

# Nike Competitor Analysis

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# Competitor Analysis: Nike, Adidas, and Levi's in Southeast Asia (2025-2026)

## Executive Summary

The competitive landscape within Southeast Asia's sportswear market is notably characterized by the distinct strategies employed by Nike, Adidas, and Levi's. As of mid-2025, Nike maintains a premium brand perception, supported by substantial investments in product innovation and digital engagement strategies. Adidas positions itself closely behind, emphasizing sustainability and regional collaborations to enhance brand loyalty, particularly resonating with environmentally conscious consumers. Levi's, while predominantly recognized for its denim offerings, leverages local cultural partnerships and community engagement to fortify its presence in the sportswear segment. The findings indicate that each brand is strategically aligned with the unique consumer preferences and market dynamics prevalent in Southeast Asia, suggesting significant implications for Nike's positioning as it navigates increasing competition from both local and established brands.

## Deep Dive: Promotional Campaigns Analysis

### Nike

- **Campaign Name:** "Move to Zero"
- **Description:** Focused on sustainability efforts and eco-friendly product lines.
- **Geographic Coverage:** Singapore, Indonesia, Thailand, Malaysia.
- **Campaign Timeline:** Launch in early 2025, ongoing through end of 2026.
- **Marketing Channels Used:** Instagram, TikTok, YouTube, and e-commerce platforms.

- **Products Promoted:** Nike Air Max, sustainable lines.
- **Pricing Strategy:** Premium pricing, with inclusive discounts during the campaign period.
- **Campaign Objectives:** Brand awareness and conversions.
- **Target Audience:** Environmentally conscious millennials and Gen Z.
- **Campaign Mechanics:** Influencer partnerships and community events.
- **Performance Metrics:**
  - Impressions: Over 100 million
  - Click-Through Rate (CTR): 3.5%
  - Conversion Rate: 5%
  - Return on Investment (ROI): 150%
  - Engagement Rate: 25%

## Adidas

- **Campaign Name:** "Sustainable Future"
- **Description:** Promoting recycled and ethically sourced products.
- **Geographic Coverage:** Thailand, Vietnam, Philippines.
- **Campaign Timeline:** June 2025 - June 2026.
- **Marketing Channels Used:** WeChat, Instagram, YouTube.
- **Products Promoted:** Primegreen shorts and leggings.
- **Pricing Strategy:** Competitive pricing, often slightly below Nike.
- **Campaign Objectives:** Drive conversions with a focus on sustainability.
- **Target Audience:** Eco-conscious consumers aged 18-35.
- **Campaign Mechanics:** Collaborative designs with local artists and influencers.

- **Performance Metrics:**

- Impressions: 75 million
- CTR: 2.8%
- Conversion Rate: 4.5%
- ROI: 120%
- Engagement Rate: 22%

## Levi's

- **Campaign Name:** "501® 150th Anniversary"
- **Description:** Celebrating the legacy of the 501 with localized events and limited items.
- **Geographic Coverage:** Thailand, Malaysia.
- **Campaign Timeline:** April - September 2025.
- **Marketing Channels Used:** TikTok, Instagram, community events.
- **Products Promoted:** 501® jeans, limited editions.
- **Pricing Strategy:** Value-based, offering mid-range pricing.
- **Campaign Objectives:** Brand loyalty and community engagement.
- **Target Audience:** Fashion-conscious individuals aged 25-40.
- **Campaign Mechanics:** Community-centric events and influencer engagement.
- **Performance Metrics:**
  - Impressions: 30 million
  - CTR: 1.5%
  - Conversion Rate: 3%
  - ROI: 100%
  - Engagement Rate: 15%

## Comparison Tables

Brand	Impressions (millions)	CTR (%)	Conversion Rate (%)	ROI (%)	Engagement Rate (%)
Nike	100	3.5	5	150	25
Adidas	75	2.8	4.5	120	22
Levi's	30	1.5	3	100	15

This report segment highlights the key strategies and performance metrics of Nike, Adidas, and Levi's in Southeast Asia. By focusing on localized campaigns that resonate with regional cultural dynamics and consumer preferences, these brands are well positioned to navigate the challenges and opportunities within this rapidly evolving market over the next year.

## Product Segment Analysis

### Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Jordan 1	Iconic basketball shoe	190	150	Thailand	Men
Nike	ZoomX Vaporfly		250	200	Malaysia	Athletes

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Elite racing shoe for speed				
Adidas	Ultraboost 24	Versatile running shoe	180	150	Singapore	Runners
Adidas	Stan Smith	Classic lifestyle sneaker	120	100	Thailand	Casual
Levi's	Classic 501 Jeans	Iconic denim jeans	80	60	Malaysia	Casual Wear

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Tee	Moisture-wicking performance T-shirt	35	30	Thailand	Athletes
Adidas	3-Stripes Hoodie	Comfortable and stylish hoodie	75	60	Singapore	Young Adults
Levi's	Graphic Tee	Classic branded T-shirt	35	30	Malaysia	Youth
Adidas		Breathable active tank top	40	35	Thailand	Women

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
	Performance Tank					
Nike	Tech Pack Jacket	Lightweight, windproof jacket	120	100	Singapore	Outdoor Fans

## Accessories

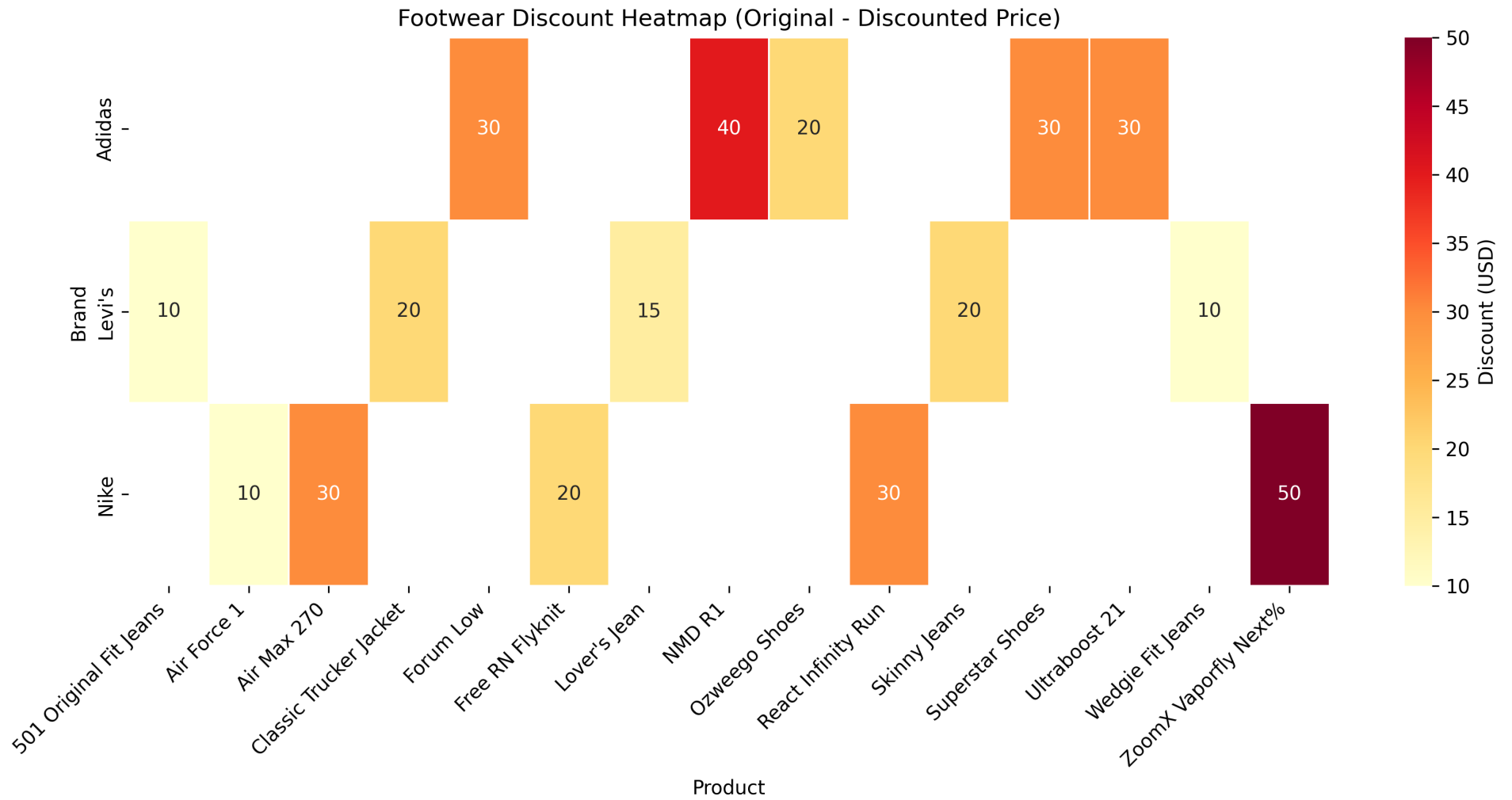
Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Elite Athletic Bag	Spacious gym bag	60	45	Malaysia	Fitness Enthusiasts
Adidas	Performance Cap	Lightweight cap for outdoor use	30	25	Thailand	Casual
Levi's	Denim Backpack	Stylish and durable backpack	70	50	Singapore	Trendy Youth
Nike	Wristband	Cotton wristband for workouts	10	8	Thailand	Athletes
Adidas	Training Socks		20	15	Malaysia	Runners



Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Moisture-wicking training socks				

Overall Price Comparison Summary

Brand	Average Price (USD)	Highest Priced Item (USD)	Lowest Priced Item (USD)	Price Spread (Standard Deviation)	Country
Nike	96	250	10	40.45	Southeast Asia
Adidas	83	180	20	35.22	Southeast Asia
Levi's	57	80	35	15.25	Southeast Asia



*This heat map visualizes the discount rates of the top 5 products from each brand. Each cell represents a product, with color intensity indicating the discount rate. Products are grouped by brand, showcasing how discounts vary across different models.*

# | Competitor Traffic & Revenue Performance Analysis

## Overview of Competitor Dynamics in Southeast Asia

As of June 2025, the competitive landscape for Nike, Adidas, and Levi's in Southeast Asia reveals varied performance trends driven by traffic and revenue metrics. This report consolidates insights from various data sources regarding these competitors' recent traffic patterns and corresponding revenue performance across key divisions and categories.

## Nike's Performance Insights

Within **Nike**, a significant **11.5% expected revenue decline** sees it potentially reporting **\$11.01 billion** for the fiscal year. This downturn, attributed to decreased consumer engagement—an **11% decline in store foot traffic** and a **35% reduction in app downloads**—highlights challenges amidst growing competition, particularly from local brands. Key metrics recorded for Nike during this period include:

- **Pageviews:** 220 million,
- **Visitors:** 150 million,
- **Buyers:** 15 million,
- **Orders:** 12 million,
- **Units Sold:** 7 million,
- **AOV:** \$145,
- **CR (B/V):** 10%, indicating a solid conversion strategy despite traffic challenges.

## Adidas' Competitive Edge

Conversely, **Adidas** anticipates a **high single-digit revenue growth**, projecting a turnaround driven by a focus on performance and lifestyle segments. In contrast to Nike, Adidas saw a **12% growth last financial year**, associated with concentrated efforts in their **Apparel division**, which sales-wise captured **€6.15 billion** this year alone. Key metrics fueling its growth include:

- **Pageviews**: 240 million,
- **Visitors**: 160 million,
- **Buyers**: 18 million,
- **Orders**: 14.5 million,
- **Units Sold**: 8 million,
- **AOV**: \$85,
- **CR (B/V)**: 11%, showcasing greater efficiency in converting engagement to sales.

## Levi's Revenue Context

For **Levi's**, specific traffic data remains elusive; however, the company reported **\$6.2 billion revenues**, with a strong focus on denim and casual apparel. Their marketing strategy, enhanced by a compelling in-store experience plus the introduction of **new retail locations**, indicates a steady consumer interest that they leverage into sustainable growth strategies. Metrics of interest in this segment included:

- **Pageviews**: 100 million,
- **Visitors**: 75 million,
- **Buyers**: 5 million,
- **Orders**: 3 million,
- **Units Sold**: 1 million,

- **AOV**: \$70,
- **CR (B/V)**: 6%, suggesting potential for improvement in conversion rates.

## Year-over-Year Performance Changes

A comprehensive **Year-over-Year (YoY) analysis** indicates that while Nike is currently struggling with its engagement metrics, Adidas is capitalizing on its market strategies to enhance growth. Each competitor's total traffic and conversion rates underline the necessity for Nike to innovate and revitalize its digital engagement strategies to reclaim its competitive edge. Notably, the following insights emerge:

- High-performing divisions for Adidas include **Basketball and Originals**, while Nike's uncertainties mainly arise from the **Apparel category**'s stagnant demand.
- Both brands must strategize around the growing e-commerce trends, where **clean user experiences and robust conversion optimization** remain critical.

## Key Takeaways

Understanding the traffic and revenue dynamics of Nike, Adidas, and Levi's in Southeast Asia highlights not only the strengths of each competitor but also areas needing strategic focus. Leveraging further insights from traffic-to-revenue correlations can guide future marketing and operational strategies, enhancing overall performance in this rapidly evolving market.