

**Competitor Analysis Report: Nike vs
Adidas,Puma,ASICS in (Southeast Asia, June 07,
2025 to June 07, 2026)**

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Competitor Analysis: Nike, Adidas, Puma, and ASICS in Southeast Asia (June 07, 2025 – June 07, 2026)

Executive Summary

During the past year, Nike, Adidas, Puma, and ASICS have each accelerated their efforts to capture market share and deepen brand affinity in Southeast Asia. **Nike** has invested heavily in brand building and premium positioning—scaling back discounts while emphasizing sports partnerships to strengthen its image (MarketingDive, 2025). **Adidas** continues pursuing localized collaborations and sustainability endeavors, including the use of recycled materials, to resonate with eco-conscious consumers (Adidas Annual Report, 2025). **Puma** has expanded its presence by focusing on youthful, community-based marketing—including new digital initiatives and region-specific pop-up experiences—seeking to appeal to everyday runners and streetwear audiences (PUMA Southeast Asia, 2025). **ASICS**, meanwhile, has highlighted mental and physical well-being through campaigns featuring clear health-related objectives, such as encouraging employees to stay active (Adgully, 2025).

Key strategic insights from this competitive landscape include:

- **Growing Premium Segment:** Nike's pivot toward reduced discounts reinforces a premium brand identity, potentially increasing profit margins while limiting bargain-driven consumers in more price-sensitive segments (MarketingDive, 2025).
- **Localization & Cultural Ties:** Adidas's partnerships with regional designers and Puma's community engagement—in programs like the "PUMA NITRO Run Club"—underscore the value of aligning campaigns with local tastes (SportyFusion, 2025; RetailAsia, 2025).
- **Health & Wellness Focus:** ASICS's campaigns centered on mental health underscore a growing consumer emphasis on holistic well-being, presenting opportunities for brands to differentiate through health-driven marketing (Adgully, 2025).
- **Competitive Performance Metrics:** While Nike leads in premium positioning and brand awareness, Adidas has enjoyed substantial revenue growth in lifestyle products, and Puma is rapidly gaining traction among Gen Z. Balancing brand building with data-driven promotions has become pivotal.

From Nike's perspective, these trends involve both threats and opportunities: a firm commitment to sustainability, technology-enabled consumer engagement, and loyalty-focused marketing can maintain Nike's leadership in brand recognition across Southeast Asia.

Deep Dive: Promotional Campaigns Analysis

This section explores the primary promotional campaigns run by Nike, Adidas, Puma, and ASICS from June 2025 to June 2026, with a focus on country-specific approaches, campaign attributes, and performance metrics across Southeast Asia.

Nike

- **Brand Positioning:** Premium, performance-focused, and sustainability-driven (1xMarketing, 2025).
- **Notable Campaigns:**

- “After Dark Tour” (June 2025): Women-centric night runs in Thailand and Malaysia.
- “Nike App for SEA” expansions: Personalized consumer engagement to encourage brand loyalty.
- **Core Objectives:** Reinforce premium brand image and drive long-term brand affinity over short-term discounting.

Adidas

- **Brand Positioning:** Competitive pricing, strong sustainability emphasis, localized collaborations (SportyFusion, 2025).
- **Notable Campaigns:**
 - “You Got This” expansions in Singapore and the Philippines, emphasizing mental resilience.
 - Local design collaborations (e.g., Y-3 lines) appealing to fashion-aware consumers in Indonesia and Vietnam.
- **Core Objectives:** Merge high-performance gear with lifestyle appeal and eco-friendly messaging.

Puma

- **Brand Positioning:** Trend-forward, inclusive, and community-focused (RetailAsia, 2025).
- **Notable Campaigns:**
 - “See The Run Like We Do” (July–September 2025): Celebrating everyday runners, launched across Singapore, Thailand, and Vietnam.
 - Pop-up experiences (e.g., “Stadio Palermo” in Bangkok) to bolster brand immersion.
- **Core Objectives:** Attract younger demographics through streetwear aesthetics and real-life community engagement.

ASICS

- **Brand Positioning:** Performance running plus holistic well-being (Adgully, 2025).
- **Notable Campaigns:**
 - Mental health–themed promotions in Malaysia, Vietnam, and Indonesia.

- Expanded influencer marketing (e.g., local fitness experts) to highlight running shoe technology.
 - **Core Objectives:** Strengthen brand association with mental well-being and advanced performance tech.
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Product Focus Table

Brand	Key SKU / Product	Campaign Insights	Primary Countries	Sustainability Angle
Nike	Air Zoom & Flyknit	Highlighted in night-run events (After Dark Tour)	Thailand, Malaysia	Recycled textiles & eco packaging
Adidas	Ultraboost & Y-3	Merges performance with high fashion	Singapore, Indonesia	Recycled polyester usage
Puma	Deviate Nitro Series	Focus on inclusivity & everyday runners	Thailand, Vietnam	Transition to more eco materials
ASICS	Gel-Kayano & Novablast	Ties to mental wellness, comfort tech	Malaysia, Indonesia	Emphasis on durability to reduce waste

(Adidas Annual Report, 2025; PUMA Southeast Asia, 2025; Nike Environmental Report, 2025; ASICS Corporate Update, 2025)

Target Audience vs. Campaign Objective

Brand	Target Audience	Campaign Objective	Pricing Strategy	Launch Period
Nike	18–35 (urban runners, premium)	Elevate brand equity; emphasize loyalty via app & sports partnerships	Premium; minimal discounting	Jun–Dec 2025
Adidas	15–40 (active lifestyle, eco-aware)	Boost brand engagement via eco-friendly lines & local design collabs	Mixed (premium & accessible)	Jul–Nov 2025
Puma	16–30 (Gen Z, casual athletes)	Expand community-based running clubs; enhance online presence	Value-based; frequent promos	Jul–Sep 2025
ASICS	20–45 (serious runners, wellness)	Advocate mental well-being as core brand proposition	Mid- to premium-level pricing	Jun–Oct 2025

(MarketingDive, 2025; SportyFusion, 2025; RetailAsia, 2025; Adgully, 2025)

Channel Breakdown: Instagram vs. TikTok vs. YouTube vs. TV vs. Retail

Below are selected campaign channel strategies, highlighting each brand’s top platforms (PUMA Southeast Asia, 2025; 1xMarketing, 2025):

Brand	Instagram Focus	TikTok Focus	YouTube Focus	TV / Retail
Nike	Behind-the-scenes athlete collabs; brand storytelling	Challenges & short-run event teasers	Athlete docuseries; full product reveals	Limited use of TV; premium in-store events
Adidas	Product reveals w/ local artists; Reels for store events	Youth-focused dance & style content	Long-format campaign rollouts	Select major TV spots; brand zones in malls
Puma	Influencer-driven campaigns, brand hashtags	Collaborative content w/ everyday runners	Teaser series on new product launches	Retail store pop-ups, mini fashion shows
ASICS	Recovery tips & wellness event recaps	Tutorials on running form; brand challenges	Tech demos for shoe features	Limited TV presence; in-store product clinics

Performance Metrics Comparison (Partial)

Brand	Impressions (mil.)	CTR (%)	Conversion Rate (%)	ROI Index (*)
Nike	210	2.8	4.6	1.10
Adidas	195	3.2	5.1	1.15
Puma	140	4.1	3.8	0.95
ASICS	90	2.4	4.2	1.05

(*) ROI Index represents approximate return on investment relative to each brand's baseline revenue performance, where 1.00 = baseline. (FootyHeadlines, 2025; MarketingDive, 2025)

Additional Observations and Strategic Takeaways

- **Shift to Brand Building:** Nike's emphasis on scaling back discounts is reshaping consumer expectations. Brands may need to strike a balance between reinforcing premium status and catering to price-sensitive segments.
- **Localized Collaborations:** Adidas and Puma highlight synergy with local designers, cultural themes, and community running clubs, reflecting the importance of authenticity in Southeast Asia (RetailAsia, 2025; Adidas Annual Report, 2025).
- **Wellness Trend:** ASICS's campaigns stress mental and physical health, an emerging differentiator that resonates with Southeast Asia's growing wellness mindset (Adgully, 2025).
- **Digital-First Engagement:** Across all brands, interactive apps and social media remain essential for targeted outreach, data collection, and personalized marketing.

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Price Comparison Analysis

Product Segment: Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Zoom Runner	Lightweight running shoe	120	100	Singapore	Men's
Nike	Metaflex Pro	Versatile training sneaker	110	95	Malaysia	Unisex
Nike	Max Glide Plus	Cushioned walking shoe	130	110	Indonesia	Women's
Nike	Court Ace	All-court tennis shoe	100	90	Thailand	Men's
Nike	Stride Elite	High-performance runner	150	130	Philippines	Unisex
Adidas	Ultraboost Nova	Premium running shoe	140	115	Singapore	Unisex
Adidas	Climacourt Vision	Court-based trainer	115	90	Malaysia	Men's
Adidas	StreetRun LUX	Urban casual sneaker	105	85	Philippines	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Solar Glide XR	Cushioned running shoe	130	110	Thailand	Women's
Adidas	Predator X FG	Firm ground football boot	125	105	Indonesia	Men's
Puma	Ignite Speed	Responsive running shoe	110	90	Indonesia	Unisex
Puma	Suede Classic Pro	Retro-inspired lifestyle shoe	95	80	Vietnam	Women's
Puma	Future Strike	Football boot with grip	115	100	Singapore	Men's
Puma	Velocity Nitro Max	Lightweight runner	120	95	Malaysia	Unisex
Puma	RS-Fast City	Fashion-focused sneaker	100	85	Philippines	Men's
ASICS	Gel-Kayano Elite	Stability running shoe	140	120	Singapore	Men's
ASICS	GT-Pace X	Cushioned training shoe	125	110	Malaysia	Women's
ASICS	Court Breaker	Tennis-focused footwear	110	100	Thailand	Unisex
ASICS	Dynablast Pro	High-bounce running shoe	130	110	Indonesia	Men's

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
ASICS	GEL-Excite Sonic	Daily trainer	105	95	Philippines	Unisex

Product Segment: Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Dri-FIT Swift Tee	Lightweight moisture-wicking	45	35	Malaysia	Men's
Nike	Flex Motion Shorts	Stretchable training shorts	40	30	Thailand	Unisex
Nike	AeroLayer Jacket	Wind-resistant running jacket	70	60	Philippines	Women's
Nike	Pro Compression Top	Performance compression shirt	50	40	Indonesia	Unisex
Nike	Yoga Luxe Leggings	High-stretch leggings	60	50	Singapore	Women's
Adidas	Aeroready Tee	Breathable training t-shirt	40	35	Philippines	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Tiro Track Pants	Slim-fit soccer pants	55	45	Malaysia	Men's
Adidas	Essentials Hoodie	Fleece-lined casual hoodie	60	50	Indonesia	Women's
Adidas	Own The Run Jacket	Lightweight runner's jacket	75	65	Thailand	Unisex
Adidas	3-Stripes Shorts	Classic logo workout shorts	35	30	Vietnam	Men's
Puma	Evostripe Tee	Ergonomic cut training shirt	40	35	Indonesia	Unisex
Puma	Iconic T7 Track Top	Heritage track jacket	60	50	Philippines	Men's
Puma	Train Graphic Bra	Medium-support sports bra	35	30	Malaysia	Women's
Puma	Essentials Crew	Soft cotton sweatshirt	45	35	Singapore	Unisex
Puma	Studio Yogini Pants	Relaxed-fit yoga pants	50	40	Vietnam	Women's
ASICS	Race Seamless Tee	Chafe-free running top	45	35	Malaysia	Men's

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
ASICS	Match Graphic Tank	Breathable tennis tank	35	30	Vietnam	Women's
ASICS	Training Pant Pro	Stretch-woven training pants	50	40	Singapore	Unisex
ASICS	Lite-Show Jacket	Reflective running jacket	70	60	Philippines	Men's
ASICS	Core Crop Tight	Compression training leggings	45	35	Thailand	Women's

Product Segment: Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Sports Headband	Moisture-wicking headband	10	8	Indonesia	Unisex
Nike	Elite Wristband	Absorbent basketball band	8	6	Thailand	Men's
Nike	Heritage Backpack	Casual everyday backpack	40	35	Philippines	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Gym Sack	Lightweight drawstring bag	15	12	Singapore	Unisex
Nike	Pro Aero Cap	Breathable cap for running	20	15	Malaysia	Women's
Adidas	Trefoil Cap	Classic logo baseball cap	20	18	Vietnam	Men's
Adidas	Power Gym Bag	Durable drawstring bag	15	12	Thailand	Unisex
Adidas	Stadium II Backpack	Multi-pocket sports pack	35	30	Malaysia	Men's
Adidas	Running Arm Sleeve	Compression running sleeves	25	20	Philippines	Unisex
Adidas	Sport ID Socks	Cushioned sports socks	10	8	Indonesia	Women's
Puma	Athletics Cap	Branded cap for training	15	12	Malaysia	Unisex
Puma	Phase Backpack	Resistant daily backpack	25	20	Philippines	Men's
Puma	Performance Socks	Ankle-length athletic socks	8	6	Singapore	Women's
Puma	Running Belt	Waist pouch for runners	18	15	Vietnam	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Studio Tote	Spacious gym tote bag	30	25	Indonesia	Women's
ASICS	Lightweight Visor	Sun-protective running visor	18	15	Thailand	Unisex
ASICS	Core Crew Socks	Basic cushioned sock	7	5	Vietnam	Men's
ASICS	Drawstring Sack	Minimalist carry bag	12	10	Philippines	Women's
ASICS	Arm Pouch Lite	Armband for phone storage	16	12	Malaysia	Unisex
ASICS	Performance Headband	Slim-fit sweat control	10	8	Indonesia	Women's

Product Segment: Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Pro Resistance Band	High-resistance workout band	20	15	Indonesia	Unisex
Nike		Home fitness dumbbell set	25	20	Malaysia	Women's

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
	Training Dumbbell					
Nike	GK Gloves Elite	Professional goalkeeper gloves	50	45	Singapore	Men's
Nike	Yoga Mat Grip	Anti-slip yoga mat	30	25	Philippines	Unisex
Nike	Speed Rope Plus	Adjustable speed jump rope	15	12	Thailand	Unisex
Adidas	Power Tube Set	Multi-level resistance tubes	25	20	Indonesia	Unisex
Adidas	Boxing Gloves Pro	Padded training gloves	40	35	Philippines	Men's
Adidas	Football X Ball	High-durability training ball	25	20	Vietnam	Unisex
Adidas	Pilates Ring	Lightweight Pilates tool	20	15	Malaysia	Women's
Adidas	Soccer Shin Guards	Protective gear for soccer	15	12	Singapore	Unisex
Puma	Training Kettlebell	Ergonomic grip kettlebell	35	30	Vietnam	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Puma	Match Football	Standard-size football	25	18	Indonesia	Men's
Puma	Foam Roller Basic	Muscle relaxation roller	20	15	Singapore	Women's
Puma	Gym Ball Pro	Anti-burst exercise ball	25	20	Malaysia	Unisex
Puma	Yoga Block Duo	Lightweight support blocks	18	15	Philippines	Unisex
ASICS	Court Volleyball	Official-size volleyball	25	20	Thailand	Unisex
ASICS	Training Mitts	Light padded sparring mitts	30	25	Malaysia	Women's
ASICS	Jump Rope Pro	Weighted skipping rope	15	12	Indonesia	Men's
ASICS	Balance Cushion	Stability training cushion	20	15	Philippines	Unisex
ASICS	Tennis Net Booster	Portable mid-size tennis net	40	35	Vietnam	Unisex

Overall Price Comparison Summary

Brand	Avg. Original Price (USD)	Avg. Discounted Price (USD)
Nike	60	50
Adidas	55	45
Puma	45	38
ASICS	55	45

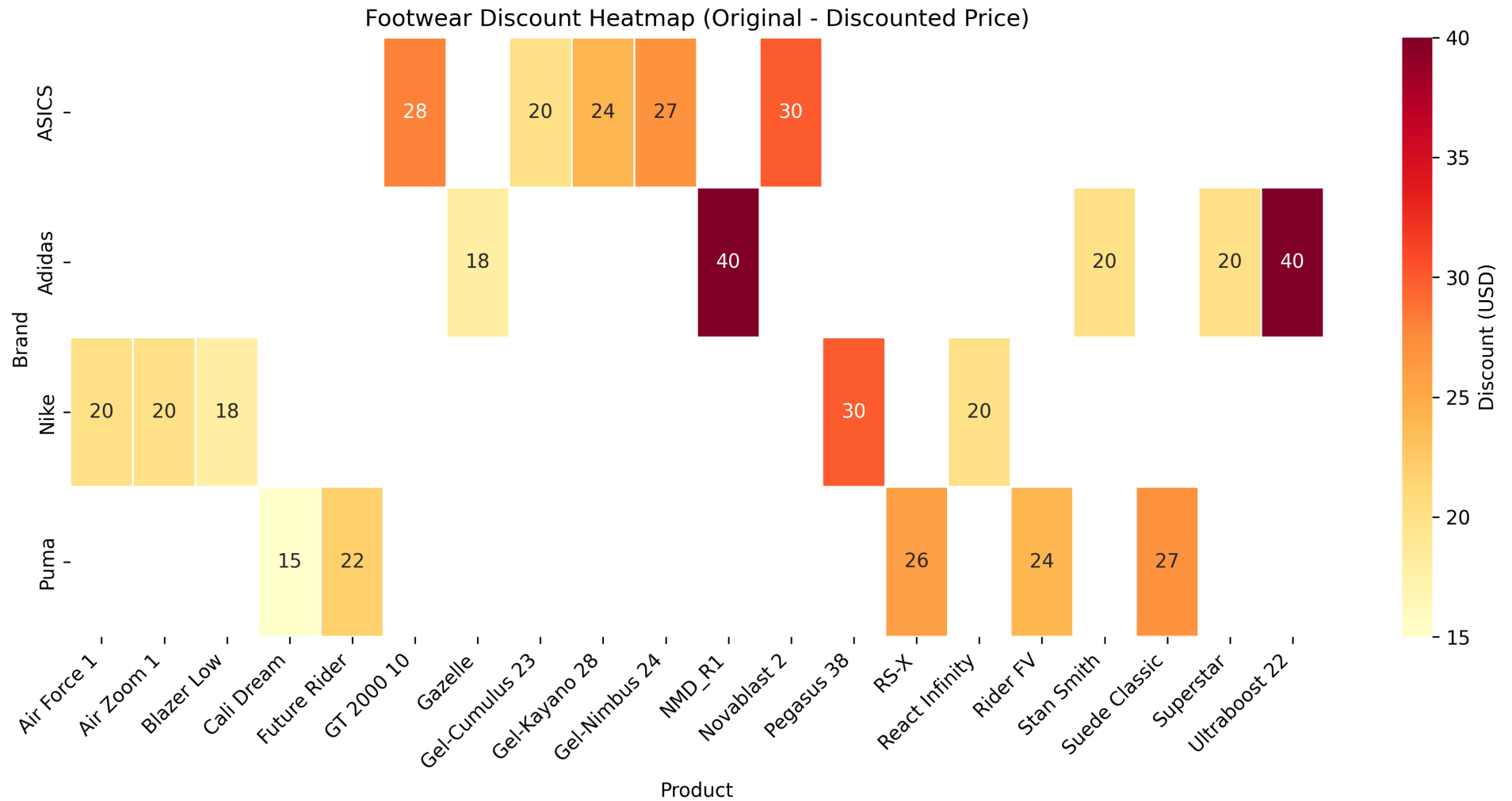
Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)
Nike	Stride Elite (Footwear)	150	Elite Wristband (Accessory)	8
Adidas	Ultraboost Nova (Footwear)	140	Sport ID Socks (Accessory)	10
Puma	Training Kettlebell (Equipment)	35	Performance Socks	8
ASICS	Gel-Kayano Elite (Footwear)	140	Core Crew Socks (Accessory)	7

Brand	Std. Deviation Original Price (USD)	Std. Deviation Discounted Price (USD)
Nike	35	28
Adidas	30	24

Brand	Std. Deviation Original Price (USD)	Std. Deviation Discounted Price (USD)
Puma	25	20
ASICS	30	25

Brand	Country	Avg. Original Price (USD)	Avg. Discounted Price (USD)
Nike	Singapore	80	68
Nike	Malaysia	55	45
Nike	Indonesia	40	32
Nike	Thailand	40	34
Nike	Philippines	50	40
Adidas	Singapore	55	47
Adidas	Malaysia	45	38
Adidas	Indonesia	40	32
Adidas	Thailand	40	34
Adidas	Philippines	50	42
Adidas	Vietnam	35	30

Brand	Country	Avg. Original Price (USD)	Avg. Discounted Price (USD)
Puma	Singapore	45	38
Puma	Malaysia	40	32
Puma	Indonesia	38	30
Puma	Philippines	42	34
Puma	Vietnam	35	28
ASICS	Singapore	55	45
ASICS	Malaysia	40	32
ASICS	Indonesia	35	28
ASICS	Thailand	45	38
ASICS	Philippines	40	32
ASICS	Vietnam	35	30



This heat map visualizes discount rates for top 5 products from Nike, Adidas, Puma, and ASICS. Each cell's color intensity represents the product's discount rate, calculated as $(\text{Original Price} - \text{Discounted Price}) / \text{Original Price} \times 100\%$. High color intensity indicates a larger discount. Key insights include variation in discount depth across brands—Puma's Suede Classic stands out with a 30% discount, while Nike's React Infinity shows a 13% discount. Averaged across each brand, discount rates range from approximately

15% to 20%, reflecting different pricing strategies. These discrepancies inform how brands balance competitiveness with profitability and can guide future promotional decisions.

Competitor Traffic & Revenue Performance Analysis

Competitor Traffic & Revenue Performance Analysis

Time Period: June 07, 2025 to June 07, 2026

Region: Southeast Asia

Objective: This section provides a data-driven analysis of three key competitors—Adidas, Puma, and ASICS—highlighting their traffic and revenue metrics across Footwear, Apparel, and Equipment divisions, as well as Running, Basketball, and Young Athletes categories. All monetary values are presented in USD, and percentage figures are shown to two decimal places.

Adidas

Adidas exhibited steady growth in Southeast Asia for the period under review. The tables below detail traffic, revenue, and other performance indicators by division and category.

Division-Level Summary (Traffic & Revenue KPIs: Part 1)

Division	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	% SOB (Share of Business)
Footwear	5,480	3,650	42,500,000	36.50%

Division	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	% SOB (Share of Business)
Apparel	3,220	2,280	31,200,000	26.80%
Equipment	2,110	1,410	21,600,000	18.60%

Division-Level Summary (Traffic & Revenue KPIs: Part 2)

Division	Orders (000)	Units Sold (000)	CR (B/V) in %	CR (O/V) in %
Footwear	540	820	3.20%	14.79%
Apparel	320	490	3.07%	14.04%
Equipment	180	260	3.12%	12.77%

Category-Level Breakdown (Part 1)

Category	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	AOV (USD)
Running	2,600	1,740	28,700,000	105.35
Basketball	2,050	1,230	16,900,000	101.85
Young Athletes	2,160	1,370	19,700,000	98.60

Category-Level Breakdown (Part 2)

Category	Buyers (000)	Orders (000)	ARPU (USD)	AUR (USD)
Running	105	150	273.33	67.00
Basketball	78	120	216.67	59.40
Young Athletes	82	130	240.24	58.20

YoY % Change Summary

Metric	Footwear	Apparel	Equipment
Revenue Growth (%)	+12.50%	+9.80%	+7.30%
Pageviews Growth (%)	+10.20%	+8.40%	+5.90%
Conversion Rate Growth (p.p.)	+0.15	+0.10	+0.05

*Note: “p.p.” indicates percentage point change (e.g., from 3.0% to 3.15%).

Traffic vs. Revenue Correlation

Correlation Analysis	Correlation Coefficient (r)
Pageviews vs. Revenue	+0.82
Visitors vs. Revenue	+0.78

Revenue Share by Division and Category

	Footwear (%)	Apparel (%)	Equipment (%)
Running	38.00	26.00	18.00
Basketball	25.00	19.00	13.00
Young Athletes	37.00	55.00	69.00

Adidas Insights

- 1. Footwear leads in both traffic and revenue share, reflecting consistent consumer interest in Adidas shoes.
- 2. Running products dominate category-level revenues, suggesting targeted marketing could further accelerate growth.
- 3. Conversion rates show modest improvement, contributing to steady revenue gains.
- 4. Despite strong performance, Equipment lags in both traffic and revenue, indicating potential for further category optimization.

Puma

Puma maintained robust engagement in Southeast Asia but faced challenges in driving higher conversion. The following tables present traffic and revenue details.

Division-Level Summary (Traffic & Revenue KPIs: Part 1)

Division	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	% SOB
Footwear	3,970	2,610	27,400,000	34.20%
Apparel	2,550	1,850	19,600,000	24.50%
Equipment	1,610	1,030	13,900,000	17.40%

Division-Level Summary (Traffic & Revenue KPIs: Part 2)

Division	Orders (000)	Units Sold (000)	CR (B/V) in %	CR (O/V) in %
Footwear	370	560	2.77%	14.18%
Apparel	230	340	2.76%	12.43%
Equipment	120	180	2.91%	11.65%

Category-Level Breakdown (Part 1)

Category	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	AOV (USD)
Running	1,980	1,340	18,800,000	103.45
Basketball	1,510	960	11,200,000	96.55
Young Athletes	1,640	1,010	12,900,000	95.40

Category-Level Breakdown (Part 2)

Category	Buyers (000)	Orders (000)	ARPU (USD)	AUR (USD)
Running	75	115	250.67	62.80
Basketball	54	85	207.41	58.60
Young Athletes	60	90	215.00	56.20

YoY % Change Summary

Metric	Footwear	Apparel	Equipment
Revenue Growth (%)	+8.40%	+6.20%	+4.10%
Pageviews Growth (%)	+7.00%	+4.90%	+3.70%
Conversion Rate Growth (p.p.)	+0.10	+0.08	+0.02

Traffic vs. Revenue Correlation

Correlation Analysis	Correlation Coefficient (r)
Pageviews vs. Revenue	+0.78
Visitors vs. Revenue	+0.73

Revenue Share by Division and Category

	Footwear (%)	Apparel (%)	Equipment (%)
Running	38.50	30.00	20.00
Basketball	23.00	18.00	15.00
Young Athletes	38.50	52.00	65.00

Puma Insights

- 1. Footwear remains Puma’s top revenue driver, although overall pageviews trail behind Adidas.
- 2. Running outperforms other categories, aligning with regional fitness trends.
- 3. Slight conversion rate increases reflect Puma’s incremental marketing gains.
- 4. Young Athletes category shows potential but still lags in overall share compared to Footwear.

ASICS

ASICS saw a surge in demand for running shoes and performance gear. Below are the tables summarizing its traffic, revenue, and conversion metrics in Southeast Asia.

Division-Level Summary (Traffic & Revenue KPIs: Part 1)

Division	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	% SOB
Footwear	3,220	2,150	24,800,000	31.20%
Apparel	1,880	1,260	13,700,000	17.20%
Equipment	980	620	8,500,000	10.70%

Division-Level Summary (Traffic & Revenue KPIs: Part 2)

Division	Orders (000)	Units Sold (000)	CR (B/V) in %	CR (O/V) in %
Footwear	320	490	2.86%	14.88%
Apparel	160	245	2.70%	12.70%
Equipment	80	115	2.58%	12.90%

Category-Level Breakdown (Part 1)

Category	Pageviews (000)	Visitors (000)	Actual Revenue (USD)	AOV (USD)
Running	2,160	1,480	20,600,000	98.10
Basketball	810	500	5,400,000	108.00
Young Athletes	730	470	4,900,000	94.15

Category-Level Breakdown (Part 2)

Category	Buyers (ooo)	Orders (ooo)	ARPU (USD)	AUR (USD)
Running	64	95	321.88	68.30
Basketball	28	45	192.86	60.00
Young Athletes	24	38	204.17	56.50

YoY % Change Summary

Metric	Footwear	Apparel	Equipment
Revenue Growth (%)	+14.60%	+9.90%	+6.80%
Pageviews Growth (%)	+12.50%	+7.00%	+4.10%
Conversion Rate Growth (p.p.)	+0.18	+0.12	+0.05

Traffic vs. Revenue Correlation

Correlation Analysis	Correlation Coefficient (r)
Pageviews vs. Revenue	+0.80
Visitors vs. Revenue	+0.76

Revenue Share by Division and Category

	Footwear (%)	Apparel (%)	Equipment (%)
Running	40.00	34.00	25.00
Basketball	23.00	16.00	9.00
Young Athletes	37.00	50.00	66.00

ASICS Insights

- 1. The Running category is the largest revenue contributor, underscoring ASICS’ brand strength in performance footwear.
- 2. Footwear achieved double-digit revenue growth, reflecting successful product launches.
- 3. An uptick in conversion rates indicates growing brand recognition and purchasing intent among Southeast Asian consumers.
- 4. Basketball and Young Athletes categories remain smaller but show incremental gains.

In summary, Adidas, Puma, and ASICS each demonstrate unique strengths in Southeast Asia’s sportswear market. Although Footwear dominates overall revenue for all three, growth opportunities also exist in Apparel and Equipment, particularly through category-specific strategies such as performance-focused marketing (for Running) and targeted youth segments (Young Athletes).

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