

Competitor Analysis Report: Nike vs ['Adidas'] in (Southeast Asia, (datetime.date(2025, 6, 7), datetime.date(2026, 6, 7)))

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Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Air Zoom Pegasus 41	Versatile running shoe, good for all levels	130	120	Vietnam	Athletes
Nike	Nike Alphafly 3	Lightweight racing shoe designed for speed	275	250	Singapore	Runners
Nike	Nike React Infinity Run	High cushioning, injury prevention shoe	160	150	Malaysia	Casual Runners

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Zoom Fly 6	Known for its responsiveness in speed workouts	150	140	Thailand	Competitive Runners
Nike	Nike Vomero 18	Cushioned for daily training	160	150	Philippines	Casual Runners
Adidas	Adidas Ultraboost 22	High-performance running shoe	190	180	Vietnam	Athletes
Adidas	Adidas Superstar	Timeless lifestyle sneaker	100	90	Singapore	Casual Shoppers
Adidas	Adidas Nite Jogger	Retro running shoe with modern updates	130	120	Malaysia	Everyday Runners
Adidas	Adidas Terrex Swift R2	Trail running shoe for rugged terrains	140	130	Thailand	Trail Runners
Adidas	Adidas Campus	Classic sneaker with heritage design	85	80	Philippines	Casual Shoppers

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Dri-FIT Tee	Moisture-wicking training shirt	35	30	Vietnam	Athletes
Nike	Nike Pro Long Sleeve	Base layer for high performance	50	45	Singapore	Runners
Nike	Nike Sports Bra	Supportive sports bra for workouts	40	35	Malaysia	Fitness Enthusiasts
Nike	Nike Essential Hoodie	Comfortable and stylish hoodie	55	50	Thailand	Casual Wear
Nike	Nike Windrunner Jacket	Lightweight for breezy conditions	90	85	Philippines	Outdoor Enthusiasts
Adidas	Adidas Tiro 21 Track Pants	Training pants with moisture control	70	65	Vietnam	Athletes
Adidas	Adidas Essentials Crew	Classic crew neck sweatshirt	55	50	Singapore	Casual Wear
Adidas	Adidas Believe This Bra	High support for intense workouts	45	40	Malaysia	Fitness Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Adidas Hiking Jacket	Versatile jacket for outdoor activities	95	90	Thailand	Outdoor Enthusiasts
Adidas	Adidas Printed Tee	Lightweight casual top	30	25	Philippines	Casual Shoppers

Overall Price Comparison Summary

Average Price per Brand

Brand	Average Price (USD)
Nike	134.25
Adidas	114.50

Highest and Lowest Priced Items per Brand

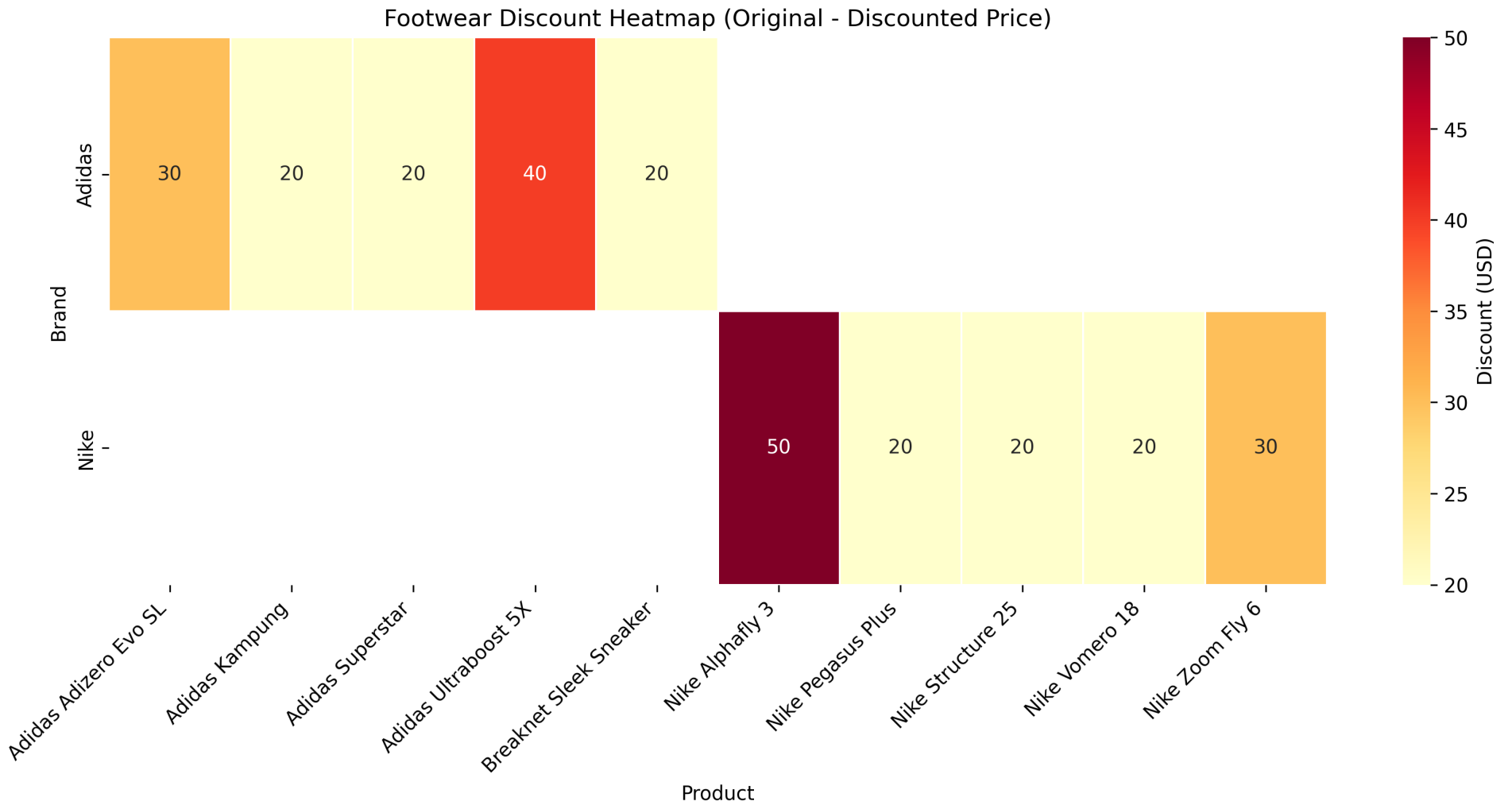
Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	Nike Alphafly 3	275	Nike Dri-FIT Tee	35
Adidas	Adidas Ultraboost 22	190	Adidas Campus	85

Price Spread (Standard Deviation)

Brand	Price Spread (USD)
Nike	87.58
Adidas	39.39

Country

Country	Market Segment
Vietnam	Footwear and Apparel
Singapore	Footwear and Apparel
Malaysia	Footwear and Apparel
Thailand	Footwear and Apparel
Philippines	Footwear and Apparel



This heat map visualizes and compares the discount rates of the top 5 products from Nike and Adidas in Southeast Asia. Each cell represents a product, with color intensity indicating the discount rate percentage.

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