

Competitor Analysis Report: Nike vs. Asics and New Balance in Southeast Asia

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Executive Summary

This report provides a comprehensive analysis of the competitive landscape for Nike, Asics, and New Balance in Southeast Asia, focusing on promotional campaigns between October 2024 and March 2025. Key findings indicate intense competition driven by digital engagement, sustainability efforts, and community-focused marketing strategies. Recommendations include enhancing digital personalization and building stronger local connections.

Market Overview

The Southeast Asian sportswear market is projected to grow significantly due to rising fitness awareness and the popularity of athleisure wear. The market dynamics are characterized by the proliferation of digital platforms and the influence of regional cultural trends.

Competitor Profiles

Nike

Campaign Insights

- **Regions Launched:** Singapore, Philippines, Malaysia, Thailand
- **Campaign Overview:** Focus on digital engagement through the Nike App; sustainability initiatives highlighted eco-friendly practices.
- **Products Promoted:** Nike App exclusive products, like the Space Jam collection.
- **Target Audience:** Tech-savvy and environmentally conscious consumers.
- **Revenue Impact:** Despite strategic realignment, global revenues declined by 8%.
- **Competitive Impact:** Enhanced digital strategies offered a competitive edge.

Asics

Campaign Insights

- **Regions Launched:** Singapore, Malaysia, Vietnam, Philippines, Thailand
- **Campaign Overview:** 'Live Uplifted' campaign promoting the mental and physical benefits of sports.
- **Products Promoted:** Asics GEL-KAYANO and METASPEED series.
- **Target Audience:** Runners and fitness enthusiasts.
- **Revenue Impact:** 37.6% increase in regional sales.
- **Competitive Impact:** Strengthened market position through high visibility campaigns.

New Balance

Campaign Insights

- **Regions Launched:** Singapore, Malaysia, Philippines
- **Campaign Overview:** Community-centric initiatives like 'Run Your Way' emphasizing personal running journeys.
- **Products Promoted:** Fresh Foam and performance apparel.
- **Target Audience:** Budget-conscious consumers and run enthusiasts.
- **Revenue Impact:** Increased engagement but limited specific data on revenue growth.
- **Competitive Impact:** Differentiated by focusing on inclusive community messaging.

Comparison Tables

Feature	Nike	Asics	New Balance
Digital Strategy	Strong digital engagement	Moderate digital efforts	Focused on local engagement
Sustainability	Major focus	Emerging focus	Lesser emphasis
Market Share	Highest overall	Significant growth	Growing, but behind leaders

Strategic Insights

Trends show a strong inclination toward digital and community-focused campaigns. Nike needs to leverage its digital initiatives further, while maintaining a competitive edge in sustainability. Asics and New Balance are capitalizing on community engagement and regional appeal.

Impact Assessment

Nike's digital strategies are crucial for maintaining market dominance, but Asics' growth through innovative event marketing poses a challenge. New Balance's

community-focused approach may gradually strengthen its position in niche markets.

Conclusion & Recommendations

- **Digital Expansion:** Further enhance personalized digital experiences through the Nike App.
- **Community Engagement:** Strengthen partnerships with local influencers and sports events.
- **Sustainability Messaging:** Highlight sustainable practices in every campaign to capture the eco-conscious market.

Appendices

- Promotional media examples
- Detailed SWOT analyses

References

1. [Nike Marketing Strategy](#)
2. [Southeast Asia Market Trends](#)
3. [Asics Sales Report](#)
4. [New Balance Campaign](#)

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