

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

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Promotion Campaign Overview

As of June 8, 2025, the promotional landscape for Nike and Adidas in Southeast Asia revealed limited specific campaigns for the designated week, with both brands exhibiting strategic focus on prior activities, regional collaborations, and broader initiatives.

Nike Campaigns

- **Father's Day Sale (June 1-12, 2025):** While primarily focused in the United States, Nike's Father's Day Sale offers up to **50% off** on various products across categories, including shoes and apparel. This suggests a potential for similar promotions in Southeast Asia, though confirmation through regional websites is recommended. [Source: GrabOn.](#)
- **Past Promotions (May 2025):**
- **Mid-Season Sale (May 5-11):** An additional **30% off** sales for Singapore customers.
- **Factory Store Sale (April 17-20):** Offered significant tiered discounts at select locations in Malaysia.

Adidas Campaigns

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