

**Competitor Analysis Report: Nike vs Adidas,  
Levis in (Southeast Asia, June 01, 2025 to June  
08, 2025)**

# | Table of Contents

## **Price Comparison Analysis**

Product Segment Analysis (Singapore)

Local Price Comparison Summaries (Singapore)

Product Segment Analysis (Malaysia)

Local Price Comparison Summaries (Malaysia)

Product Segment Analysis (Thailand)

Local Price Comparison Summaries (Thailand)

## **References**

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## Price Comparison Analysis

### Product Segment Analysis (Singapore)

#### Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Air Zoom Max	High-cushion running shoe	150.00	135.00	-10.00%	Performance Runners
Singapore	Nike	Court Breaker	Basketball high-top	180.00	180.00	0.00%	Youth Athletes
Singapore	Nike	Super Speed TF	Lightweight turf boots	200.00	210.00	+5.00%	Soccer Enthusiasts
Singapore	Nike	Zoom Infinity	Marathon trainer	220.00	187.00	-15.00%	

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
							Long-Distance Runners
Singapore	Nike	Flex Rival	Casual slip-on	100.00	95.00	-5.00%	Casual Wearers
Singapore	Adidas	Ultraboost LX	Premium running shoe	190.00	190.00	0.00%	Performance Runners
Singapore	Adidas	Predator Edge	Soccer cleats	210.00	220.00	+4.76%	Soccer Enthusiasts
Singapore	Adidas	Forum Low Retro	Lifestyle sneaker	160.00	150.00	-6.25%	Streetwear Fans
Singapore	Adidas	RunFalcon 3.0	Budget running shoe	100.00	85.00	-15.00%	Price-Sensitive
Singapore	Adidas	Adizero Sprint	Track spikes	250.00	275.00	+10.00%	Track Athletes
Singapore	Levi's	Denim Runner	Casual denim sneaker	120.00	110.00	-8.33%	Urban Casual
Singapore	Levi's	Skate Low	Skateboarding shoe	110.00	120.00	+9.09%	Skate Culture
Singapore	Levi's	City Trek	Urban hiking shoe	130.00	130.00	0.00%	Outdoor Enthusiasts
Singapore	Levi's	Vintage Step	Retro-inspired sneaker	140.00	137.00	-2.14%	Retro Fashion

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Levi's	Commuter Ride	Lightweight commuter shoe	100.00	105.00	+5.00%	Daily Commuters

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Dri-FIT Tee	Lightweight gym t-shirt	50.00	45.00	-10.00%	Everyday Gym-Goers
Singapore	Nike	Pro Combat Shorts	High-stretch training	65.00	70.00	+7.69%	Active Athletes
Singapore	Nike	Club Fleece Hoodie	Casual sports hoodie	80.00	80.00	0.00%	Streetwear Fans
Singapore	Nike	Victory Polo	Golf polo shirt	90.00	85.00	-5.56%	Golf Enthusiasts
Singapore	Nike	Strike Track Jacket	Soccer warm-up jacket	100.00	110.00	+10.00%	Soccer Clubs
Singapore	Adidas	3-Stripes Tee	Iconic branded t-shirt	40.00	35.00	-12.50%	Casual Wearers

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Tiro Training Pants	Slim-fit training pant	60.00	58.00	-3.33%	Team Athletes
Singapore	Adidas	Originals Hoodie	Lifestyle hoodie	85.00	90.00	+5.88%	Streetwear Fans
Singapore	Adidas	Own the Run Jacket	Lightweight running	75.00	67.50	-10.00%	Runners
Singapore	Adidas	Essentials Shorts	Everyday workout short	35.00	35.00	0.00%	Budget Athletes
Singapore	Levi's	Graphic Tee	Denim-inspired t- shirt	45.00	45.00	0.00%	Casual Wearers
Singapore	Levi's	Trucker Denim Jacket	Classic denim jacket	90.00	90.00	0.00%	Denim Enthusiasts
Singapore	Levi's	501 Jeans Shorts	Iconic denim shorts	60.00	54.00	-10.00%	Unisex Consumers
Singapore	Levi's	Relaxed Fit Hoodie	Comfort cotton hoodie	70.00	73.50	+5.00%	Lifestyle Shoppers
Singapore	Levi's	Vintage Tee	Retro print t-shirt	40.00	40.00	0.00%	Retro Fans

## Local Price Comparison Summaries (Singapore)

### a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (SGD)	Average Adjusted Price (SGD)	Average Price Change %
Singapore	Nike	108.00	104.50	-3.24%
Singapore	Adidas	106.00	109.50	+3.30%
Singapore	Levi's	79.00	80.20	+1.52%

### b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	220.00	45.00
Singapore	Adidas	275.00	35.00
Singapore	Levi's	140.00	40.00

### c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	40.55

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Adidas	48.97
Singapore	Levi's	25.10

## Product Segment Analysis (Malaysia)

### Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Air Zoom Max	High-cushion running shoe	450.00	405.00	-10.00%	Performance Runners
Malaysia	Nike	Court Breaker	Basketball high-top	520.00	520.00	0.00%	Youth Athletes
Malaysia	Nike	Super Speed TF	Lightweight turf boots	560.00	600.00	+7.14%	Soccer Enthusiasts
Malaysia	Nike	Zoom Infinity	Marathon trainer	600.00	510.00	-15.00%	Long-Distance Runners
Malaysia	Nike	Flex Rival	Casual slip-on	320.00	304.00	-5.00%	Casual Wearers



Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Adidas	Ultraboost LX	Premium running shoe	580.00	580.00	0.00%	Performance Runners
Malaysia	Adidas	Predator Edge	Soccer cleats	630.00	655.00	+3.97%	Soccer Enthusiasts
Malaysia	Adidas	Forum Low Retro	Lifestyle sneaker	480.00	450.00	-6.25%	Streetwear Fans
Malaysia	Adidas	RunFalcon 3.0	Budget running shoe	320.00	272.00	-15.00%	Price-Sensitive
Malaysia	Adidas	Adizero Sprint	Track spikes	750.00	825.00	+10.00%	Track Athletes
Malaysia	Levi's	Denim Runner	Casual denim sneaker	360.00	330.00	-8.33%	Urban Casual
Malaysia	Levi's	Skate Low	Skateboarding shoe	330.00	360.00	+9.09%	Skate Culture
Malaysia	Levi's	City Trek	Urban hiking shoe	400.00	400.00	0.00%	Outdoor Enthusiasts
Malaysia	Levi's	Vintage Step	Retro-inspired sneaker	420.00	411.00	-2.14%	Retro Fashion
Malaysia	Levi's	Commuter Ride	Lightweight commuter shoe	320.00	336.00	+5.00%	Daily Commuters

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Dri-FIT Tee	Lightweight gym t-shirt	155.00	139.50	-10.00%	Everyday Gym-Goers
Malaysia	Nike	Pro Combat Shorts	High-stretch training	195.00	210.00	+7.69%	Active Athletes
Malaysia	Nike	Club Fleece Hoodie	Casual sports hoodie	240.00	240.00	0.00%	Streetwear Fans
Malaysia	Nike	Victory Polo	Golf polo shirt	270.00	255.00	-5.56%	Golf Enthusiasts
Malaysia	Nike	Strike Track Jacket	Soccer warm-up jacket	300.00	330.00	+10.00%	Soccer Clubs
Malaysia	Adidas	3-Stripes Tee	Iconic branded t-shirt	130.00	114.40	-12.00%	Casual Wearers
Malaysia	Adidas	Tiro Training Pants	Slim-fit training pant	180.00	174.60	-3.00%	Team Athletes
Malaysia	Adidas	Originals Hoodie	Lifestyle hoodie	255.00	270.30	+6.00%	Streetwear Fans
Malaysia	Adidas			225.00	202.50	-10.00%	Runners

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
		Own the Run Jacket	Lightweight running				
Malaysia	Adidas	Essentials Shorts	Everyday workout short	130.00	130.00	0.00%	Budget Athletes
Malaysia	Levi's	Graphic Tee	Denim-inspired t- shirt	135.00	135.00	0.00%	Casual Wearers
Malaysia	Levi's	Trucker Denim Jacket	Classic denim jacket	270.00	270.00	0.00%	Denim Enthusiasts
Malaysia	Levi's	501 Jeans Shorts	Iconic denim shorts	180.00	162.00	-10.00%	Unisex Consumers
Malaysia	Levi's	Relaxed Fit Hoodie	Comfort cotton hoodie	210.00	220.50	+5.00%	Lifestyle Shoppers
Malaysia	Levi's	Vintage Tee	Retro print t-shirt	120.00	120.00	0.00%	Retro Fans

## Local Price Comparison Summaries (Malaysia)

### a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (MYR)	Average Adjusted Price (MYR)	Average Price Change %
Malaysia	Nike	286.00	281.10	-1.71%
Malaysia	Adidas	299.00	308.80	+3.28%
Malaysia	Levi's	202.00	205.60	+1.78%

#### b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (MYR)	Lowest Priced Item (MYR)
Malaysia	Nike	600.00	139.50
Malaysia	Adidas	825.00	114.40
Malaysia	Levi's	420.00	120.00

#### c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (MYR)
Malaysia	Nike	151.25
Malaysia	Adidas	170.40
Malaysia	Levi's	62.10

# Product Segment Analysis (Thailand)

## Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Thailand	Nike	Air Zoom Max	High-cushion running shoe	4200.00	3780.00	-10.00%	Performance Runners
Thailand	Nike	Court Breaker	Basketball high-top	5000.00	5000.00	0.00%	Youth Athletes
Thailand	Nike	Super Speed TF	Lightweight turf boots	5200.00	5460.00	+5.00%	Soccer Enthusiasts
Thailand	Nike	Zoom Infinity	Marathon trainer	5200.00	4420.00	-15.00%	Long-Distance Runners
Thailand	Nike	Flex Rival	Casual slip-on	3000.00	2850.00	-5.00%	Casual Wearers
Thailand	Adidas	Ultraboost LX	Premium running shoe	5700.00	5700.00	0.00%	Performance Runners
Thailand	Adidas	Predator Edge	Soccer cleats	6000.00	6300.00	+5.00%	Soccer Enthusiasts
Thailand	Adidas	Forum Low Retro	Lifestyle sneaker	4200.00	3948.00	-6.00%	Streetwear Fans

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Thailand	Adidas	RunFalcon 3.0	Budget running shoe	2600.00	2210.00	-15.00%	Price-Sensitive
Thailand	Adidas	Adizero Sprint	Track spikes	7000.00	7700.00	+10.00%	Track Athletes
Thailand	Levi's	Denim Runner	Casual denim sneaker	3000.00	2750.00	-8.33%	Urban Casual
Thailand	Levi's	Skate Low	Skateboarding shoe	2700.00	2950.00	+9.26%	Skate Culture
Thailand	Levi's	City Trek	Urban hiking shoe	4200.00	4200.00	0.00%	Outdoor Enthusiasts
Thailand	Levi's	Vintage Step	Retro-inspired sneaker	4600.00	4504.00	-2.09%	Retro Fashion
Thailand	Levi's	Commuter Ride	Lightweight commuter shoe	3000.00	3150.00	+5.00%	Daily Commuters

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Thailand	Nike	Dri-FIT Tee		1500.00	1350.00	-10.00%	

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
			Lightweight gym t-shirt				Everyday Gym-Goers
Thailand	Nike	Pro Combat Shorts	High-stretch training	1800.00	1940.00	+7.78%	Active Athletes
Thailand	Nike	Club Fleece Hoodie	Casual sports hoodie	2200.00	2200.00	0.00%	Streetwear Fans
Thailand	Nike	Victory Polo	Golf polo shirt	2400.00	2268.00	-5.50%	Golf Enthusiasts
Thailand	Nike	Strike Track Jacket	Soccer warm-up jacket	3000.00	3300.00	+10.00%	Soccer Clubs
Thailand	Adidas	3-Stripes Tee	Iconic branded t-shirt	1200.00	1056.00	-12.00%	Casual Wearers
Thailand	Adidas	Tiro Training Pants	Slim-fit training pant	1800.00	1746.00	-3.00%	Team Athletes
Thailand	Adidas	Originals Hoodie	Lifestyle hoodie	2400.00	2496.00	+4.00%	Streetwear Fans
Thailand	Adidas	Own the Run Jacket	Lightweight running	2200.00	1980.00	-10.00%	Runners
Thailand	Adidas	Essentials Shorts		1200.00	1200.00	0.00%	Budget Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
			Everyday workout short				
Thailand	Levi's	Graphic Tee	Denim-inspired t-shirt	1400.00	1400.00	0.00%	Casual Wearers
Thailand	Levi's	Trucker Denim Jacket	Classic denim jacket	2800.00	2800.00	0.00%	Denim Enthusiasts
Thailand	Levi's	501 Jeans Shorts	Iconic denim shorts	2000.00	1800.00	-10.00%	Unisex Consumers
Thailand	Levi's	Relaxed Fit Hoodie	Comfort cotton hoodie	2100.00	2205.00	+5.00%	Lifestyle Shoppers
Thailand	Levi's	Vintage Tee	Retro print t-shirt	1200.00	1200.00	0.00%	Retro Fans

## Local Price Comparison Summaries (Thailand)

### a. Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Thailand	Nike	2520.00	2438.80	-3.22%



Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Thailand	Adidas	2720.00	2781.20	+2.26%
Thailand	Levi's	2260.00	2285.50	+1.13%

#### b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Thailand	Nike	5200.00	1350.00
Thailand	Adidas	7700.00	1056.00
Thailand	Levi's	4600.00	1200.00

#### c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (THB)
Thailand	Nike	1128.56
Thailand	Adidas	1280.40
Thailand	Levi's	604.00

#### Chart

*This heatmap highlights Nike's Brand Day Sale discounts in Southeast Asia, offering up to 38% off. With only one data point for this region, the average discount is 38% and the standard deviation is 0%. This suggests a uniform promotional strategy for Southeast Asia and underscores the importance of monitoring additional platforms to capture a fuller market picture.*

#### Chart

*In Singapore, Nike, Adidas, New Balance, and Levi's offered diverse discounts, from as high as 55% on certain Nike items down to 5% on a Levi's hat. The average discount is approximately 38.1%, with a standard deviation of about 16.1%. This indicates a wide variation among promotional strategies. Notably, JD Sports offered up to 50% off on multiple brands. Brands could leverage deeper discounts strategically while monitoring profitability, and Nike's 55% discount should be evaluated for potential impact on brand positioning.*

#### Chart

*Zalora Philippines featured 40% off on Adidas products, with few other data points available. This single data point yields an average discount of 40% and a standard deviation of 0%. The heatmap emphasizes the lucrative nature of this promotion for Adidas in the Philippine market; continued visibility and optimization of such promotions could help Adidas retain leadership in price-sensitive segments.*

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