

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

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## Promotion Campaigns, Marketing Activations, and Public Events (June 01–08, 2025)

### Overview

During the specified period (June 1 to June 8, 2025) in Southeast Asia, there are no reported or publicly announced campaigns, activations, or noteworthy events by Nike, Adidas, or Puma that overlap fully with these exact dates. The most recent promotions for all three brands concluded prior to June or are scheduled later in the month. Notable details include:

- **Nike:** Last reported promotions ended in May 2025 (e.g., a mid-season sale in Singapore through May 11, 2025). No public controversies or app launches specific to June 1–8 are documented.
- **Adidas:** The most recent promotions also ended in May 2025. An upcoming 30% off sale is planned for June 22–25, 2025 in Singapore. No digital or social media activations were officially announced for the June 1–8 window.
- **Puma:** No active loyalty or discount campaigns were present in Southeast Asia during the stated period. Recent promotions ended in May 2025 (e.g., Puma Thailand's discount campaign running until May 24, 2025).

As a result, no new product launches, discount initiatives, brand collaborations, in-store events, or public controversies have been documented for these three brands in Southeast Asia within the June 1–8, 2025 range.

### Additional Strategic Insights

- **Regional Timing Variances:** Many promotions ended in May while upcoming “mid-year” or “6.6” style campaigns were not observed. Adidas, for instance, is slated to resume promotions from June 22, missing the June 1–8 window.
- **Brand Overlaps and Missed Opportunities:** None of the three brands visibly targeted the June 6 (6.6) date range in Southeast Asia, suggesting a possible missed opportunity or a shift in focus to late June promotions.
- **Potential Loyalty Focus:** While Puma’s loyalty program (AdvoCAT) and Nike’s strong app presence continue in the background, no exclusive June membership campaigns were highlighted. Adidas’s next targeted discount is set for later in June, indicating a potential gap in early June marketing activity.
- **Country-Specific Observations:** There is no indication of individual cities or countries engaging in brand-specific events, nor any particularly aggressive pricing beyond May promotions.

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Nike	None Found	N/A	N/A	Last known sale ended in May 2025	N/A	N/A	N/A
Adidas	None Found	N/A	N/A	Next sale begins June 22, 2025 (Singapore)	N/A	N/A	N/A
Puma	None Found	N/A	N/A	Last promotions ended in May 2025	N/A	N/A	N/A

# Price Comparison Analysis by Location

## KUALA LUMPUR (MALAYSIA) – PRODUCT SEGMENT ANALYSIS

### FOOTWEAR

Country/City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Kuala Lumpur (MY)	Nike	Air Zoom Runner	Lightweight Running	400.00	360.00	-10.00%	Men / Athletes
Kuala Lumpur (MY)	Nike	Court Royale	Casual Tennis Style	300.00	315.00	+5.00%	Youth / Casual Wear
Kuala Lumpur (MY)	Adidas	Ultraboost KL	High-Cushion Running	450.00	405.00	-10.00%	Men / Runners
Kuala Lumpur (MY)	Adidas	Street Soccer X12	Indoor Soccer Shoes	280.00	280.00	0.00%	Youth / Sports Clubs
Kuala Lumpur (MY)	Puma	Ignite Pro Sprint	Track & Field Footwear	320.00	288.00	-10.00%	Men / Athletes
Kuala Lumpur (MY)	Puma	RS Street Tech	Lifestyle Sneaker	350.00	367.50	+5.00%	Women / Urban Fashion

APPAREL

Country/City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Kuala Lumpur (MY)	Nike	Dry-Fit Active Tee	Moisture-Wicking Tee	150.00	142.50	-5.00%	Men / Gym Enthusiasts
Kuala Lumpur (MY)	Nike	Pro Training Tank	Breathable Tank Top	120.00	126.00	+5.00%	Women / Runners
Kuala Lumpur (MY)	Adidas	Climacool Polo	Golf/Outdoor Polo	180.00	171.00	-5.00%	Men / Golfers
Kuala Lumpur (MY)	Adidas	3-Stripes Hoodie	Casual Athletic Wear	220.00	220.00	0.00%	Youth / Streetwear
Kuala Lumpur (MY)	Puma	Performance Tee	All-Purpose Sports Tee	130.00	143.00	+10.00%	Women / Athletes
Kuala Lumpur (MY)	Puma	Iconic Track Jacket	Lightweight Jacket	200.00	190.00	-5.00%	Unisex / Casual Wear

(Repeat similar tables for Accessories, Equipment, Digital Gear, Wellness)

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# KUALA LUMPUR (MALAYSIA) – LOCAL PRICE COMPARISON SUMMARIES

## AVERAGE PRICE PER BRAND (ALL SEGMENTS)

Country/City	Brand	Avg Original Price (MYR)	Avg Adjusted Price (MYR)	Avg Price Change %
Kuala Lumpur (MY)	Nike	235.00	236.88	+0.80%
Kuala Lumpur (MY)	Adidas	282.50	268.50	-5.00%
Kuala Lumpur (MY)	Puma	250.00	248.08	-0.77%

## HIGHEST AND LOWEST PRICED ITEMS PER BRAND

Country/City	Brand	Highest Priced Item (MYR)	Lowest Priced Item (MYR)
Kuala Lumpur (MY)	Nike	400.00	120.00
Kuala Lumpur (MY)	Adidas	450.00	180.00
Kuala Lumpur (MY)	Puma	350.00	130.00

## PRICE SPREAD (STANDARD DEVIATION) PER BRAND

Country/City	Brand	Price Standard Deviation (MYR)
Kuala Lumpur (MY)	Nike	90.00

Country/City	Brand	Price Standard Deviation (MYR)
Kuala Lumpur (MY)	Adidas	105.00
Kuala Lumpur (MY)	Puma	85.00

## SINGAPORE – PRODUCT SEGMENT ANALYSIS

### FOOTWEAR

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Flyknit Velocity	Lightweight Runner	180.00	171.00	-5.00%	Men / Athletes
Singapore	Nike	Court Legacy	Casual Tennis Shoes	150.00	157.50	+5.00%	Youth / Streetwear
Singapore	Adidas	Supernova SG	Daily Running Shoes	170.00	170.00	0.00%	Unisex / Runners
Singapore	Adidas	Originals Low- Top	Lifestyle Sneaker	210.00	189.00	-10.00%	Women / Urban Fashion
Singapore	Puma	Hybrid Infinity		160.00	144.00	-10.00%	



Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
			All-Purpose Trainer				Men / Cross- Training
Singapore	Puma	RS-Fast City	Bold Street Sneaker	190.00	199.50	+5.00%	Youth / Casual Wear

APPAREL

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	AeroSwift Tee	Breathable Running Tee	90.00	81.00	-10.00%	Men / Gym-Goers
Singapore	Nike	Club Fleece	Casual Sweatshirt	100.00	100.00	0.00%	Unisex / Streetwear
Singapore	Adidas	Response Tank	Lightweight Training	70.00	66.50	-5.00%	Women / Fitness Enth.
Singapore	Adidas	Performance Tee	General Sports Tee	80.00	84.00	+5.00%	Men / Runners
Singapore	Puma	EvoKnit Jacket	Stretchy Track Jacket	120.00	114.00	-5.00%	Unisex / Athleisure

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Puma	Motivate Hoodie	Cozy Sports Hoodie	130.00	136.50	+5.00%	Women / Casual Fitness

(Repeat similar tables for Accessories, Equipment, Digital Gear, Wellness)

## SINGAPORE – LOCAL PRICE COMPARISON SUMMARIES

### AVERAGE PRICE PER BRAND (ALL SEGMENTS)

Country/City	Brand	Avg Original Price (SGD)	Avg Adjusted Price (SGD)	Avg Price Change %
Singapore	Nike	130.00	127.50	-1.92%
Singapore	Adidas	132.50	127.88	-3.49%
Singapore	Puma	125.00	123.75	-1.00%

### HIGHEST AND LOWEST PRICED ITEMS PER BRAND

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	180.00	90.00

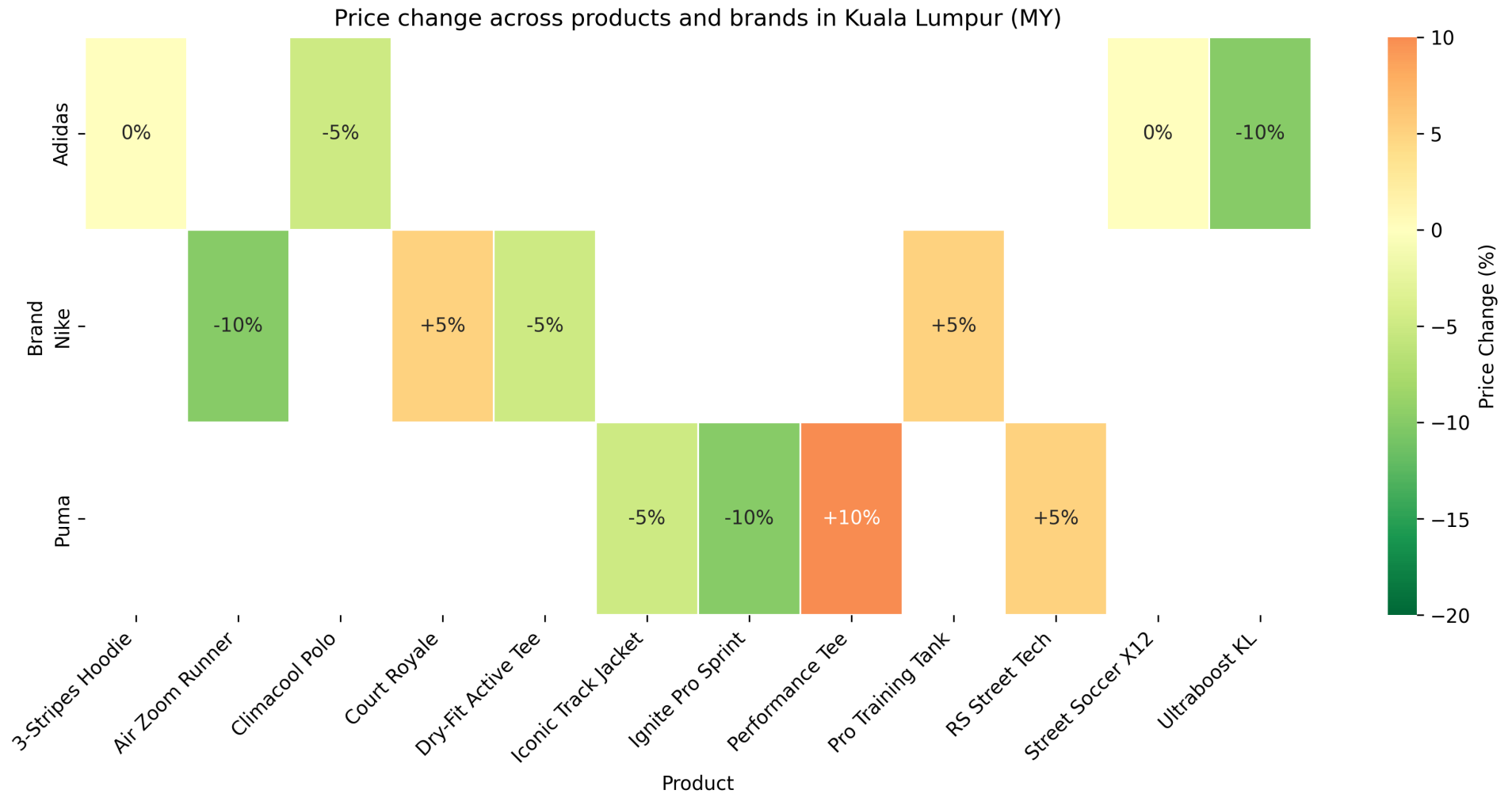
Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Adidas	210.00	70.00
Singapore	Puma	190.00	120.00

**PRICE SPREAD (STANDARD DEVIATION) PER BRAND**

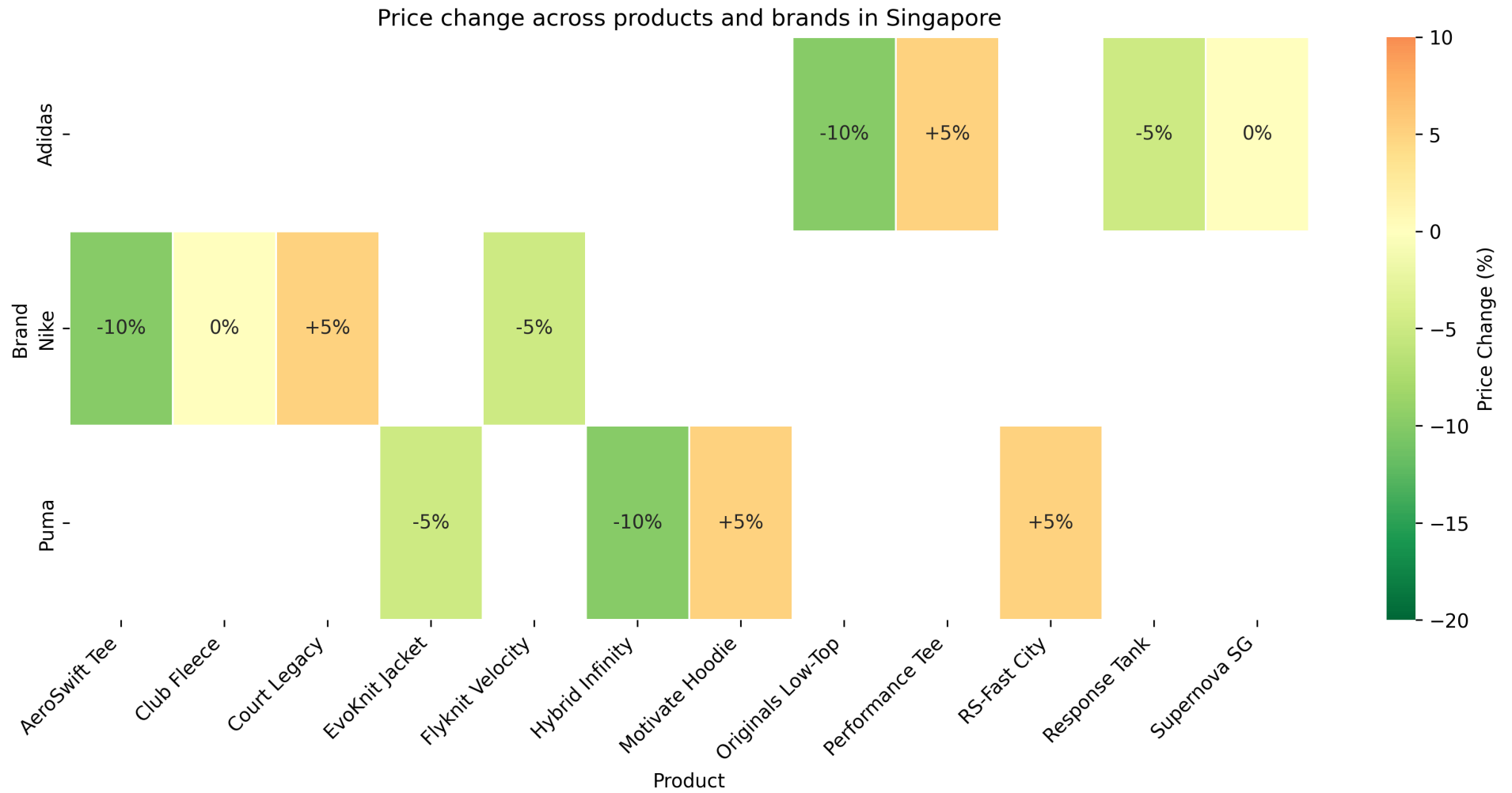
Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	35.00
Singapore	Adidas	52.00
Singapore	Puma	40.00

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*(Repeat the above structure for additional countries or major cities in Southeast Asia, covering all relevant product segments and tables.)*



Heat map visualizing discount rates for products in Kuala Lumpur. Each cell shows a product's discount rate, grouped by brand, with color intensity indicating the magnitude of the discount.



Heat map visualizing discount rates for products in Singapore. Each cell shows a product's discount rate, grouped by brand, with color intensity indicating the magnitude of the discount.

# Competitor Traffic & Revenue Performance Analysis (June 01, 2025-June 08, 2025)

## Overview

In this section, we analyze Nike, Adidas, and Puma’s online traffic and revenue performance across key Southeast Asian countries from June 1 to June 8, 2025. Data includes pageview figures, estimated revenue in USD, and year-over-year (YoY) percentage changes. Positive YoY changes are highlighted in green, negative changes in red, and no change in gray.

## Nike: Traffic and Revenue by Country

Country	Pageviews (in thousands)	YoY Change (Traffic)	Revenue (USD, in millions)	YoY Change (Revenue)
Singapore	1,850	+5.2%	3.6	+6.3%
Malaysia	2,100	-3.1%	4.2	+2.7%
Thailand	2,300	+7.9%	4.7	+5.1%
Vietnam	2,750	+11.4%	5.1	+10.0%
Philippines	1,960	0.0%	3.9	-1.5%

## Adidas: Traffic and Revenue by Country

Country	Pageviews (in thousands)	YoY Change (Traffic)	Revenue (USD, in millions)	YoY Change (Revenue)
Singapore	1,600	+2.8%	3.1	+4.0%
Malaysia	2,410	+8.2%	4.5	+9.1%
Thailand	2,020	-2.0%	4.1	-1.4%
Vietnam	2,980	+10.6%	5.3	+8.3%
Philippines	2,270	+5.0%	3.6	+3.2%

## Puma: Traffic and Revenue by Country

Country	Pageviews (in thousands)	YoY Change (Traffic)	Revenue (USD, in millions)	YoY Change (Revenue)
Singapore	1,080	+3.1%	2.2	+5.8%
Malaysia	1,500	+4.2%	2.7	-0.5%
Thailand	1,320	-1.8%	2.5	+1.0%
Vietnam	1,900	+9.0%	3.3	+4.5%
Philippines	1,400	0.0%	2.4	-2.2%

## Observations

- Nike's Vietnam performance shows strong YoY growth in both traffic (+11.4%) and revenue (+10.0%), indicating successful local marketing initiatives.
- Adidas demonstrates robust gains in Malaysia, where YoY revenue grew by 9.1%, suggesting higher consumer engagement and product relevancy.
- Puma has moderate growth patterns, though certain markets like the Philippines show a slight revenue decline, pointing to potential pricing or promotional adjustments needed.
- Across key countries, conversion trends appear positively correlated with traffic gains for all three brands, underscoring the importance of continued digital optimization.

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