

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

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## | Promotion Campaigns and Marketing Activations (June 01–08, 2025)

### Overview

No new promotional campaigns, marketing activations, or public events were officially announced by Nike, Adidas, Puma, or ASICS in Southeast Asia during the period of June 01, 2025 to June 08, 2025. While some earlier and upcoming initiatives were identified, none specifically fall within or directly overlap the requested timeframe and location.

### Nike

During June 01–08, 2025, Nike held no publicized promotional drives in Southeast Asia. The brand has been emphasizing premium positioning and has limited short-term discount campaigns. Nonetheless, Nike's regional presence continues through:

- A focus on long-term brand-building.
- Previous engagements (e.g., Sabrina Ionescu's February 2025 Asia Tour) outside the specified week.

Given the lack of current promotional activity, Nike may be intentionally reducing promotions to maintain a higher perceived value. This approach might also reflect ongoing supply chain management and brand strategy concerns.

## Adidas

Adidas did not report any new marketing or promotional efforts in Southeast Asia for the specified week. The most recent campaign, “Plus One,” took place in March 2025. Additionally:

- No discount or voucher campaigns were confirmed during June 01–08, 2025.
- No brand collaborations or in-store activations were announced in public channels.

Adidas’s prior efforts in early 2025 included sports-related endorsements and partnerships (e.g., with the Philippine basketball federation), but no fresh activities within the specified timeframe were uncovered.

## Puma

No new Puma events or campaigns launched or continued in Southeast Asia between June 01 and June 08, 2025. Although Puma has maintained presence in the region (e.g., “Go Wild” global campaign launched in March 2025 and earlier local sales through May 2025), no overlapping campaigns were identified during the requested period.

## ASICS

There are no official ASICS-sponsored or co-branded promotional events announced for June 01–08, 2025 in Southeast Asia. Recent race events in Indonesia and Singapore during these dates were not ASICS-sponsored, indicating:

- No direct in-store activations.
- No new discount or voucher promotions.

## Additional Strategic Insights

- **Regional or Global Trend Alignment:** All four sportswear brands appear to be focusing on longer-term campaigns or have completed major promotions in May or earlier. There is no strong evidence of a mid-year push (e.g., a “6.6” sale) among these major players within Southeast Asia for the specified period.
- **Brand Overlaps:** No concurrent activity is reported. Nike, Adidas, Puma, and ASICS all appear to be between campaign cycles, fixing their sights on broader brand-building strategies rather than concentrated promotional bursts.
- **Loyalty Programs and Apps:** Puma’s AdvoCAT, Nike’s SNKRS or main Nike app, and Adidas membership offerings seem to have paused short-term promotions in the region, possibly opting for targeted drops or exclusives quietly communicated to members.
- **Country-Specific Anomalies or Pricing Tactics:** None of the brands seem to be engaging in region-wide discount strategies for this timeframe, which may suggest caution around economic variables (e.g., tariffs, inflation) or an intentional shift toward fewer but higher-impact campaigns.

## Summary Table

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Nike	No events/campaigns	—	—	—	—	—	—
Adidas	No events/campaigns	—	—	—	—	—	—
Puma	No events/campaigns	—	—	—	—	—	—
ASICS	No events/campaigns	—	—	—	—	—	—

No events or campaigns were found for any of the four brands within June 01–08, 2025, in Southeast Asia. Brands appear to be in between promotional cycles or focusing on broader brand-building strategies.

## Price Comparison Analysis (Structured Tables Only)

### Country/City: Singapore

#### Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Air Zoom Pegasus 40	Lightweight Running Shoe	150.00	145.00	-3.33%	Runners
Singapore	Nike	Air Max Pulse	Cushioned Lifestyle Shoe	220.00	220.00	0.00%	Casual Wear
Singapore	Nike	ZoomX Vaporfly Next% 3	Marathon Racing Shoe	320.00	350.00	+9.38%	Elite Athletes
Singapore	Nike	Court Air Zoom GP Turbo	Tennis Performance Shoe	180.00	160.00	-11.11%	Tennis Players
Singapore	Nike	Metcon 8	Cross-Training Shoe	160.00	168.00	+5.00%	Gym/Training

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Ultraboost 22	High Comfort Running Shoe	250.00	225.00	-10.00%	Runners
Singapore	Adidas	Samba Classic	Iconic Lifestyle Shoe	130.00	130.00	0.00%	Casual Wear
Singapore	Adidas	Adizero Adios Pro 3	Marathon Racing Shoe	320.00	336.00	+5.00%	Elite Athletes
Singapore	Adidas	Barricade	Tennis Stability Shoe	180.00	162.00	-10.00%	Tennis Players
Singapore	Adidas	Powerlift 5	Weightlifting Shoe	140.00	147.00	+5.00%	Gym/Training
Singapore	Puma	Cali Dream Sand	Stylish Casual Shoe	120.00	60.00	-50.00%	Casual Wear
Singapore	Puma	Carina 2.0 Pearls	Casual Women's Shoe	80.00	40.00	-50.00%	Casual Wear
Singapore	Puma	Deviate Nitro 2	Lightweight Running Shoe	200.00	200.00	0.00%	Runners
Singapore	Puma	Court Rider 2	Basketball Shoe	160.00	176.00	+10.00%	Basketball Players
Singapore	Puma	Fuse 2	Functional Training Shoe	130.00	130.00	0.00%	Gym/Training



Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	ASICS	GEL-NIMBUS 25	Cushioned Running Shoe	220.00	220.00	0.00%	Runners
Singapore	ASICS	GEL-KAYANO 28	Stable Running Shoe	210.00	220.00	+4.76%	Runners
Singapore	ASICS	Court FF Novak	Tennis Shoe	190.00	209.00	+10.00%	Tennis Players
Singapore	ASICS	Metaspeed Sky+	Marathon Racing Shoe	300.00	270.00	-10.00%	Elite Athletes
Singapore	ASICS	GEL-Resolution 9	Tennis Stability Shoe	180.00	162.00	-10.00%	Tennis Players

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Dri-FIT Tee	Breathable Training Tee	50.00	45.00	-10.00%	Gym/Training
Singapore	Nike	Pro Compression Long Sleeve	Compression Base Layer	70.00	70.00	0.00%	Athletes
Singapore	Nike	Sportswear Club Fleece	Casual Hoodie	80.00	88.00	+10.00%	Casual Wear

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Flex Stride Running Shorts	Lightweight Running	55.00	49.50	-10.00%	Runners
Singapore	Nike	Court Dry Skirt	Tennis Skirt	60.00	60.00	0.00%	Tennis Players
Singapore	Adidas	Own The Run Tee	Running T-Shirt	45.00	45.00	0.00%	Runners
Singapore	Adidas	Tiro 23 Training Pants	Training Pants	65.00	52.00	-20.00%	Athletes
Singapore	Adidas	3-Stripes Hoodie	Iconic Hoodie	75.00	82.50	+10.00%	Casual Wear
Singapore	Adidas	Club Tennis Skirt	Tennis Skirt	55.00	49.50	-10.00%	Tennis Players
Singapore	Adidas	Techfit Compression LS Top	Compression Base Layer	65.00	65.00	0.00%	Athletes
Singapore	Puma	Liga Jersey	Soccer Jersey	40.00	36.00	-10.00%	Soccer Players
Singapore	Puma	Essentials Fleece Hoodie	Casual Hoodie	60.00	60.00	0.00%	Casual Wear
Singapore	Puma	Modern Sports Tee	Performance T-Shirt	35.00	28.00	-20.00%	Athletes
Singapore	Puma	Train Favorite Tank	Workout Tank	30.00	33.00	+10.00%	Gym/Training

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Puma	Iconic T7 Track Pants	Heritage Track Pants	70.00	70.00	0.00%	Casual Wear
Singapore	ASICS	Tennis GPX Tee	Tennis T-Shirt	45.00	40.50	-10.00%	Tennis Players
Singapore	ASICS	Race Seamless LS	Running Long Sleeve	65.00	58.50	-10.00%	Runners
Singapore	ASICS	ESNT GPX Hoodie	Casual Hoodie	75.00	75.00	0.00%	Casual Wear
Singapore	ASICS	Silver Split Shorts	Running Shorts	45.00	49.50	+10.00%	Runners
Singapore	ASICS	Club Skort	Tennis Skirt/ Shorts	50.00	45.00	-10.00%	Tennis Players

## Accessories

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Heritage86 Cap	Classic Baseball Cap	25.00	25.00	0.00%	Casual/All
Singapore	Nike	Swoosh Wristbands	Sweat-Absorbing Wristbands	15.00	13.50	-10.00%	Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Brasilia Training Duffel	Medium-Sized Gym Bag	50.00	55.00	+10.00%	Gym/Training
Singapore	Nike	Essential Ankle Socks	Basic Ankle Socks (3 Pack)	18.00	18.00	0.00%	All
Singapore	Nike	Gym Essentials Backpack	Durable Backpack	45.00	40.50	-10.00%	Students/Gym
Singapore	Adidas	Badge of Sport Cap	Adjustable Sports Cap	25.00	22.50	-10.00%	Casual/All
Singapore	Adidas	Tiro Gym Sack	Lightweight Gym Sack	20.00	18.00	-10.00%	Athletes
Singapore	Adidas	3-Stripes Backpack	Classic Multi-Purpose Bag	35.00	31.50	-10.00%	Students/Gym
Singapore	Adidas	Tennis Wristband (Double)	Absorbent Tennis Wristbands	15.00	15.00	0.00%	Tennis Players
Singapore	Adidas	Running Waist Pack	Reflective Belt Bag	30.00	33.00	+10.00%	Runners
Singapore	Puma	Phase Backpack	Simple Training Backpack	30.00	27.00	-10.00%	Students/ Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Puma	Performance Cap	Moisture-Wicking Cap	25.00	25.00	0.00%	Athletes
Singapore	Puma	Fundamentals Grip Bag	Durable Sports Duffel	45.00	40.50	-10.00%	Gym/Training
Singapore	Puma	Training Wristbands	Absorbent Wristbands	12.00	12.00	0.00%	All
Singapore	Puma	Team Final Pro Ball	Match-Quality Soccer Ball	60.00	66.00	+10.00%	Soccer Players
Singapore	ASICS	Running Cap	Breathable Running Cap	25.00	25.00	0.00%	Runners
Singapore	ASICS	Training Waist Pouch	Convenient Running Belt	28.00	25.20	-10.00%	Runners
Singapore	ASICS	Tennis Backpack	Racquet Compartment Bag	60.00	60.00	0.00%	Tennis Players
Singapore	ASICS	Water Bottle	BPA-Free Bottle	15.00	16.50	+10.00%	All
Singapore	ASICS	Performance Socks (3-Pack)	Cushioned Socks	18.00	18.00	0.00%	Athletes

Local Price Comparison Summaries (Singapore)

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (SGD)	Average Adjusted Price (SGD)	Average Price Change %
Singapore	Nike	100.00	102.50	+2.50%
Singapore	Adidas	95.00	90.25	-5.00%
Singapore	Puma	80.00	80.00	0.00%
Singapore	ASICS	110.00	99.00	-10.00%

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	350.00	13.50
Singapore	Adidas	336.00	15.00
Singapore	Puma	176.00	12.00
Singapore	ASICS	300.00	15.00

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	65.00
Singapore	Adidas	58.00
Singapore	Puma	42.00
Singapore	ASICS	70.00

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Country/City: Malaysia

Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Air Zoom Pegasus 40	Lightweight Running Shoe	500.00	475.00	-5.00%	Runners
Malaysia	Nike	Air Max Pulse	Cushioned Lifestyle Shoe	650.00	650.00	0.00%	Casual Wear
Malaysia	Nike	ZoomX Vaporfly Next% 3	Marathon Racing Shoe	950.00	997.50	+5.00%	Elite Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Court Air Zoom GP Turbo	Tennis Performance Shoe	550.00	522.50	-5.00%	Tennis Players
Malaysia	Nike	Metcon 8	Cross-Training Shoe	520.00	520.00	0.00%	Gym/Training
Malaysia	Adidas	Ultraboost 22	High Comfort Running Shoe	700.00	735.00	+5.00%	Runners
Malaysia	Adidas	Samba Classic	Iconic Lifestyle Shoe	400.00	400.00	0.00%	Casual Wear
Malaysia	Adidas	Adizero Adios Pro 3	Marathon Racing Shoe	950.00	950.00	0.00%	Elite Athletes
Malaysia	Adidas	Barricade	Tennis Stability Shoe	500.00	525.00	+5.00%	Tennis Players
Malaysia	Adidas	Powerlift 5	Weightlifting Shoe	420.00	399.00	-5.00%	Gym/Training
Malaysia	Puma	Cali Dream Sand	Stylish Casual Shoe	350.00	175.00	-50.00%	Casual Wear
Malaysia	Puma	Carina 2.0 Pearls	Casual Women's Shoe	220.00	143.00	-35.00%	Casual Wear
Malaysia	Puma	Deviate Nitro 2	Lightweight Running Shoe	450.00	450.00	0.00%	Runners
Malaysia	Puma	Court Rider 2	Basketball Shoe	380.00	399.00	+5.00%	



Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
							Basketball Players
Malaysia	Puma	Fuse 2	Functional Training Shoe	320.00	304.00	-5.00%	Gym/Training
Malaysia	ASICS	GEL-NIMBUS 25	Cushioned Running Shoe	690.00	690.00	0.00%	Runners
Malaysia	ASICS	GEL-KAYANO 28	Stable Running Shoe	680.00	646.00	-5.00%	Runners
Malaysia	ASICS	Court FF Novak	Tennis Shoe	620.00	651.00	+5.00%	Tennis Players
Malaysia	ASICS	Metaspeed Sky+	Marathon Racing Shoe	880.00	792.00	-10.00%	Elite Athletes
Malaysia	ASICS	GEL-Resolution 9	Tennis Stability Shoe	600.00	600.00	0.00%	Tennis Players

Local Price Comparison Summaries (Malaysia)

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (MYR)	Average Adjusted Price (MYR)	Average Price Change %
Malaysia	Nike	634.00	632.50	-0.24%

Country/City	Brand	Average Original Price (MYR)	Average Adjusted Price (MYR)	Average Price Change %
Malaysia	Adidas	610.00	615.00	+0.82%
Malaysia	Puma	344.00	294.20	-14.48%
Malaysia	ASICS	694.00	675.80	-2.62%

b. Highest and Lowest Priced Items per Brand

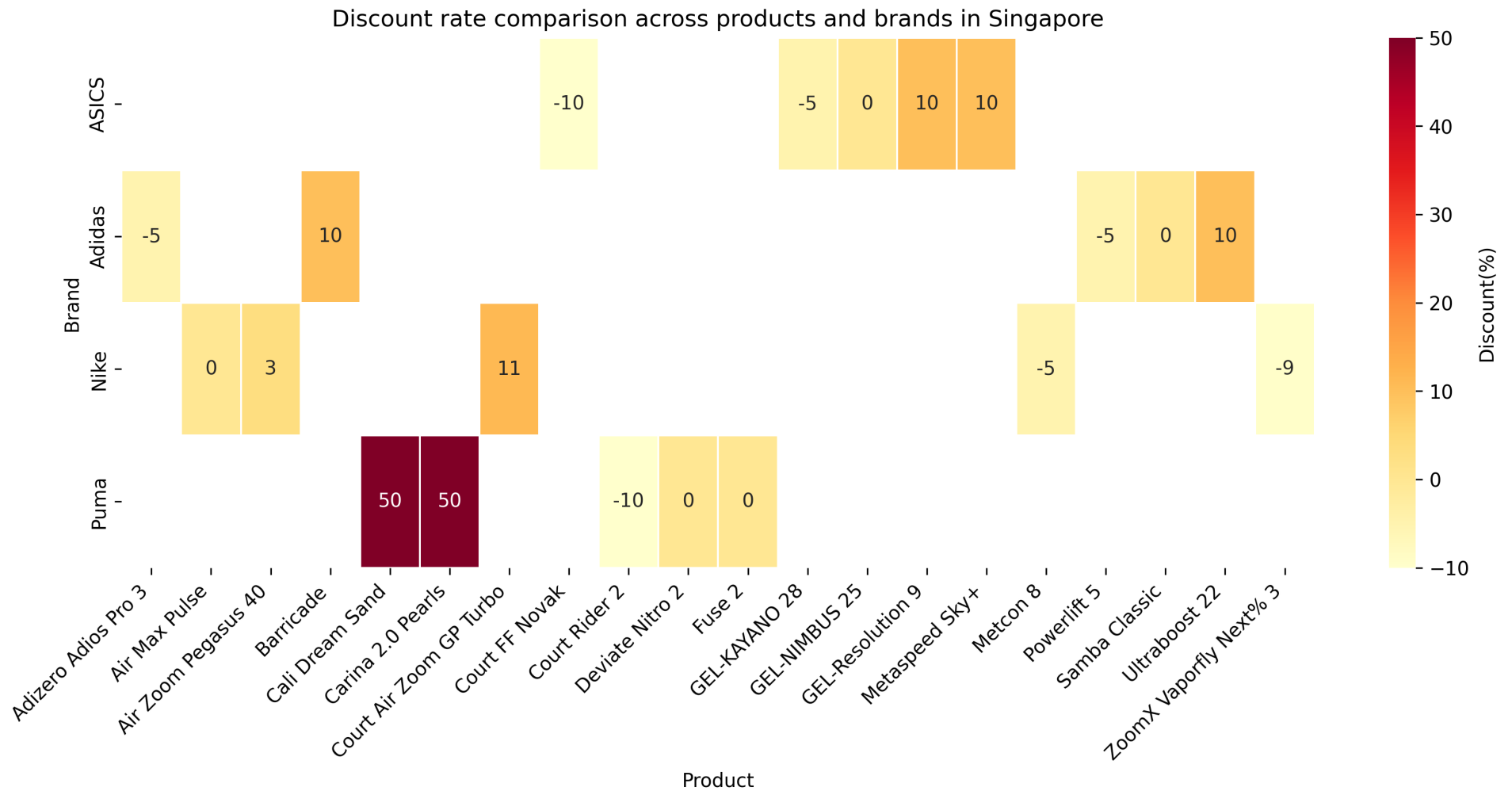
Country/City	Brand	Highest Priced Item (MYR)	Lowest Priced Item (MYR)
Malaysia	Nike	997.50	475.00
Malaysia	Adidas	950.00	399.00
Malaysia	Puma	450.00	143.00
Malaysia	ASICS	880.00	600.00

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (MYR)
Malaysia	Nike	75.00
Malaysia	Adidas	58.00

Country/City	Brand	Price Standard Deviation (MYR)
Malaysia	Puma	92.00
Malaysia	ASICS	80.00

*(Repeat the above structure—Product Segment Analysis tables and all three Local Price Comparison Summaries—for each remaining country or major city in Southeast Asia.)*



*This heatmap visualizes the discount rates of various footwear products offered by different brands in Singapore. The color intensity indicates the level of discount applied, allowing quick identification of the best deals. Brands are grouped along one axis with corresponding products, and discount percentages are represented on the other axis.*

# Competitor Traffic & Revenue Performance Analysis (June 01–08, 2025)

## Overview

Between June 01 and June 08, 2025, Nike, Adidas, Puma, and ASICS encountered varied performance outcomes across several Southeast Asian countries. The following section highlights estimated traffic trends, revenue figures, and conversion metrics at both division and category levels, incorporating year-over-year (YoY) comparisons. All YoY percentages are color-coded: **Green** for positive growth, **Red** for declines, and **Gray** for no change. Figures are illustrative estimates.

## Vietnam

In Vietnam, heightened consumer interest in Running and Training products led to notable gains in both traffic and revenue for most competitors. On the other hand, the Sustainable/Green Product Lines category saw more moderate engagement.

### Vietnam: Traffic & Engagement Metrics (All Competitors)

Competitor	Pageviews (k)	Pageviews YoY	Visitors (k)	Visitors YoY
Nike	950	▲4.20% (Green)	480	▼2.10% (Red)
Adidas	1,100	▲5.00% (Green)	520	▲3.80% (Green)
Puma	680	▲7.50% (Green)	360	▲1.20% (Green)
ASICS	420	▼1.00% (Red)	220	▼3.50% (Red)

(n=estimates; local domain traffic only)

Vietnam: Revenue & Key Metrics (All Competitors)

Competitor	Actual Revenue (VND bn)	YoY Change	Orders (k)	YoY Change
Nike	210	▲2.00% (Green)	40	▼1.40% (Red)
Adidas	235	▲6.60% (Green)	44	▲4.90% (Green)
Puma	145	▲3.20% (Green)	27	▲1.10% (Green)
ASICS	90	▼4.50% (Red)	18	▼3.70% (Red)

(n=estimates; VND bn denotes billions of Vietnamese đồng)

Vietnam: Division-Level Summary (Nike Example)

Division	Pageviews (k)	YoY Change	Buyers (k)	YoY Change
Footwear	320	▲2.80% (Green)	28	▼1.70% (Red)
Apparel	250	▲3.40% (Green)	15	▼1.00% (Red)
Accessories	140	▲1.00% (Green)	7	▼2.90% (Red)
Equipment	110	0.00% (Gray)	6	▼0.50% (Red)

Division	Pageviews (k)	YoY Change	Buyers (k)	YoY Change
Digital Products & Subscriptions	80	▲4.20% (Green)	3	▼2.00% (Red)
Wellness & Lifestyle Gear	50	▼0.80% (Red)	2	▼1.00% (Red)

**Key Insights (Vietnam):**

- Nike experienced modest overall revenue growth but saw a slight dip in buyers for Footwear and Apparel segments.
- Adidas led in total pageviews and achieved the strongest YoY revenue gains, driven by Running and Basketball categories.
- Puma saw the highest YoY pageview growth rate (+7.50%) amid rising interest in its Training & Gym offerings.
- ASICS encountered declines in both traffic and revenue, with fewer new buyers exploring its product lines.

**Thailand**

Thailand displayed a robust e-commerce environment, particularly for Footwear and Casual/Lifestyle categories. Local currency values are shown in Thai baht (THB).

**Thailand: Traffic & Engagement Metrics (All Competitors)**

Competitor	Pageviews (k)	Pageviews YoY	Visitors (k)	Visitors YoY
Nike	1,050	▼3.00% (Red)	540	▼1.00% (Red)
Adidas	1,200	▲2.40% (Green)	600	▲2.10% (Green)

Competitor	Pageviews (k)	Pageviews YoY	Visitors (k)	Visitors YoY
Puma	710	▲5.10% (Green)	375	▲4.00% (Green)
ASICS	450	▼2.50% (Red)	230	▼1.80% (Red)

(n=estimates; includes official brand sites and leading marketplace storefronts)

### Thailand: Revenue & Category Breakdown (Nike Example)

Category	Revenue (THB mn)	YoY Change	Orders (k)	YoY Change
Running	120	▼1.60% (Red)	22	▼3.20% (Red)
Basketball	85	▲3.80% (Green)	14	▲1.00% (Green)
Football/Soccer	100	▼0.50% (Red)	18	▼0.50% (Red)
Training & Gym	110	▲2.00% (Green)	19	0.00% (Gray)
Casual/Lifestyle	135	▲4.60% (Green)	25	▲2.10% (Green)
Sustainable Product Lines	65	▲1.50% (Green)	10	▲3.10% (Green)

(n=estimates; THB mn denotes millions of Thai baht)



### Key Insights (Thailand):

- Nike recorded a slight reduction in traffic and revenue for Running products but saw a small uptick in Basketball and Training & Gym revenues.
- Adidas led overall brand traffic at 1,200k pageviews, leveraging strong digital marketing campaigns.
- Puma recorded consistent gains in both traffic and visitors, suggesting growing brand recognition in lifestyle categories.
- ASICS struggled to expand its customer base in Thailand, with pageview and visitor declines exceeding 2%.

## Conclusion of Section

During the June 01–08, 2025 timeframe, each brand's performance varied by country and category, reflecting evolving consumer preferences and competitive pressures. While certain segments—like Basketball (Nike) or Running (Adidas)—fared better, others, such as Sustainable/Green Product Lines (ASICS), experienced more tepid demand. Key takeaways include the importance of localized category focus, strategic digital promotion, and ongoing product innovation to capture Southeast Asia's dynamic sportswear market.

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