

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

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Price Comparison Analysis

Product Segment Analysis – Bangkok

Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Zoom Air Max	High-demand running shoe	3,500.00	3,850.00	+10.00%	Runners (All Ages)
Bangkok	Nike	Lunar Glide	Lightweight trainer	3,000.00	2,700.00	-10.00%	Urban Gym- Goers
Bangkok	Nike	React Infinity Pro	Stability running model	3,800.00	3,800.00	0.00%	Runners (All Ages)

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Adidas	Ultraboost 22	Cushioned running shoe	3,700.00	3,515.00	-5.00%	Runners (All Ages)
Bangkok	Adidas	Adizero Tempo	Racing-focused trainer	3,200.00	3,328.00	+4.00%	Competitive Runners
Bangkok	Adidas	Puremotion Adapt	Casual slip-on sneaker	2,500.00	2,625.00	+5.00%	Lifestyle Shoppers

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Dri-FIT Training Tee	Breathable workout top	900.00	810.00	-10.00%	Gym Enthusiasts
Bangkok	Nike	Pro Compression Tank	High-support training	1,200.00	1,320.00	+10.00%	Performance Athletes
Bangkok	Nike	Sportswear Club Pants	Casual fleece pants	1,600.00	1,600.00	0.00%	Casual Wearers
Bangkok	Adidas	Own the Run Tee		750.00	675.00	-10.00%	

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
			Lightweight running tee				Runners (All Ages)
Bangkok	Adidas	Tiro Track Pants	Classic soccer pants	1,500.00	1,455.00	-3.00%	Soccer Enthusiasts
Bangkok	Adidas	Essentials Hoodie	Everyday cotton hoodie	1,250.00	1,250.00	0.00%	Lifestyle Shoppers

Accessories

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Heritage 86 Cap	Classic casual cap	550.00	495.00	-10.00%	Casual Wearers
Bangkok	Nike	Swoosh Wristbands	Sweat-absorbing bands	300.00	300.00	0.00%	Athletes (All Ages)
Bangkok	Nike	Vapor Gym Sack	Lightweight drawstring	450.00	495.00	+10.00%	Urban Gym- Goers
Bangkok	Adidas	Baseball Cap	Structured brim cap	580.00	551.00	-5.00%	Casual Wearers

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Adidas	Wrist Sweatband	Terry cloth wristbands	270.00	283.50	+5.00%	Athletes (All Ages)
Bangkok	Adidas	Essentials Backpack	Multi-pocket daypack	890.00	801.00	-10.00%	Students, Commuters

Equipment

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Resistance Bands Set	Light-to-heavy resistance	1,100.00	990.00	-10.00%	Home Workout Users
Bangkok	Nike	Training Mat	High-grip yoga mat	1,300.00	1,430.00	+10.00%	Yoga/Pilates
Bangkok	Nike	Foam Roller	Muscle recovery roller	1,200.00	1,200.00	0.00%	Athletes (All Ages)
Bangkok	Adidas	Soccer Ball	Official training ball	750.00	675.00	-10.00%	Soccer Enthusiasts
Bangkok	Adidas	Weightlifting Gloves	Grip and wrist support	600.00	636.00	+6.00%	Gym Enthusiasts

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Adidas	Yoga Block	Lightweight EVA block	400.00	400.00	0.00%	Yoga Enthusiasts

Digital Gear

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Run Club App Plus	Premium analytics subscription	299.00	299.00	0.00%	Runners
Bangkok	Nike	SMART Shoe Chip	Footstep tracker	1,500.00	1,650.00	+10.00%	Tech-Savvy Athletes
Bangkok	Nike	NFC Gear Band	Contactless payment band	1,000.00	900.00	-10.00%	Active Commuters
Bangkok	Adidas	Runtastic Premium	Advanced workout analytics	390.00	390.00	0.00%	Runners
Bangkok	Adidas	Smart Insoles	Foot pressure measurement	1,200.00	1,140.00	-5.00%	Tech-Savvy Athletes
Bangkok	Adidas			950.00	950.00	0.00%	

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
		NFC Wristband	Contactless ID and payment				Active Commuters

Wellness

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Hydration Flask	Insulated sports bottle	600.00	660.00	+10.00%	All Age Athletes
Bangkok	Nike	Cooling Towel	Quick-drying workout	450.00	382.50	-15.00%	Gym Enthusiasts
Bangkok	Nike	Massage Ball	Targeted muscle relief	300.00	300.00	0.00%	Athletes (All Ages)
Bangkok	Adidas	Cooling Arm Sleeves	UV-protective sleeves	500.00	525.00	+5.00%	Outdoor Enthusiasts
Bangkok	Adidas	Neck Gaiter Mask	Breathable face cover	390.00	390.00	0.00%	Urban Commuters
Bangkok	Adidas	Water Bottle Infuser	Fruit/ice infusion	650.00	552.50	-15.00%	All Age Athletes

Local Price Comparison Summaries – Bangkok

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Bangkok	Nike	1,388.33	1,433.33	+3.24%
Bangkok	Adidas	1,296.67	1,270.00	-2.06%

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Bangkok	Nike	3,850.00	299.00
Bangkok	Adidas	3,515.00	270.00

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (THB)
Bangkok	Nike	650.00
Bangkok	Adidas	580.00

Product Segment Analysis – Ho Chi Minh City

Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Zoom Air Max	High-demand running shoe	3,100,000	3,255,000	+5.00%	Runners (All Ages)
Ho Chi Minh City	Nike	Lunar Glide	Lightweight trainer	2,700,000	2,700,000	0.00%	Urban Gym- Goers
Ho Chi Minh City	Nike	React Infinity Pro	Stability running model	3,200,000	2,880,000	-10.00%	Runners (All Ages)
Ho Chi Minh City	Adidas	Ultraboost 22	Cushioned running shoe	3,400,000	3,238,000	-5.00%	Runners (All Ages)
Ho Chi Minh City	Adidas	Adizero Tempo	Racing-focused trainer	2,900,000	3,045,000	+5.00%	Competitive Runners
Ho Chi Minh City	Adidas	Puremotion Adapt	Casual slip-on sneaker	2,500,000	2,500,000	0.00%	Lifestyle Shoppers

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Dri-FIT Training Tee	Breathable workout top	800,000	720,000	-10.00%	Gym Enthusiasts
Ho Chi Minh City	Nike	Pro Compression Tank	High-support training	1,200,000	1,200,000	0.00%	Performance Athletes
Ho Chi Minh City	Nike	Sportswear Club Pants	Casual fleece pants	1,500,000	1,650,000	+10.00%	Casual Wearers
Ho Chi Minh City	Adidas	Own the Run Tee	Lightweight running tee	750,000	712,500	-5.00%	Runners (All Ages)
Ho Chi Minh City	Adidas	Tiro Track Pants	Classic soccer pants	1,400,000	1,400,000	0.00%	Soccer Enthusiasts
Ho Chi Minh City	Adidas	Essentials Hoodie	Everyday cotton hoodie	1,700,000	1,530,000	-10.00%	Lifestyle Shoppers

Accessories

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
	Nike	Heritage 86 Cap	Classic casual cap	400,000	380,000	-5.00%	Casual Wearers

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City							
Ho Chi Minh City	Nike	Swoosh Wristbands	Sweat-absorbing bands	250,000	275,000	+10.00%	Athletes (All Ages)
Ho Chi Minh City	Nike	Vapor Gym Sack	Lightweight drawstring	300,000	300,000	0.00%	Urban Gym-Goers
Ho Chi Minh City	Adidas	Baseball Cap	Structured brim cap	420,000	420,000	0.00%	Casual Wearers
Ho Chi Minh City	Adidas	Wrist Sweatband	Terry cloth wristbands	200,000	180,000	-10.00%	Athletes (All Ages)
Ho Chi Minh City	Adidas	Essentials Backpack	Multi-pocket daypack	780,000	702,000	-10.00%	Students, Commuters

Equipment

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Resistance Bands Set	Light-to-heavy resistance	950,000	855,000	-10.00%	Home Workout Users

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Training Mat	High-grip yoga mat	1,300,000	1,300,000	0.00%	Yoga/Pilates
Ho Chi Minh City	Nike	Foam Roller	Muscle recovery roller	1,100,000	1,155,000	+5.00%	Athletes (All Ages)
Ho Chi Minh City	Adidas	Soccer Ball	Official training ball	700,000	735,000	+5.00%	Soccer Enthusiasts
Ho Chi Minh City	Adidas	Weightlifting Gloves	Grip and wrist support	550,000	467,500	-15.00%	Gym Enthusiasts
Ho Chi Minh City	Adidas	Yoga Block	Lightweight EVA block	300,000	300,000	0.00%	Yoga Enthusiasts

Digital Gear

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Run Club App Plus	Premium analytics subscription	270,000	243,000	-10.00%	Runners
	Nike		Footstep tracker	1,400,000	1,470,000	+5.00%	

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City		SMART Shoe Chip					Tech-Savvy Athletes
Ho Chi Minh City	Nike	NFC Gear Band	Contactless payment band	900,000	855,000	-5.00%	Active Commuters
Ho Chi Minh City	Adidas	Runtastic Premium	Advanced workout analytics	300,000	300,000	0.00%	Runners
Ho Chi Minh City	Adidas	Smart Insoles	Foot pressure measurement	1,000,000	1,000,000	0.00%	Tech-Savvy Athletes
Ho Chi Minh City	Adidas	NFC Wristband	Contactless ID and payment	800,000	720,000	-10.00%	Active Commuters

Wellness

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Hydration Flask	Insulated sports bottle	500,000	475,000	-5.00%	All Age Athletes
Ho Chi Minh City	Nike	Cooling Towel	Quick-drying workout	400,000	360,000	-10.00%	Gym Enthusiasts

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Ho Chi Minh City	Nike	Massage Ball	Targeted muscle relief	300,000	315,000	+5.00%	Athletes (All Ages)
Ho Chi Minh City	Adidas	Cooling Arm Sleeves	UV-protective sleeves	450,000	450,000	0.00%	Outdoor Enthusiasts
Ho Chi Minh City	Adidas	Neck Gaiter Mask	Breathable face cover	310,000	294,500	-5.00%	Urban Commuters
Ho Chi Minh City	Adidas	Water Bottle Infuser	Fruit/ice infusion	600,000	660,000	+10.00%	All Age Athletes

Local Price Comparison Summaries – Ho Chi Minh City

a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (VND)	Average Adjusted Price (VND)	Average Price Change %
Ho Chi Minh City	Nike	1,008,333	1,022,917	+1.45%
Ho Chi Minh City	Adidas	980,000	941,250	-3.95%

b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (VND)	Lowest Priced Item (VND)
Ho Chi Minh City	Nike	3,255,000	243,000
Ho Chi Minh City	Adidas	3,400,000	180,000

c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (VND)
Ho Chi Minh City	Nike	450,000
Ho Chi Minh City	Adidas	410,000

Chart

This heatmap highlights the discounts for Adidas and Nike in Malaysia, based on historical promotional events. Adidas offered up to 50% off, while Nike provided discounts up to 38% and 45% on occasions. The visualization underscores Malaysia's highly competitive discounting, with Nike promotions recurring multiple times in the year alongside Adidas's end-of-season sale.

Chart

This heatmap focuses exclusively on Nike's discount in Thailand. A notable sale event offered up to 50% off, reflecting a robust promotional strategy that aligns with regional consumer demand for price reductions. The chart provides a clear view of how Nike's promotional activity stands out in the Thai market.

Chart

This heatmap illustrates Nike's promotion in Singapore, where a Tech Fleece Hoodie was discounted by 41% during a Lazada sale.

Despite fewer documented promotions compared to Malaysia or Thailand, Nike still achieved a substantial markdown, signaling an emphasis on competitive online sales strategies for Singaporean consumers.

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