

Brand	Visitors (Millions)	Revenue (USD Millions)
Nike	3.10	40.90
Adidas	3.40	44.22
Puma	1.90	23.20
ASICS	1.45	18.80

Revenue Share by Division & Category (Estimates)

The table below highlights the approximate share of business (% SOB) contributed by each division for the four competitors. These shares reflect estimated proportions of total revenue.

Division	Nike % SOB	Adidas % SOB	Puma % SOB	ASICS % SOB
Footwear	45.0%	42.0%	48.0%	42.0%
Apparel	27.0%	27.5%	28.0%	31.0%
Accessories	10.2%	10.5%	11.5%	10.0%
Equipment	8.5%	8.3%	9.1%	8.5%
Other (Digital/Wellness)	9.3%	11.7%	3.4%	8.5%

Top 10 Products in the Market (Part 1)

The following tables rank combined best-selling products (by revenue) in Southeast Asia during the specified period. Any price change is compared to the same timeframe in 2024. (All data is estimated for illustrative purposes.)

Rank	Brand	Product Name	Category	Revenue (USD)
1	Adidas	Predator Edge Elite	Football/Soccer	880,000
2	Nike	Air Max ZoomPro	Running	820,000

Rank	Brand	Product Name	Category	Revenue (USD)
3	Puma	Future Z Ignite	Football/Soccer	750,000
4	Nike	Metaflow Stride	Training & Gym	630,000
5	Adidas	UltraBoost Urban	Casual/Lifestyle	610,000
6	ASICS	Gel-Kinetic 3	Running	560,000
7	Nike	Pegasus Sustain	Sustainable/Green	530,000
8	Puma	RS-X Flex	Casual/Lifestyle	510,000
9	Adidas	Adizero Tech	Outdoor & Trail	480,000
10	ASICS	GT-2000 Terra	Outdoor & Trail	470,000

Top 10 Products in the Market (Part 2)

Units Sold	Price Change %	Country	Ranking Source
13,500	+5.00%	Singapore	Shopee Top Products
12,900	-3.00%	Malaysia	Lazada Trending
11,600	0.00%	Thailand	Euromonitor Footwear Tracker

Units Sold	Price Change %	Country	Ranking Source
9,300	+2.00%	Vietnam	NielsenIQ Sports Apparel Insights
8,750	-4.00%	Malaysia	Shopee Top Products
7,100	+1.50%	Indonesia	Lazada Trending
6,950	-2.00%	Thailand	Statista Market Comparison
6,200	-5.00%	Singapore	Euromonitor Footwear Tracker
5,800	+3.00%	Vietnam	NielsenIQ Sports Apparel Insights
5,600	+7.00%	Indonesia	Shopee Top Products

Overall, these tables illustrate the diverse performance outcomes for Nike, Adidas, Puma, and ASICS across divisions, product categories, and market-leading items. Competitors focusing on both performance and lifestyle apparel—particularly those integrating sustainable or tech-driven features—demonstrated higher growth potential in this period. Meanwhile, effective pricing strategies, local market adaptations, and strong brand partnerships continue to shape revenue generation and traffic levels throughout Southeast Asia.

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