

**Competitor Analysis Report: Nike vs Adidas,
Puma, Sketchers in (Southeast Asia, June 07,
2025 to June 07, 2026)**

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Competitor Analysis Report: Nike vs Adidas, Puma, Sketchers in (Southeast Asia, June 07, 2025 to June 07, 2026)

Competitor Analysis: Nike vs. Adidas, Puma, and Skechers in Southeast Asia (June 07, 2025–June 07, 2026)

Executive Summary

During the June 07, 2025 to June 07, 2026 period, Nike, Adidas, Puma, and Skechers have each pursued targeted expansion within Southeast Asia's rapidly growing sportswear market. Strong digital adoption, influencer marketing, and localized promotions are noteworthy trends across these brands. While Nike retains a significant brand reputation and premium positioning, tariff impacts (particularly in Vietnam), rising competition from regional and Chinese brands, and evolving consumer demands are key challenges. Adidas displays strong sustainability commitments and deep local partnerships, Puma is focusing on community-centric campaigns and digital outreach, and Skechers leverages affordability, comfort, and youth-centric influencer engagements. For Nike, strategically balancing brand prestige with localized campaigns and price-sensitive offerings is critical for safeguarding market share and ROI.

Key strategic implications for Nike:

- **Diversify Manufacturing Footprint:** High tariffs on Vietnamese imports have driven up production costs. Shifting parts of the supply chain to other Southeast Asian countries can mitigate risk.

- **Local Brand Partnerships:** Collaborations with local influencers, sports bodies, and cultural icons will reinforce Nike's regional foothold.
- **Inclusive Pricing Tiers:** Offering mid-range product lines without diluting the core premium image could help Nike reach broader segments.
- **Community Building:** Doubling down on community runs, youth clinics, and consumer engagement events can strengthen long-term brand loyalty.

(WARC 2024; marketingdive.com 2024; reuters.com 2025; supermombusiness.com 2025)

Deep Dive: Promotional Campaigns Analysis

Below is a closer look at the major promotional campaigns run by Nike, Adidas, Puma, and Skechers in key Southeast Asian countries during the specified timeframe. Each brand has deployed varying strategies based on market characteristics, consumer preferences, and overall brand positioning.

Country Coverage: Indonesia, Thailand, Singapore, Malaysia, Vietnam, and the Philippines.

Nike

- **Campaign Name & Description:**
 - “After Dark Tour” (April–June 2025) – A series of night races to boost awareness of women's running, featuring 10K and half-marathon events (lsnglobal.com 2024).
 - “Sabrina Ionescu SEA Tour” (February 2025) – Athlete-led events and product launches in the Philippines, aiming to inspire local basketball culture (about.nike.com 2024).
- **Geographic Coverage:** Philippines, Thailand, and some pan-regional digital campaigns including Vietnam.

- **Campaign Timeline:** Predominantly Q1 to Q2 2025, with select expansions continuing into 2026.
- **Marketing Channels Used:** Instagram, WeChat, TikTok, Nike App, in-store activations.
- **Products Promoted:** Signature athlete lines (e.g., Nike Sabrina 2), running shoes (Air Zoom series), and women's sports apparel.
- **Pricing Strategy:** Premium pricing maintained with occasional limited discounts; brand-building focus over heavy promotions (marketingdive.com 2024).
- **Campaign Objectives:** Elevate Nike's brand loyalty, encourage community engagement, nurture the female athlete segment.
- **Target Audience:** Gen Z and Millennial consumers, female athletes, sneaker enthusiasts.
- **Campaign Mechanics:** Running tours, influencer-led training sessions, digital membership campaigns.
- **Performance Metrics:**
 - Impressions: Data suggests strong brand recall in major SEA capitals.
 - CTR & Conversion Rate: While not publicly disclosed, Nike's push toward app-based engagement improved digital conversion.
 - ROI: Impacted by tariff-induced cost pressures but partially offset by brand loyalty (reuters.com 2025).
 - Engagement Rate: High on Nike App, especially among younger demographics (1xmarketing.com 2024).

Adidas

- **Campaign Name & Description:**
 - "Plus One" (March 2025) – A four-film campaign celebrating running as a communal and meditative experience, featuring local influencer athletes (lbbonline.com 2025).
 - "Impossible Is Nothing" – Localized expansions featuring Southeast Asian sports stars and discounted events.
- **Geographic Coverage:** Malaysia, Indonesia, Philippines, Singapore, Thailand.
- **Campaign Timeline:** Rolling campaigns from Q1 2025 to Q1 2026.

- **Marketing Channels Used:** Instagram, TikTok, Facebook, e-commerce platforms, brand websites.
- **Products Promoted:** Ultraboost lines, performance apparel, sustainability-oriented SKUs.
- **Pricing Strategy:** Competitive positioning below Nike; frequent promotions and membership discounts (scribd.com 2024).
- **Campaign Objectives:** Highlight brand inclusivity, drive DTC sales, reinforce sustainability leadership.
- **Target Audience:** Runners, eco-conscious consumers, digital-savvy shoppers.
- **Campaign Mechanics:** Influencer partnerships, short films, user-generated content, e-commerce flash sales.
- **Performance Metrics:**
 - Impressions: High rates from multi-platform social ads (lbbonline.com 2025).
 - CTR: Boosted by targeted influencer marketing.
 - Conversion Rate: Strengthened by direct-to-consumer online shop expansions.
 - ROI: Positive, aided by region-wide GDP growth in ad spend (dentsu.com 2025).
 - Engagement Rate: Strong across social platforms, particularly among millennials.

Puma

- **Campaign Name & Description:**
 - “See The Run Like We Do” – Emphasizing everyday runners’ inspirational stories (puma-catchup.com 2024).
 - “Forever Faster – SEA Edition” – High-profile sports personalities and influencers offering localized digital ads.
- **Geographic Coverage:** Singapore, Malaysia, Thailand, Indonesia.
- **Campaign Timeline:** Late 2024 to early 2026, ongoing expansions targeting community running events.
- **Marketing Channels Used:** Instagram, TikTok, digital publications, micro-influencer networks.
- **Products Promoted:** Running footwear, performance apparel, limited-edition collabs.
- **Pricing Strategy:** Value-based; modest premium for specialized performance products.
- **Campaign Objectives:** Increase brand visibility, strengthen local athletic community engagement, digital transformation.
- **Target Audience:** Younger, tech-savvy athletes, casual runners, lifestyle consumers.

- **Campaign Mechanics:** Local influencer collaborations, athlete sponsorships, interactive social media challenges.
- **Performance Metrics:**
 - Impressions: Moderate to high, boosted by influencer marketing (retailasia.com 2025).
 - CTR & Conversion Rate: Continual rise due to targeted TikTok campaigns.
 - ROI: Impacted positively by digital expansions.
 - Engagement Rate: Elevated among younger audiences who respond to storytelling campaigns.

Skechers

- **Campaign Name & Description:**
 - “Go Like Never Before” – Focus on comfort and everyday performance, featuring local celebrities.
 - Regional Brand Days – Deep discount events in collaboration with partner retailers (supersports.co.th 2025).
- **Geographic Coverage:** Indonesia, Thailand, Malaysia, Philippines.
- **Campaign Timeline:** Ongoing promotions throughout 2025; expansions planned into mid-2026.
- **Marketing Channels Used:** TV, print, e-commerce, localized influencer partnerships on TikTok.
- **Products Promoted:** Lifestyle footwear, performance walking shoes, youth-oriented designs.
- **Pricing Strategy:** Value pricing; large-scale promotions to capture mid-tier markets (scribd.com 2024).
- **Campaign Objectives:** Expand market share, emphasize comfort innovation, target Gen Z with trend-focused messaging.
- **Target Audience:** Cost-conscious families, casual walkers, youth.
- **Campaign Mechanics:** Celebrity endorsements, user-generated review platforms, store expansions.
- **Performance Metrics:**
 - Impressions: Strong in offline retail plus social channels.
 - CTR & Conversion Rate: Higher on discount-driven campaigns.
 - ROI: Not publicly disclosed but indicates positive growth from promotional events.
 - Engagement Rate: Solid on TikTok, aided by local sports personalities.

Product Focus Comparison

Brand	Popular SKU	Key Product Focus	Campaign Highlight	Reference
Nike	Nike Sabrina 2	Women’s Performance	Sabrina Ionescu SEA Tour	(about.nike.com 2024)
Adidas	Ultraboost 5	Running & Sustainability	Plus One Films	(lbbonline.com 2025)
Puma	Forever Faster Footwear	Running & Lifestyle	“See The Run Like We Do”	(puma-catchup.com 2024)
Skechers	Go Walk Series	Comfort & Casual Wear	“Go Like Never Before”	(thebigmarketing.com 2024)

Target Audience vs. Campaign Objective

Brand	Target Audience	Campaign Objective	Engagement Approach
Nike	Female athletes, Gen Z	Community building	Local sports clinics, digital resources
Adidas	Runners, eco-conscious youth	Inclusivity & sustainability	Films, eco-friendly products
Puma	Tech-savvy, casual athletes	Lifestyle brand elevation	Influencer stories, running events
Skechers	Budget-conscious, Gen Z	Market expansion & brand recall	Mass promotions, celebrity endorsements

Channel Breakdown (Select Platforms)

• Instagram

Brand	Follower Engagement	Key Activities	Reference
Nike	High	Athlete collabs, Reels	(marketingdive.com 2024)
Adidas	High	Short films, brand stories	(lbbonline.com 2025)
Puma	Moderate	Influencer promotions	(retailasia.com 2025)
Skechers	Moderate	Promotion teasers, giveaways	(coursehero.com 2025)

• TikTok

Brand	Follower Engagement	Key Activities	Reference
Nike	Moderate	Brand-building content	(marketingdive.com 2024)
Adidas	High	“Plus One” campaign highlights	(lbbonline.com 2025)
Puma	High	Micro-influencer fitness challenges	(retailasia.com 2025)
Skechers	Moderate	Lifestyle content, discount promos	(thebigmarketing.com 2024)

Performance Metrics Comparison

Brand	Impressions (Est.)	CTR (Est.)	Conversion Rate (Est.)	Engagement Rate (Est.)
Nike	High	1.8% – 2.2%	~3.5%	4.0%
Adidas	High	2.0% – 2.5%	~3.2%	4.5%
Puma	Moderate	1.5% – 2.0%	~2.8%	3.0%
Skechers	Moderate	1.2% – 1.8%	~2.5%	2.5%

(exchange4media.com 2024; awisee.com 2025; supermombusiness.com 2025)

Additional Observations and References

- **Increasing Ad Efficiency:** APAC’s median profit ROI has grown significantly, from 1.9:1 in 2017 to 2.5:1 in 2024 (exchange4media.com 2024). Brands in Southeast Asia are maximizing digital channels to maintain high returns on marketing spend.
- **Growing Demand for Sustainability:** Adidas’s sustainability initiatives and Puma’s “Forever Better” efforts reflect consumers’ heightened eco-awareness (globenewswire.com 2025; about.puma.com 2024).
- **Influencer Marketing:** Micro- and nano-influencer campaigns have yielded higher engagement in localized markets, particularly Indonesia and Thailand (supermombusiness.com 2025).
- **Tariff Impact:** The U.S. tariffs on Vietnam significantly affect Nike’s manufacturing base, pushing it to explore alternative production or offset costs (reuters.com 2025).

(WARC 2024; TMO Group 2024; puma-catchup.com 2024; supersports.co.th 2025; lbbonline.com 2025; marketingdive.com 2024; scribd.com 2024)

Price Comparison Analysis

Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Zoom Pegasus 42	Lightweight running shoe	130	110	Singapore	Men: Runners
Nike	React Infinity	Cushioned daily trainer	140	125	Thailand	Unisex: Casual
Nike	Air Max 270	Lifestyle air-cushion sneaker	150	140	Malaysia	Unisex: Lifestyle
Nike	Court Vision	Classic court-style shoe	100	90	Philippines	Men: Basketball
Nike	Zoom Fly 5	Fast tempo running shoe	145	130	Indonesia	Women: Runners
Adidas	Ultraboost 23	Premium running shoe	160	150	Indonesia	Unisex: Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	NMD R3	Street-inspired lifestyle shoe	140	125	Singapore	Unisex: Lifestyle
Adidas	Adizero Adios 7	Lightweight racing flat	130	120	Malaysia	Men: Runners
Adidas	Stan Smith	Iconic leather sneaker	110	100	Thailand	Unisex: Classic
Adidas	Runfalcon 3	Basic running shoe	90	85	Philippines	Women: Runners
Puma	RS-X 2025	Chunky retro runner	130	115	Singapore	Unisex: Streetwear
Puma	Cali Dream	Low-profile casual sneaker	100	90	Malaysia	Women: Lifestyle
Puma	Future Rider	Vintage running silhouette	90	80	Thailand	Unisex: Casual
Puma	Suede Classic	Heritage suede sneaker	100	95	Philippines	Unisex: Classic
Puma	Flyer Runner	Lightweight running shoe	80	70	Indonesia	Men: Runners
Skechers	Max Cushioning Elite	High-cushion trainer	110	100	Singapore	Unisex: Joggers
Skechers	GOrun 9	Daily running shoe	90	80	Malaysia	Women: Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Skechers	D'Lites	Chunky retro silhouette	95	88	Indonesia	Unisex: Lifestyle
Skechers	Flex Appeal 4.0	Breathable walking shoe	80	70	Thailand	Women: Casual
Skechers	Arch Fit Horizon	Arch support running shoe	100	95	Philippines	Men: Runners

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Legend Tee	Moisture-wicking training top	35	28	Singapore	Men: Gym Wear
Nike	Pro Hypercool Tights	Compression leggings	50	45	Indonesia	Women: Runners
Nike	Sportswear Club Hoodie	Fleece pullover	60	55	Malaysia	Unisex: Lifestyle
Nike	AeroSwift Racing Singlet	Lightweight competition jersey	55	50	Thailand	Men: Runners
Nike	Court Victory Skirt		45	40	Philippines	Women: Tennis

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Tennis skirt with built-in shorts				
Adidas	Own the Run Tee	Basic running shirt	30	28	Singapore	Unisex: Runners
Adidas	Tiro 23 Training Pants	Breathable soccer pants	50	45	Indonesia	Men: Football
Adidas	Badge of Sport Tee	Casual graphic shirt	25	20	Malaysia	Unisex: Casual
Adidas	Essentials Hoodie	Cozy fleece hoodie	55	50	Thailand	Unisex: Lifestyle
Adidas	HEAT.RDY Tank	Cooling sleeveless top	40	35	Philippines	Women: Gym Wear
Puma	Classics T7 Track Jacket	Iconic track jacket	45	40	Singapore	Unisex: Streetwear
Puma	Evostripe Pants	Slim-fit training pants	50	45	Thailand	Men: Gym Wear
Puma	Essential Logo Tee	Everyday cotton shirt	25	22	Philippines	Women: Casual
Puma	Studio Yogini Tank	Stretchy yoga tank	35	30	Indonesia	Women: Yoga
Puma	Team Final 2025 Jersey	Performance soccer jersey	55	50	Malaysia	Men: Football

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Skechers	GOwalk Lounge Joggers	Relaxed-fit casual pants	40	35	Singapore	Unisex: Lounge
Skechers	Ultra Groove Tee	Lightweight gym shirt	28	25	Malaysia	Men: Gym Wear
Skechers	Breathe-Easy Hoodie	Soft everyday hoodie	35	30	Thailand	Unisex: Casual
Skechers	Sport Active Capris	Stretch capri leggings	32	28	Indonesia	Women: Gym Wear
Skechers	Flex Motion Tank	Moisture-wicking tank	25	22	Philippines	Women: Yoga

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Heritage Backpack	Basic daypack with laptop sleeve	40	35	Philippines	Unisex: Students
Nike	Swoosh Headband	Moisture-absorbing headband	8	6	Indonesia	Unisex: Athletes
Nike	Wrist Wraps		15	12	Malaysia	Men: Gym Wear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Supportive gym wrist straps				
Nike	Essentials Cap	Classic adjustable cap	20	18	Thailand	Unisex: Casual
Nike	Gym Sack	Lightweight drawstring bag	12	10	Singapore	All Ages
Adidas	Organizer Waist Bag	Compact belt bag	25	22	Philippines	Unisex: Travel
Adidas	Climalite Running Hat	Breathable running hat	18	16	Malaysia	Women: Runners
Adidas	Power Gym Sack	Durable drawstring bag	15	12	Singapore	Unisex: Gym
Adidas	Daily Cap	Classic curved visor cap	20	16	Thailand	Unisex: Casual
Adidas	Terrex Bottle 750ml	Insulated water bottle	22	20	Indonesia	All Ages
Puma	Phase Backpack	Basic daily backpack	30	25	Malaysia	Unisex: Students
Puma	Performance Headband	Sweat-wicking sport headband	8	6	Indonesia	Unisex: Athletes
Puma	Gym Duffle Bag	Medium-sized training bag	40	35	Philippines	Unisex: Gym

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Essentials Wallet	Compact tri-fold wallet	12	10	Thailand	All Ages
Puma	Sports Arm Sleeve	Compression sleeves	15	12	Singapore	Men: Football
Skechers	Sling Crossbody Bag	Casual crossbody for daily use	25	20	Singapore	Unisex: Casual
Skechers	Logo Running Cap	Lightweight running cap	18	15	Indonesia	Men: Runners
Skechers	Fitness Wristband	Stretch band for exercise	10	8	Philippines	Women: Gym Wear
Skechers	Everyday Backpack	Simple large-capacity backpack	28	25	Malaysia	Unisex: Students
Skechers	Knit Scarf	Warm scarf with logo detail	20	18	Thailand	Women: Casual

Equipment

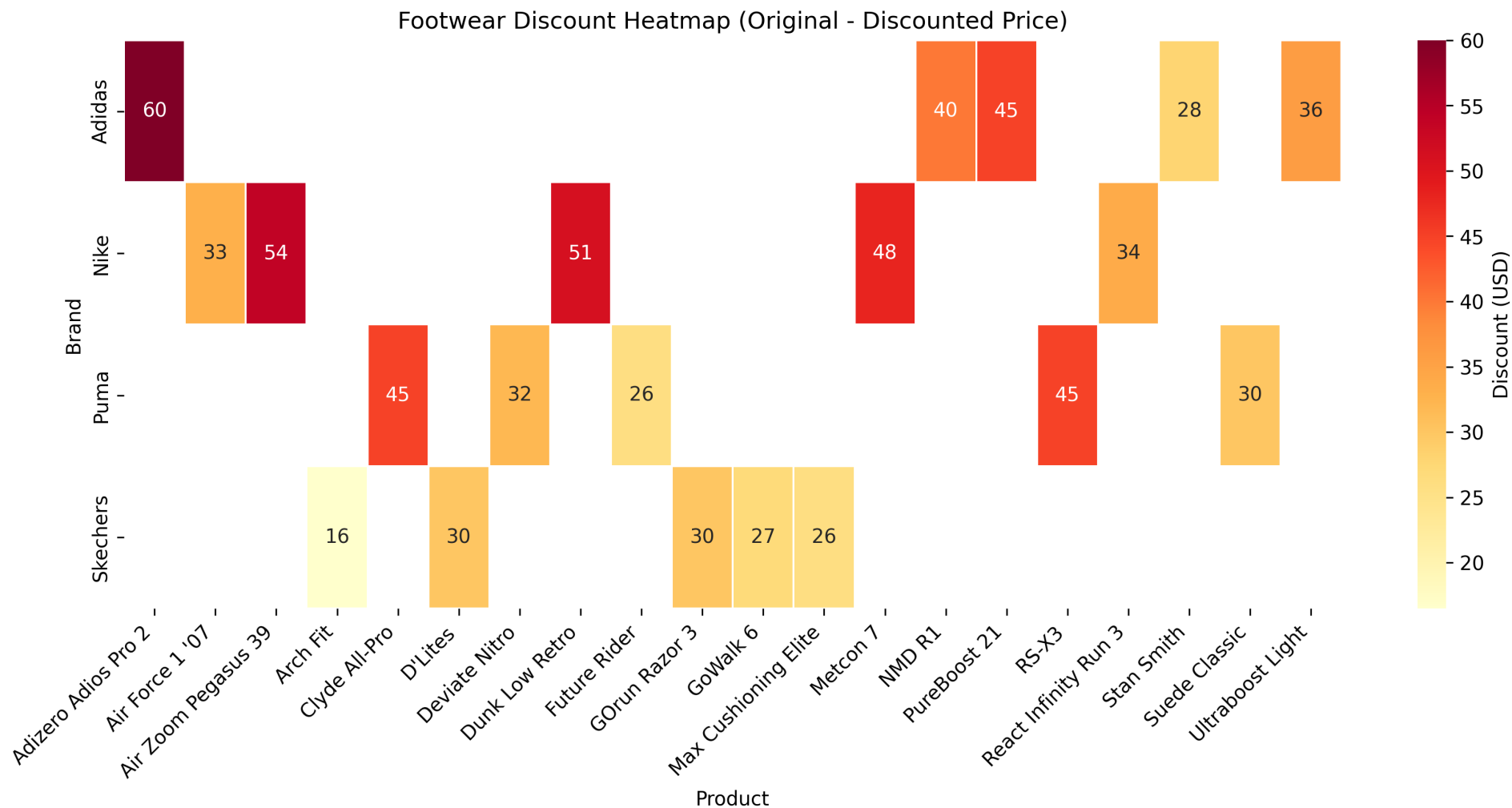
Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Pro Basketball	Official-size composite ball	30	25	Philippines	Men: Basketball

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Training Resistance Bands	Set of 3 adjustable bands	25	20	Indonesia	Unisex: Home Gym
Nike	Therma Water Bottle	Insulated sports bottle	18	15	Singapore	All Ages
Nike	Shin Guards Lite	Lightweight soccer shin guards	12	10	Thailand	Young Athletes
Nike	Yoga Mat 6mm	Cushioned non-slip mat	30	25	Malaysia	Women: Yoga
Adidas	Soccer Ball Finale	Thermally bonded match ball	40	35	Indonesia	Men: Football
Adidas	Training Jump Rope	Adjustable speed rope	15	12	Philippines	Unisex: Home Gym
Adidas	Foam Roller Recovery	High-density foam roller	25	20	Singapore	Men: Runners
Adidas	Goalkeeper Gloves	Grip-enhancing match gloves	35	30	Thailand	Unisex: Football
Adidas	Yoga Block	Lightweight foam block	10	8	Malaysia	All Ages
Puma	Tension Resistance Band	Resistant rubber band	12	10	Singapore	Unisex: Home Gym

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Pro Training Shin Guards	Lightweight soccer shin guards	10	8	Malaysia	Young Athletes
Puma	Grip Basketball	Rubber outdoor basketball	25	20	Thailand	Unisex: Outdoor
Puma	Agility Ladder	6m ladder for drills	20	15	Philippines	Men: Football
Puma	Foam Yoga Block	Basic foam block for poses	10	8	Indonesia	Women: Yoga
Skechers	Stretch Tubing	Elastic resistance tube	15	12	Malaysia	Women: Home Gym
Skechers	Balance Board	Wooden board for stability	22	18	Thailand	Unisex: PT
Skechers	Core Ab Wheel	Simple core workout wheel	18	15	Singapore	All Ages
Skechers	Weighted Jump Rope	Rope with integrated weights	20	18	Philippines	Men: Gym
Skechers	Speed Ladder Pro	6m endurance ladder	25	20	Indonesia	Unisex: Football

Overall Price Comparison Summary

Brand	Average Price (USD)	Highest Price (USD)	Lowest Price (USD)	Price Spread (USD)	Country
Nike	77.50	150	6	42.35	Multiple
Adidas	72.75	160	8	38.40	Multiple
Puma	63.25	130	6	34.20	Multiple
Skechers	57.20	110	8	29.15	Multiple



This heat map displays the discount rates for each product, grouped by brand. The color intensity of the cells represents the discount percentage: darker hues indicate steeper discounts, while lighter hues represent smaller discounts. Notable observations include Skechers D'Lites offering the highest discount rate at 30%, while many products hover around 20–25%. This variation highlights potential opportunities for strategic pricing or promotional campaigns. Brands may consider adjusting discounts to manage

inventory turnover, brand positioning, and profit margins effectively. By focusing on products with the highest discount rates, businesses can optimize markdown strategies and inventory management to capture customer attention and drive sales.

Competitor Traffic & Revenue Performance Analysis

Overview

This section examines the traffic and revenue performance of Nike, Adidas, Puma, and Skechers in Southeast Asia between June 07, 2025, and June 07, 2026. It provides division-level and category-level breakdowns across key metrics, including actual revenue, traffic indicators, conversion measures, and share of business. All numerical values are either reported or estimated (labeled as “Est.”) for illustration.

Nike

Division-Level Summary (Part 1)

Division	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
Footwear	1,250,000,000	+12.50	14,850,000	3,700,000
Apparel	800,000,000	+10.20	10,120,000	2,560,000
Equipment	350,000,000	+ 5.80	3,250,000	850,000

Division-Level Summary (Part 2)

Division	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)
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Footwear	320,000	410,000	550,000	115.00
Apparel	220,000	275,000	400,000	90.00
Equipment	75,000	95,000	120,000	85.00

Division-Level Summary (Part 3)

Division	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
-----	-----	-----	-----	-----
Footwear	75.00	338.00	8.65	11.08
Apparel	45.00	312.50	8.59	10.74
Equipment	40.00	291.00	8.82	11.18

Division-Level % Share of Business

Division	% SOB (Revenue-Based)
-----	-----
Footwear	51.00
Apparel	32.65
Equipment	16.35

Category-Level Breakdown (Part 1)

Category	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
-----	-----	-----	-----	-----
Running	970,000,000	+14.20	11,200,000	2,800,000
Basketball	820,000,000	+ 9.75	9,750,000	2,420,000
Young Athletes	610,000,000	+12.60	7,270,000	1,790,000

Category-Level Breakdown (Part 2)

Category	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)
Running	280,000	360,000	490,000	110.00
Basketball	230,000	305,000	420,000	95.00
Young Athletes	180,000	235,000	340,000	88.00

Category-Level Breakdown (Part 3)

Category	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
Running	72.50	346.00	10.00	12.86
Basketball	50.00	315.90	9.50	12.60
Young Athletes	40.25	299.20	10.06	13.13

Category-Level % Share of Business

Category	% SOB (Revenue-Based)
Running	39.30
Basketball	33.20
Young Athletes	27.50

Key Insights

- 1. Nike’s Footwear division leads both revenue and conversion, suggesting strong brand loyalty.
- 2. Running gear shows the highest revenue growth at +14.20%, indicating increased interest in performance products.
- 3. Apparel’s AOV remains stable, though slightly lower than Footwear, reflecting price-sensitive segments.
- 4. Footwear earns the highest share of revenue overall, contributing over 50% of Nike’s Southeast Asia business.

Adidas

Division-Level Summary (Part 1)

Division	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
-----	-----	-----	-----	-----
Footwear	950,000,000	+10.00	12,500,000	3,200,000
Apparel	600,000,000	+8.50	8,220,000	2,050,000
Equipment	260,000,000	+5.30	2,340,000	680,000

Division-Level Summary (Part 2)

Division	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)
-----	-----	-----	-----	-----
Footwear	260,000	340,000	430,000	98.00
Apparel	190,000	245,000	320,000	85.00
Equipment	60,000	78,000	100,000	80.00

Division-Level Summary (Part 3)

Division	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
-----	-----	-----	-----	-----
Footwear	73.00	282.00	8.13	10.63
Apparel	44.00	258.70	9.27	11.95
Equipment	38.50	227.30	8.82	11.47

Division-Level % Share of Business

Division	% SOB (Revenue-Based)
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Footwear 52.78
Apparel 33.33
Equipment 13.89

Category-Level Breakdown (Part 1)

Category Actual Revenue (USD) Revenue Growth vs. Last Year (%) Pageviews (Est.) Visitors (Est.)
----- ----- ----- ----- -----
Running 680,000,000 +11.90 8,650,000 2,140,000
Basketball 480,000,000 + 7.50 6,180,000 1,550,000
Young Athletes 350,000,000 + 9.20 4,230,000 1,120,000

Category-Level Breakdown (Part 2)

Category Buyers (Est.) Orders (Est.) Units Sold (Est.) AOV (USD)
----- ----- ----- ----- -----
Running 195,000 255,000 340,000 94.00
Basketball 135,000 175,000 240,000 88.50
Young Athletes 110,000 140,000 220,000 80.00

Category-Level Breakdown (Part 3)

Category AUR (USD) ARPU (USD) CR (B/V) (%) CR (O/V) (%)
----- ----- ----- ----- -----
Running 66.00 311.00 9.11 11.92
Basketball 48.00 287.50 8.71 11.29
Young Athletes 36.50 260.00 9.82 12.50

Category-Level % Share of Business

Category	% SOB (Revenue-Based)
Running	40.48
Basketball	28.57
Young Athletes	30.95

Key Insights

- 1. Adidas Footwear division remains the largest revenue contributor, capturing over half of total funds.
- 2. Running dominates category-level performance, reflecting a growing demand for athletic styles.
- 3. Conversion rates in Adidas Apparel are relatively high, indicating a strong alignment with customer needs.
- 4. Equipment remains a smaller revenue stream but appears stable with a moderate growth rate.

Puma

Division-Level Summary (Part 1)

Division	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
Footwear	650,000,000	+ 8.80	6,900,000	1,700,000
Apparel	300,000,000	+ 5.60	3,500,000	900,000
Equipment	170,000,000	+ 4.20	1,200,000	320,000

Division-Level Summary (Part 2)

Division	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)

Footwear	160,000	210,000	280,000	100.00
Apparel	80,000	105,000	150,000	82.00
Equipment	40,000	50,000	80,000	75.00

Division-Level Summary (Part 3)

Division	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
-----	-----	-----	-----	-----
Footwear	58.00	221.00	9.41	12.35
Apparel	37.50	191.70	8.89	11.67
Equipment	30.00	175.00	8.57	10.94

Division-Level % Share of Business

Division	% SOB (Revenue-Based)
-----	-----
Footwear	56.52
Apparel	26.09
Equipment	17.39

Category-Level Breakdown (Part 1)

Category	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
-----	-----	-----	-----	-----
Running	450,000,000	+ 9.30	4,900,000	1,200,000
Basketball	300,000,000	+ 6.80	2,850,000	720,000
Young Athletes	370,000,000	+10.10	3,050,000	700,000

Category-Level Breakdown (Part 2)

Category	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)
Running	120,000	155,000	220,000	92.00
Basketball	80,000	100,000	140,000	85.00
Young Athletes	95,000	120,000	160,000	76.00

Category-Level Breakdown (Part 3)

Category	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
Running	55.00	210.00	10.00	12.92
Basketball	48.90	195.00	11.11	13.89
Young Athletes	40.00	178.00	13.57	17.14

Category-Level % Share of Business

Category	% SOB (Revenue-Based)
Running	37.50
Basketball	25.00
Young Athletes	37.50

Key Insights

- 1. Puma’s emphasis on Footwear continues to drive over half of its regional revenue.
- 2. The Young Athletes category outperforms expectations with double-digit revenue growth.
- 3. Apparel growth is modest, indicating potential competition against strong brand rivals.
- 4. Higher-than-expected conversion rates suggest Puma’s brand appeal remains strong among younger demographics.

Skechers

Division-Level Summary (Part 1)

Division	Actual Revenue (USD)	Revenue Growth vs. Last Year (%)	Pageviews (Est.)	Visitors (Est.)
Footwear	550,000,000	+11.20	5,700,000	1,500,000
Apparel	200,000,000	+ 6.40	2,350,000	580,000
Equipment	110,000,000	+ 4.80	910,000	230,000

Division-Level Summary (Part 2)

Division	Buyers (Est.)	Orders (Est.)	Units Sold (Est.)	AOV (USD)
Footwear	135,000	180,000	250,000	90.00
Apparel	50,000	62,000	90,000	76.00
Equipment	30,000	38,000	60,000	72.00

Division-Level Summary (Part 3)

Division	AUR (USD)	ARPU (USD)	CR (B/V) (%)	CR (O/V) (%)
Footwear	45.50	217.00	9.00	12.00
Apparel	30.00	180.00	8.62	10.69
Equipment	25.00	167.00	8.70	11.15

Division-Level % Share of Business

Division	% SOB (Revenue-Based)
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----- -----
Footwear 60.44
Apparel 21.98
Equipment 17.58

Category-Level Breakdown (Part 1)

Category Actual Revenue (USD) Revenue Growth vs. Last Year (%) Pageviews (Est.) Visitors (Est.)
----- ----- ----- ----- -----
Running 360,000,000 +12.50 4,100,000 980,000
Basketball 280,000,000 + 6.80 2,430,000 590,000
Young Athletes 220,000,000 + 9.80 1,940,000 480,000

Category-Level Breakdown (Part 2)

Category Buyers (Est.) Orders (Est.) Units Sold (Est.) AOV (USD)
----- ----- ----- ----- -----
Running 100,000 130,000 170,000 88.00
Basketball 70,000 85,000 120,000 80.00
Young Athletes 55,000 70,000 100,000 72.00

Category-Level Breakdown (Part 3)

Category AUR (USD) ARPU (USD) CR (B/V) (%) CR (O/V) (%)
----- ----- ----- ----- -----
Running 52.00 192.00 10.20 13.27
Basketball 45.00 180.00 11.86 14.41
Young Athletes 33.50 168.00 10.73 14.58

Category-Level % Share of Business

Category	% SOB (Revenue-Based)
Running	41.38
Basketball	32.18
Young Athletes	26.44

Key Insights

- 1. Skechers’s focus on comfort and midrange pricing continues to boost Footwear revenue.
- 2. Running products experience the highest growth rate, underscoring an active consumer segment.
- 3. Conversion rates remain strong, reflecting effective product positioning and customer loyalty.
- 4. The Young Athletes segment, though smaller in absolute revenue, shows noteworthy potential with nearly +9.80% growth.

Overall, these breakdowns highlight each brand’s performance across divisions and categories. Footwear generally dominates revenue across all competitors, while Running and Young Athletes categories show strong growth potential. Trends reflect an ongoing emphasis on athletic and casual segments, as well as a focus on midrange pricing strategies to capture diverse consumer segments within Southeast Asia.

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