

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

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| Promotion Campaigns Analysis

Adidas Promotions

- **Thirty Percent Discount**

Date: June 22–25, 2025

Description: Adidas is offering a 30% discount on select full-price and sale items.

Location: Singapore

Notes: Similar promotions are likely to occur in other Southeast Asian countries.

- **Mid-Year Sale**

Date: June 20–30, 2025

Description: Global sale with major markdowns across all categories.

Notes: Though specific details for Southeast Asia are not available, Adidas typically runs regional promotions during this period.

Nike Promotions

- **Father's Day Sale**

Date: June 1–18, 2025

Description: Promotion offering up to 30% off select styles.

Notes: Primarily for markets outside Southeast Asia.

- **Semi-Annual Sale**

Date: June 15–30, 2025

Description: Discounts up to 50% off a wide range of styles.

Notes: Same as above, more focused on the U.S. market.

Special Collaborations and Partnerships

- **Adidas Partnership with Philippine Basketball**

Date of Announcement: May 9, 2025

Description: Adidas became the official athletic sportswear provider for the men's and women's national teams.

- **Nike's Asia Tour with Sabrina Ionescu**

Date: February 2025

Description: Engagements with young basketball players in the Philippines and China.

Upcoming Events

- **SouthEast Asia Fashion Week 2025**

Date: June 28 – July 5, 2025

Location: Singapore EXPO

Description: While not organized by Nike, numerous international brands may participate, including Adidas.

- **ASEAN U-19 Women's Championship**

Date: June 9–18, 2025

Location: Vietnam

Description: Significant regional sports event likely drawing interest from both brands.'

References