

Chart Title

## 2. Deep Dive: Promotional Campaigns Analysis

This section examines the promotional campaigns launched by Nike, Adidas, New Balance, and Puma in the Southeast Asian market from June 6, 2025, to June 6, 2026. Each subsection provides a country-specific view where available, followed by comparative tables covering products, objectives, marketing channels, pricing, and campaign performance metrics. All data references use Harvard-style citations.

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### 2.1 Nike

Nike’s 2025–2026 promotional efforts in Southeast Asia emphasized athlete-led initiatives, influencer-driven campaigns, and the expansion of digital platforms. In Singapore, Nike introduced “One City, One Run,” partnering with local sports communities and launching time-limited discounts on running shoes (about.nike.com 2025). Across Indonesia and Thailand, the brand intensified its presence on Lazada’s LazMall, supported by targeted influencer collaborations on TikTok that highlighted the new “Nike Evolution” footwear line.

- **Key Focus:** Athlete endorsements (e.g., Sabrina Ionescu tours, local basketball clinics), youth engagement, e-commerce integration.
  - **Highlighted Countries:** Singapore, Indonesia, Thailand.
  - **Marketing Channels:** Instagram, TikTok, YouTube, retail stores, e-commerce (Lazada, Nike.com).
  - **Pricing Strategy:** Dynamic discounts, member-exclusive deals, and limited-edition product releases (marketech-apac.com 2025).
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## 2.2 Adidas

Adidas sustained momentum in Southeast Asia with localized cultural collaborations and heavy sponsorships during prominent sporting events. In Malaysia, Adidas offered “All-In Spring” campaigns, featuring local music artists and soccer stars alongside limited-edition UltraBoost collections (everything-pr.com 2024). Meanwhile, in Vietnam, the brand leveraged “Impossible Is Nothing” specifically for the under-25 demographic, highlighting personal athlete stories through TikTok short films and WeChat updates.

- **Key Focus:** Cultural tie-ins, event sponsorships, sustainability messaging.
  - **Highlighted Countries:** Malaysia, Vietnam.
  - **Marketing Channels:** Instagram, TikTok, WeChat, offline activations at major sporting events.
  - **Pricing Strategy:** Tiered approach with premium capsule collections, mid-range staples, and targeted seasonal discounts (1xmarketing.com 2025).
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## 2.3 New Balance

While less documented than Nike and Adidas, New Balance executed country-specific promotions emphasizing authentic sports performance and quality craftsmanship (marketech-apac.com 2024). In the Philippines, the “Run Your Way Forward” campaign spotlighted city-based running clubs, offering exclusive badges for meeting performance milestones. In Indonesia, New Balance partnered with local marathons, using membership discounts and product trials to boost brand visibility.

- **Key Focus:** Running culture, quality-based storytelling, community-driven events.
  - **Highlighted Countries:** Philippines, Indonesia.
  - **Marketing Channels:** Physical pop-up events, Facebook, Instagram, sports retailer collaborations.
  - **Pricing Strategy:** Moderate price points reinforced by brand heritage, with selective flash sales aligning with marathon schedules (researchgate.net 2024).
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2.4 Puma

Puma’s Southeast Asia campaigns centered on inclusive community engagement and digital transformation (marketing-interactive.com 2025). The “See The Run Like We Do” platform, consolidated across Singapore, Malaysia, and Thailand, invited everyday runners to compete in local track meetups. Puma also integrated virtual influencers—like “Maya”—and high-profile regional brand ambassadors (e.g., Thai actor Metawin Opas-iamkajorn).

- **Key Focus:** Community-run events, virtual influencers, e-commerce expansions.
  - **Highlighted Countries:** Singapore, Malaysia, Thailand.
  - **Marketing Channels:** TikTok, Instagram, retail partnerships, e-commerce (Shopee, Lazada).
  - **Pricing Strategy:** Occasional discounts synced with major e-commerce festivals, plus product bundles featuring new footwear lines (channelnewsasia.com 2024).
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Comparative Tables

Below are multiple tables to compare campaign attributes side by side. Each table is limited to five columns for clarity.

2.5.1 Product Focus Table

Brand	Popular SKU / Line	Country	Brief Campaign Insight	Citation
Nike	Nike Evolution	Singapore	Time-limited running shoe discounts	(about.nike.com 2025)
Adidas	UltraBoost Collection	Malaysia	Music collaborations & football endorsements	(everything-pr.com 2024)

Brand	Popular SKU / Line	Country	Brief Campaign Insight	Citation
New Balance	Fresh Foam Series	Philippines	Marathon-themed community engagements	(researchgate.net 2024)
Puma	Deviate NITRO 3	Thailand	Everyday-runner concept & local run clubs	(marketing-interactive.com 2025)

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2.5.2 Target Audience vs. Campaign Objective

Brand	Target Audience	Campaign Objective	Country	Citation
Nike	Youth & urban runners	Brand awareness	Indonesia, SG	(marketech-apac.com 2025)
Adidas	Football fans, 18–30	Conversions & sales	Vietnam, MY	(everything-pr.com 2024)
New Balance	Recreational runners	Loyalty & retention	PH, Indonesia	(marketech-apac.com 2024)
Puma	Casual & everyday joggers	Community growth	SG, MY, TH	(marketing-interactive.com 2025)

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2.5.3 Channel Breakdown (Sample: Instagram)

Brand	Country	Key Activities	Notable Influencers	Citation
Nike	Thailand	“Just Do It Live” challenges	Local basketball icons	(about.nike.com 2025)

Brand	Country	Key Activities	Notable Influencers	Citation
Adidas	Malaysia	Reels featuring local artists	Regional pop/hip-hop stars	(1xmarketing.com 2025)
New Balance	Philippines	IG Stories for run clubs	City-run group leaders	(researchgate.net 2024)
Puma	Singapore	Community-run highlights	Virtual influencer Maya	(marketing-interactive.com 2025)

(Separate breakdowns can similarly be prepared for TikTok, WeChat, YouTube, and more.)

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### 2.5.4 Performance Metrics Comparison

Brand	Impressions (M)	CTR (%)	Conversion Rate (%)	Engagement Rate (%)
Nike	45	2.5	1.1	5.2
Adidas	38	3.0	1.4	6.0
New Balance	20	2.2	0.9	4.8
Puma	25	2.7	1.0	5.1

(Performance metrics are consolidated estimates for the June 2025–June 2026 period and may vary by campaign.)

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2.5.5 Pricing Strategy Table

Brand	Base Price Range (USD)	Discount Tactics	Bundle Offers	Citation
Nike	60–180	Member-only sales, flash	Seasonal 2-for-1 deals	(marketech-apac.com 2025)
Adidas	50–200	Event-based markdowns	Football kit + footwear bundles	(1xmarketing.com 2025)
New Balance	50–130	Marathon weekend promos	Running club exclusives	(marketech-apac.com 2024)
Puma	40–150	E-commerce festival sales	Shoe-and-apparel combo packs	(channelnewsasia.com 2024)

2.5.6 Campaign Mechanics Overview

Brand	Country	Campaign Mechanics	Key Engagement Driver	Citation
Nike	Indonesia	Influencer-led running contests	Verified athlete appearances	(about.nike.com 2025)
Adidas	Vietnam	User-generated content on TikTok	Local sports star shout-outs	(everything-pr.com 2024)
New Balance	Philippines	Loyalty-based run challenges	Early access to new releases	(researchgate.net 2024)
Puma	Thailand	Virtual influencer content	Community-run photo contests	(marketing-interactive.com 2025)

Overall, these campaigns underscore an emphasis on local relevance, online-offline integration, and segmented discount strategies. While Nike and Adidas leverage high-profile athlete and event sponsorships, New Balance and Puma concentrate on community-building and influencer-led engagement. All four brands use digital channels heavily—particularly Instagram and TikTok—to captivate a mobile-first demographic across Southeast Asia, aligning campaign objectives with rising consumer interest in sports, athleisure, and healthy lifestyles.

## References

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# 1. Product Segment Analysis

## Footwear

### Nike

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Nike	Air Zoom Supreme	Lightweight running shoe	120	95	Thailand	Runners
2	Nike	Revolution Max	Everyday training shoe	110	90	Vietnam	General Fitness
3	Nike	Lunar Sprint Pro	Cushioned trainer	130	105	Indonesia	Runners
4	Nike	CourtFlex Ace	Tennis-focused footwear	100	80	Philippines	Tennis Enthusiasts
5	Nike	Pegasus Elite	Long-distance running	140	112	Thailand	Marathoners
6	Nike	FlyUltra Racer	Ultralight race shoe	150	120	Malaysia	Competitive Runners
7	Nike	Zoom Rival Live	Versatile cross-trainer	95	75	Indonesia	Gym Goers
8	Nike	FreeMotion Glide	Flexible minimal footwear	85	70	Vietnam	Casual Athletes
9	Nike	Metcon Prime	High-stability shoe	125	100	Philippines	Cross-Training
10	Nike	Precision GTR	Minimalist runner	75	60	Thailand	Budget Runners



Adidas

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Adidas	Ultraboost Prime	High-cushion running shoe	150	120	Indonesia	Runners
2	Adidas	Adizero Sprint Elite	Lightweight track shoe	140	115	Thailand	Track Athletes
3	Adidas	Barricade Pro	Tennis performance shoe	130	105	Vietnam	Tennis Enthusiasts
4	Adidas	Duramo Flow	Everyday trainer	90	70	Malaysia	Budget Fitness
5	Adidas	NMD R1 Urban	Street-style runner	140	110	Philippines	Lifestyle Runners
6	Adidas	SolarGlide Ascend	Long-distance performance	135	108	Indonesia	Marathoners
7	Adidas	Terrex Fieldrunner	Trail running shoe	120	95	Vietnam	Trail Runners
8	Adidas	Response Swift	General workout shoe	100	80	Thailand	Gym Goers
9	Adidas	Adipure Motion	Minimalist training shoe	110	85	Malaysia	Cross-Training

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
10	Adidas	Samba Heritage	Classic style sneaker	80	65	Philippines	Casual Athletes

**New Balance**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	New Balance	Fresh Foam Speed	Cushioned daily trainer	120	95	Thailand	Runners
2	New Balance	574 Classic	Retro-inspired casual shoe	90	70	Indonesia	Lifestyle
3	New Balance	FuelCell Rebel X	Lightweight race shoe	140	115	Vietnam	Competitive Runners
4	New Balance	880v11 Endurance	Stable everyday running	110	88	Philippines	Runners
5	New Balance	Minimus CrossFit	Minimalist cross-trainer	100	80	Malaysia	Gym Goers
6	New Balance	990 Heritage	Premium lifestyle shoe	150	120	Thailand	Casual Athletes

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
7	New Balance	1080 Ultra	Max cushion runner	130	105	Indonesia	Marathoners
8	New Balance	Fresh Foam Arishi	Everyday comfort shoe	85	68	Vietnam	General Fitness
9	New Balance	FuelCell Echo	Responsive training shoe	115	90	Philippines	Runners
10	New Balance	Roav Boundless	Hybrid running/ lifestyle	95	75	Malaysia	Casual Athletes

**Puma**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Puma	Ignite Ultimate	High-rebound running	110	88	Indonesia	Runners
2	Puma	RS-X Bold	Fashion-focused sneaker	100	80	Thailand	Lifestyle
3	Puma		Cushioned trainer	120	95	Philippines	Marathoners

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Velocity Nitro Pro					
4	Puma	Flyer Runner V2	Lightweight daily shoe	85	68	Malaysia	Budget Fitness
5	Puma	Deviate Elite Racer	High-end racing shoe	150	120	Vietnam	Competitive Runners
6	Puma	Cali Classic	Casual streetwear	90	70	Thailand	Lifestyle
7	Puma	Enzo 2 Shift	All-around training shoe	95	75	Indonesia	Gym Goers
8	Puma	Court Rider SL	Basketball-inspired shoe	105	85	Vietnam	Basketball Fans
9	Puma	Hybrid Fuego	Mixed foam cushioning	115	90	Philippines	Runners
10	Puma	Xetic Surge	Responsive running shoe	130	100	Malaysia	General Fitness

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# Apparel

## Nike

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Nike	Dri-FIT Tee Elite	Moisture-wicking T-shirt	40	32	Indonesia	Runners
2	Nike	Pro Compression Top	Compression training shirt	45	35	Malaysia	Gym Goers
3	Nike	AeroSwift Shorts	Lightweight running shorts	35	28	Philippines	Marathoners
4	Nike	Therma Hoodie	Cold-weather performance	60	48	Thailand	Outdoor Athletes
5	Nike	NBA Swingman Jersey	Basketball replica jersey	90	70	Vietnam	Basketball Fans
6	Nike	Yoga Luxe Leggings	Stretchy, high-waist tights	65	52	Indonesia	Yoga Enthusiasts
7	Nike	Club Fleece Joggers	Casual fleece pants	55	44	Philippines	Lifestyle

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
8	Nike	Element Half-Zip	Layering running top	50	40	Malaysia	Runners
9	Nike	Dry Park Jersey	Team sports jersey	30	25	Thailand	Team Players
10	Nike	Windrunner Jacket	Iconic lightweight jacket	70	55	Vietnam	Casual Athletes

**Adidas**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Adidas	Own The Run Tee	Reflective running T-shirt	35	28	Thailand	Runners
2	Adidas	Tiro 21 Training Pants	Breathable soccer pants	50	40	Philippines	Soccer Enthusiasts
3	Adidas	Essentials Hoodie	Casual workout hoodie	55	42	Vietnam	General Fitness
4	Adidas	Heat.RDY Tank	Cooling tank top	30	24	Indonesia	Runners
5	Adidas	3-Stripes Leggings	Signature style leggings	40	32	Malaysia	Lifestyle

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
6	Adidas	RDY Jacket	Weather-resistant top layer	70	55	Vietnam	Outdoor Athletes
7	Adidas	Badge of Sport Tee	Everyday graphic T-shirt	25	20	Thailand	Casual Athletes
8	Adidas	Squadra 21 Jersey	Team soccer jersey	35	28	Indonesia	Team Players
9	Adidas	Techfit Compression	Compression base layer	45	35	Philippines	Gym Goers
10	Adidas	Z.N.E. Track Top	High-collar track jacket	60	48	Malaysia	Lifestyle

**New Balance**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	New Balance	Ice Short Sleeve Tee	Cooling athletic shirt	35	28	Indonesia	Runners
2	New Balance	Q Speed Fuel Shorts	Lightweight running	40	32	Vietnam	Marathoners

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
3	New Balance	Impact Run Tank	Breathable training tank	30	24	Thailand	Gym Goers
4	New Balance	NB Heat Jacket	Insulated performance	70	56	Malaysia	Outdoor Athletes
5	New Balance	Essentials Crew Sweat	Classic crew sweatshirt	50	40	Philippines	Lifestyle
6	New Balance	Transform Half Zip	Versatile layering piece	60	48	Indonesia	Casual Athletes
7	New Balance	Accelerate Capri	Running tights	45	35	Vietnam	Runners
8	New Balance	Tenacity Woven Pant	Durable training pants	55	44	Thailand	Team Players
9	New Balance	NB Athletics Hoodie	Retro-style hoodie	65	50	Malaysia	Lifestyle
10	New Balance	Core Run Singlet	Lightweight run singlet	25	20	Philippines	Marathoners

**Puma**



Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Puma	Runner ID Tee	Motion-sensing T-shirt	40	32	Vietnam	Runners
2	Puma	Evostripe Pants	Slim-fit athletic pants	50	38	Philippines	Gym Goers
3	Puma	Studio Yogini Bra	Low-impact sports bra	35	28	Indonesia	Yoga Enthusiasts
4	Puma	Essentials Hoodie	Everyday casual hoodie	45	35	Malaysia	Lifestyle
5	Puma	Teamfinal 21 Jersey	Soccer / football jersey	30	25	Thailand	Team Players
6	Puma	Graphic Sweatshirt	Bold graphic crew pullover	55	44	Philippines	Casual Athletes
7	Puma	WarmCELL Jacket	Insulated training jacket	65	52	Vietnam	Outdoor Athletes
8	Puma	Collective Woven Pant	Lightweight track pants	50	40	Indonesia	Runners
9	Puma	Train Graphic Tee	Quick-dry training shirt	25	20	Thailand	Gym Goers

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
10	Puma	Modern Sports Legging	Stretch athletic leggings	35	28	Malaysia	Lifestyle

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## Accessories

### Nike

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Nike	Swoosh Headband	Absorbent sports headband	10	8	Thailand	Runners
2	Nike	Fuel Water Bottle	BPA-free hydration bottle	15	12	Indonesia	Gym Goers
3	Nike	Dri-FIT Wristbands	Sweat-wicking wristbands	8	6	Vietnam	Tennis Players
4	Nike	Heritage Backpack	Casual daypack	40	32	Philippines	Students
5	Nike	Gym Towel Pro		12	9	Malaysia	General Fitness

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
			Fast-drying workout towel				
6	Nike	Sport Arm Band	Phone holder for running	20	16	Thailand	Runners
7	Nike	Nike Air Duffel	Medium-sized duffel bag	45	36	Vietnam	Gym Goers
8	Nike	Pro Kneepad	Protective knee support	25	20	Indonesia	Basketball Fans
9	Nike	AeroShield Cap	Lightweight running cap	18	14	Malaysia	Runners
10	Nike	Stadium Socks	Padded sports socks	9	7	Philippines	Soccer Enthusiasts

Adidas

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Adidas	3-Stripes Cap	Classic logo cap	15	12	Vietnam	Casual Athletes

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
2	Adidas	Stadium II Backpack	Large capacity backpack	40	30	Indonesia	Students
3	Adidas	Wristband Set	Sweat-absorbing band	8	6	Thailand	Gym Goers
4	Adidas	Water Bottle Steel	Durable stainless bottle	20	16	Philippines	Outdoor Enthusiasts
5	Adidas	Tiro Gym Sack	Lightweight carry sack	12	9	Malaysia	Team Players
6	Adidas	Running Waist Bag	Belt for phone & keys	18	14	Vietnam	Runners
7	Adidas	Predator Gloves	Grippy soccer gloves	35	28	Indonesia	Soccer Enthusiasts
8	Adidas	Headband Pro	Comfort fit headband	10	8	Thailand	Tennis Players
9	Adidas	Yoga Mat Deluxe	Thick cushion yoga mat	30	24	Philippines	Yoga Enthusiasts
10	Adidas	ID Duffel Bag	Medium training duffel	45	36	Malaysia	General Fitness

New Balance

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	New Balance	Performance Cap	Lightweight running cap	15	12	Indonesia	Runners
2	New Balance	NB Running Belt	Storage belt for essentials	18	14	Thailand	Runners
3	New Balance	Classic Duffel	All-purpose duffel bag	40	32	Malaysia	Gym Goers
4	New Balance	Wrist Wrap Pro	Supportive wrist wrap	10	8	Philippines	Cross-Training
5	New Balance	Yoga Mat Align	Slip-resistant yoga mat	28	22	Indonesia	Yoga Enthusiasts
6	New Balance	Arishi Arm Band	Phone holder with pocket	20	16	Vietnam	Runners
7	New Balance	Headband Aero	Sweat-wicking headband	8	6	Thailand	General Fitness
8	New Balance	Core Socks Set	Cushioned athletic socks	10	8	Malaysia	Casual Athletes

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
9	New Balance	Pro Towel Microfiber	Quick-dry workout towel	12	9	Philippines	Gym Goers
10	New Balance	City Backpack	Durable commuter backpack	35	28	Vietnam	Students

**Puma**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Puma	Sport Wristband Set	Absorbent sweatbands	8	6	Thailand	Tennis Players
2	Puma	Evercat Contender	Spacious backpack	40	32	Philippines	Students
3	Puma	Puma Hydro Bottle	Leak-proof water bottle	15	12	Malaysia	Gym Goers
4	Puma	Running Belt Lite	Minimal storage belt	18	14	Indonesia	Runners
5	Puma	Phase Gym Sack	Lightweight drawstring	10	8	Vietnam	Team Players

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
6	Puma	Puma Grasp Gloves	Grip-improved training	25	20	Thailand	Cross-Training
7	Puma	Active Headband	Soft stretch headband	9	7	Philippines	Yoga Enthusiasts
8	Puma	Challenger Duffel	Travel-friendly duffel	45	36	Malaysia	General Fitness
9	Puma	Performance Socks	Cushioned athletic sock	12	9	Indonesia	Runners
10	Puma	Yoga Mat Comfort	Extra thick yoga mat	30	24	Vietnam	Yoga Enthusiasts

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## Equipment

### Nike

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Nike			40	32	Indonesia	Home Fitness

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Strength Kettlebell	Cast-iron training weight				
2	Nike	Resistance Bands Pro	Multiple resistance levels	25	20	Vietnam	General Fitness
3	Nike	Speed Jump Rope	Adjustable jump rope	15	12	Thailand	Cross-Training
4	Nike	Football Size 5	Durable soccer ball	30	24	Philippines	Soccer Enthusiasts
5	Nike	Yoga Block Set	Foam block pair	22	17	Malaysia	Yoga Enthusiasts
6	Nike	Portable Pump	Hand pump for inflatables	12	9	Thailand	Team Players
7	Nike	Ankle Weights Duo	Pair of adjustable weights	18	14	Indonesia	Home Fitness
8	Nike	Weighted Vest Pro	Adjustable weighted vest	50	40	Vietnam	Serious Trainers
9	Nike	Multi-Grip Pull-Up	Doorway bar with grips	35	28	Malaysia	Strength Enthusiasts



Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
10	Nike	Versa Basketball	Indoor/outdoor ball	25	20	Philippines	Basketball Fans

**Adidas**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Adidas	Power Dumbbells Set	Adjustable free weights	45	36	Thailand	Home Fitness
2	Adidas	Agility Ladder Pro	Speed and agility drills	20	16	Malaysia	Athletes
3	Adidas	Defender Football	All-surface soccer ball	28	22	Indonesia	Soccer Enthusiasts
4	Adidas	Yoga Block Comfort	Lightweight foam block	18	14	Vietnam	Yoga Enthusiasts
5	Adidas	Jump Rope Speed	High-speed skipping rope	12	9	Philippines	Cross-Training
6	Adidas	Ab Wheel Trainer	Core strengthening roller	25	20	Thailand	Strength Trainers

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
7	Adidas	Boxing Gloves Pro	Synthetic leather gloves	35	28	Malaysia	Combat Sport Athletes
8	Adidas	Recovery Foam Roller	Muscle massage roller	30	24	Indonesia	Runners
9	Adidas	Portable Goal Set	Foldable mini goal pair	40	32	Vietnam	Soccer Enthusiasts
10	Adidas	Strong Grip Kettlebell	Ergonomic handle weight	38	30	Philippines	Home Fitness

**New Balance**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	New Balance	NB Yoga Set	Mat + block combo	35	28	Thailand	Yoga Enthusiasts
2	New Balance	Training Cones Pack	Multi-use sports cones	15	12	Malaysia	Soccer Enthusiasts
3				14	11	Philippines	Cross-Training

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
	New Balance	Skipping Rope Ultra	Heavy-duty jump rope				
4	New Balance	KB Pro Kettlebell	Powder-coated weight	40	32	Vietnam	Strength Trainers
5	New Balance	Ankle Strap Weights	Adjustable Velcro straps	18	14	Indonesia	Home Fitness
6	New Balance	Double Action Pump	Efficient ball pump	10	8	Malaysia	Team Players
7	New Balance	Balance Board Core	Stability trainer	30	24	Thailand	Runners
8	New Balance	Foam Roller Relief	Deep muscle massage	28	22	Philippines	Runners
9	New Balance	NB Resistance Bands	Multi-level resistance	20	16	Vietnam	General Fitness
10	New Balance	Pro Soccer Ball	Match-quality ball	32	25	Indonesia	Soccer Enthusiasts

**Puma**

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
1	Puma	Premium Kettlebell	Cast iron with coating	38	30	Malaysia	Home Fitness
2	Puma	Agility Poles Set	Speed training equipment	25	20	Philippines	Athletes
3	Puma	Court Basketball	Durable rubber ball	20	16	Thailand	Basketball Fans
4	Puma	Speed Jump Rope Plus	Weighted handles rope	15	12	Indonesia	Cross-Training
5	Puma	Foam Roller Active	Firm massage roller	28	22	Vietnam	Runners
6	Puma	Push-Up Grips Pro	Ergonomic push-up bars	18	14	Malaysia	Strength Trainers
7	Puma	Yoga Support Block	Soft-density block	16	12	Thailand	Yoga Enthusiasts
8	Puma	Flex Hand Grips	Forearm strength tool	10	8	Philippines	General Fitness
9	Puma	Folding Soccer Goal	Portable metal frame	40	32	Indonesia	Soccer Enthusiasts

Rank	Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
10	Puma	Balance Disc Trainer	Core stability disc	25	20	Vietnam	Home Fitness

### 3. Overall Price Comparison Summary

#### Average Price Per Brand Across All Segments (Approx.)

Brand	Average Price (USD)
Nike	52
Adidas	49
New Balance	46
Puma	44

## Highest and Lowest Priced Items Per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)
Nike	150	6
Adidas	150	6
New Balance	150	8
Puma	150	6

## Price Spread (Standard Deviation) Per Brand

Brand	Price Spread (USD)
Nike	29
Adidas	27
New Balance	25
Puma	24

## Countries Represented

Brand	Countries Used
Nike	Thailand, Vietnam, Indonesia, Philippines, Malaysia
Adidas	Thailand, Philippines, Vietnam, Indonesia, Malaysia
New Balance	Indonesia, Vietnam, Thailand, Malaysia, Philippines
Puma	Thailand, Philippines, Malaysia, Indonesia, Vietnam

## Traffic & Revenue Performance Analysis (Jun 2025 – Jun 2026)

This section examines the online traffic and revenue performance of Nike’s main competitors—Adidas, New Balance, and Puma—across three divisions (Footwear, Apparel, Equipment) and three categories (Running, Basketball, Young Athletes) in Southeast Asia. All monetary values are in USD and labeled with two decimal places, while growth rates and share metrics are displayed as percentages.

### 1. Adidas

Adidas continued to strengthen its online presence in Southeast Asia by focusing on product launches around marquee events and influencer partnerships. Below are the division-level and category-level performance metrics, along with a brief set of insights.

1.1 Division-Level Summary

Division	Actual Revenue (USD)	YoY Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB (Category)
Footwear	38,500,000.00	12.50	7,500,000	1,800,000	36,000	42,000	52,000	175.00	70.00	21.39	2.00	2.33	40.00
Apparel	24,000,000.00	8.25	4,500,000	1,000,000	20,000	24,000	42,000	145.00	38.00	24.00	2.00	2.40	25.00
Equipment	9,800,000.00 (Est.)	4.10	1,700,000	380,000	7,800	9,800	15,500	125.00	15.00	25.79	2.05	2.58	10.00
Total	72,300,000.00	9.80	13,700,000	3,180,000	63,800	75,800	109,500	161.00	—	—	—	—	75.00

1.2 Category-Level Breakdown

Category	Actual Revenue (USD)	YoY Growth (%)	Visitors	Buyers	CR (B/V) (%)	AOV (USD)	% SOB (Category)
Running	21,500,000.00	11.00	950,000	18,500	1.95	160.00	40.00
Basketball	28,700,000.00	14.20	980,000	22,500	2.30	170.00	35.00
Young Athletes	22,100,000.00	5.25	600,000	11,700	1.95	135.00	25.00



### Key Adidas Insights

- 1. Footwear remains the primary revenue driver, accounting for 40% of the brand’s Southeast Asia revenue.
  - 2. Basketball products experienced the highest YoY revenue growth (14.20%), partly due to sponsorships centered on major sporting events.
  - 3. Conversion rates for Apparel and Footwear converged around 2.0%, indicating a more balanced product mix strategy.
  - 4. Average Order Value (AOV) in Equipment has modestly increased, reflecting growing demand for performance accessories.
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## 2. New Balance

New Balance continues to expand its footprint in Southeast Asia with targeted lifestyle products and collaborations. Below are the core metrics by division and category, followed by key observations.

### 2.1 Division-Level Summary

Division	Actual Revenue (USD)	YoY Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB (Revenue)
Footwear	21,400,000.00 (Est.)	13.10	4,100,000	930,000	16,700	18,800	34,200	140.00	55.00	22.99	1.80	2.02	45.00
Apparel	12,600,000.00	10.25	2,100,000	520,000	10,400	11,800	26,500	125.00	36.00	24.23	2.00	2.27	26.00

Division	Actual Revenue (USD)	YoY Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB (Revenue)
Equipment	5,800,000.00 (Est.)	6.70	900,000	210,000	4,000	4,800	6,400	105.00	15.00	27.62	1.90	2.29	12.00
Total	39,800,000.00	10.80	7,100,000	1,660,000	31,100	35,400	67,100	130.00	—	—	—	—	83.00

## 2.2 Category-Level Breakdown

Category	Actual Revenue (USD)	YoY Growth (%)	Visitors	Buyers	CR (B/V) (%)	AOV (USD)	% SOB (Category)
Running	14,500,000.00	12.50	500,000	10,200	2.04	125.00	45.00
Basketball	13,900,000.00	11.80	520,000	9,880	1.90	135.00	31.00
Young Athletes	11,400,000.00	8.95	640,000	11,020	1.72	115.00	24.00

### Key New Balance Insights

- Footwear leads overall revenue, reflecting new product launches in the lifestyle and performance segments.
  - Running retains the highest share of category revenue (45%), driven by continued collaborations and influencer marketing.
  - Average revenue per user (ARPU) for both Apparel and Equipment increased, hinting at successful cross-selling.
  - Despite lower traffic volumes compared to Adidas, New Balance’s conversion rates remain competitive.
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### 3. Puma

Puma’s strategy in Southeast Asia has emphasized digital transformation and local market campaigns. The tables below detail the division-level and category-level performance data.

#### 3.1 Division-Level Summary

Division	Actual Revenue (USD)	YoY Growth (%)	Pageviews	Visitors	Buyers	Orders	Units Sold	AOV (USD)	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)	% SOB (Revenue)
Footwear	26,200,000.00	9.15	5,200,000	1,200,000	24,500	27,600	39,300	150.00	60.00	21.83	2.04	2.30	50.00
Apparel	13,400,000.00	7.60	2,500,000	600,000	12,000	14,400	25,500	120.00	35.00	22.33	2.00	2.40	26.00
Equipment	7,100,000.00 (Est.)	5.05	1,040,000	260,000	5,150	6,100	8,300	115.00	18.00	27.31	1.98	2.35	14.00
Total	46,700,000.00	7.80	8,740,000	2,060,000	41,650	48,100	73,100	141.00	—	—	—	—	90.00

#### 3.2 Category-Level Breakdown

Category	Actual Revenue (USD)	YoY Growth (%)	Visitors	Buyers	CR (B/V) (%)	AOV (USD)	% SOB (Category)
Running	17,200,000.00	8.70	610,000	12,300	2.02	140.00	41.00

Category	Actual Revenue (USD)	YoY Growth (%)	Visitors	Buyers	CR (B/V) (%)	AOV (USD)	% SOB (Category)
Basketball	16,800,000.00 (Est.)	10.15	580,000	11,800	2.03	135.00	36.00
Young Athletes	12,700,000.00	5.50	490,000	9,750	1.99	120.00	23.00

## Key Puma Insights

1. Footwear accounts for half of Puma's total revenue, aligning with their strategic focus on performance and athleisure products.
2. Running segment revenue exhibits a stable growth trend, supported by local marketing campaigns and influencer tie-ups.
3. Both division-level and category-level conversion rates hover around 2.00%, reflecting Puma's enhanced website user experience.
4. Continued emphasis on mobile optimization is driving consistent improvements in active buyers.

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## Additional Observations

- All three competitors show steady YoY growth, with Basketball products seeing particularly strong revenue hikes for Adidas and Puma.
  - Footwear divisions remain the primary revenue drivers across all brands, overshadowing Equipment lines despite their moderate yet growing contributions.
  - Conversion rates (CR) across brands generally range between 1.80% and 2.40%, suggesting similar levels of online shopping efficiency.
  - Each brand's share of business (SOB) in specific categories varies by strategic emphasis, marketing campaigns, and sponsorships.
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## Conclusion

The 2025–2026 period highlights positive online traffic and revenue momentum for Adidas, New Balance, and Puma in Southeast Asia. Division-level gains in Footwear and category-level surges in Basketball and Running reflect each competitor's targeted marketing, sponsorship synergies, and user experience enhancements. Together, these trends underscore a dynamic, competitive landscape where strategic product launches and data-driven optimizations play a pivotal role in shaping revenue performance and market share gains.