

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

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Price Comparison Analysis (June 01–08, 2025)

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air ZoomX Elite	High-demand running shoes	150.00	165.00	+10.00%	Singapore	Active Adults
Nike	Air Jordan Blitz	Basketball sneaker for collectors	220.00	230.00	+4.55%	Thailand	Sneaker Enthusiasts
Nike	Flyknit Turbo	Lightweight training shoe	130.00	125.00	-3.85%	Indonesia	Runners
Nike	React Infinity Run	Cushioned long-distance runner	145.00	145.00	0.00%	Philippines	General Sports

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Court Legacy Ace	Tennis-oriented lifestyle shoe	110.00	105.00	-4.55%	Malaysia	Casual Athletes
Adidas	Ultraboost Nova	High-cushion running shoe	140.00	135.00	-3.57%	Singapore	Runners
Adidas	Forum 84 Prime	Retro-style basketball sneaker	120.00	132.00	+10.00%	Thailand	Sneaker Enthusiasts
Adidas	Adizero SprintZ	Sprint spikes for track athletes	100.00	95.00	-5.00%	Malaysia	Competitive Athletes
Adidas	Supernova Pulse	Versatile trainer	115.00	115.00	0.00%	Indonesia	General Sports
Adidas	Court Jam Master	Tennis shoe for all surfaces	105.00	105.00	0.00%	Philippines	Casual Athletes

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike			50.00	48.00	-4.00%	Indonesia	

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Dri-FIT Pro Jersey	Lightweight training top					Fitness Enthusiasts
Nike	Air Hoodie	Lifestyle hoodie with logo	80.00	88.00	+10.00%	Malaysia	Streetwear Fans
Nike	Flex Shorts	Sweat-wicking running shorts	40.00	40.00	0.00%	Thailand	Runners
Nike	Pro Tights	Compression wear for workouts	60.00	60.00	0.00%	Singapore	Gym-Goers
Nike	Heritage Track Pants	Classic track pants	70.00	65.00	-7.14%	Philippines	General Sports
Adidas	Own The Run Tee	Basic running shirt	35.00	33.25	-5.00%	Indonesia	Runners
Adidas	Tiro Club Jacket	Football-inspired jacket	75.00	82.50	+10.00%	Singapore	Football Enthusiasts
Adidas	3-Stripes Shorts	Iconic design training shorts	32.00	32.00	0.00%	Thailand	Fitness Enthusiasts
Adidas	Techfit Compression	High-support compression top	50.00	47.50	-5.00%	Malaysia	Gym-Goers

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Essentials Hoodie	Everyday wear hoodie	60.00	60.00	0.00%	Philippines	Streetwear Fans

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage Cap	Classic sports cap	20.00	20.00	0.00%	Malaysia	All Ages
Nike	Dri-FIT Wristbands	Moisture-wicking wrist support	15.00	14.25	-5.00%	Singapore	Athletes
Nike	Vapor Gymsack	Lightweight drawstring bag	25.00	25.00	0.00%	Thailand	Gym-Goers
Nike	Elite Socks	Cushioned performance socks	18.00	19.80	+10.00%	Indonesia	Runners
Nike	Running Armband	Phone armband with secure fit	22.00	22.44	+2.00%	Philippines	Casual Runners
Adidas	Classic 3-Stripes Cap	Signature branding cap	19.00	19.00	0.00%	Singapore	All Ages

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Performance Headband	Sweat-wicking headband	12.00	10.80	-10.00%	Malaysia	Athletes
Adidas	Gym Sack Essentials	Basic gym bag	20.00	18.00	-10.00%	Indonesia	Gym-Goers
Adidas	Cushioned Crew Socks	Comfort-focused socks	15.00	15.00	0.00%	Thailand	General Sports
Adidas	Arm Wallet	Secure wallet for running	25.00	25.00	0.00%	Philippines	Runners

Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Flight Basketball	Indoor/outdoor basketball	40.00	42.00	+5.00%	Indonesia	Basketball Players
Nike	Pro Resistance Bands	Multi-level resistance set	30.00	28.50	-5.00%	Philippines	Home Fitness
Nike	Training Mat Pro		45.00	45.00	0.00%	Thailand	Yoga Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		High-grip yoga/ exercise mat					
Nike	Speed Rope X	Adjustable speed jump rope	25.00	25.00	0.00%	Malaysia	Cross-Training
Nike	Agility Cone Set	Multi-sport training cones	15.00	15.00	0.00%	Singapore	School Teams
Adidas	X Pro Football	Official-size football	35.00	38.50	+10.00%	Philippines	Football Players
Adidas	Power Resistance Bands	Weighted band set	32.00	28.80	-10.00%	Indonesia	Home Fitness
Adidas	Yoga Block Duo	Supportive yoga blocks	20.00	19.00	-5.00%	Singapore	Yoga Enthusiasts
Adidas	Skipping Rope Grip	Enhanced-grip jump rope	18.00	18.00	0.00%	Malaysia	Cross-Training
Adidas	3-Stripes Cones Set	Training cones with branding	15.00	14.85	-1.00%	Thailand	School Teams

Digital Gear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Nike+ Smart Watch	Activity tracking smart watch	180.00	198.00	+10.00%	Thailand	Tech-Savvy Athletes
Nike	Training App Premium	1-year subscription for workouts	99.00	99.00	0.00%	Singapore	General Sports
Nike	Vapor Earbuds	Wireless sports earbuds	120.00	114.00	-5.00%	Indonesia	Music-Loving Athletes
Nike	Smart Running Pod	Stride-tracking foot pod	60.00	66.00	+10.00%	Malaysia	Runners
Nike	Heart Rate Monitor	Chest-strap monitor for workouts	55.00	55.00	0.00%	Philippines	Serious Athletes
Adidas	Runtastic+ Watch	Smart running watch with GPS	170.00	170.00	0.00%	Indonesia	Tech-Savvy Runners
Adidas	Training App Pro	1-year premium fitness app	95.00	90.25	-5.00%	Malaysia	General Sports
Adidas	Soundpulse Earbuds	High-fidelity wireless earbuds	115.00	115.00	0.00%	Thailand	Music-Loving Athletes

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Smart Stride Pod	Foot pod with real-time analytics	60.00	60.00	0.00%	Philippines	Runners
Adidas	Pulse Heart Monitor	Strap-free wrist heart monitor	75.00	71.25	-5.00%	Singapore	Serious Athletes

Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Recovery Slides	Post-exercise comfort slides	45.00	49.50	+10.00%	Malaysia	Active Adults
Nike	Massage Ball Duo	Deep tissue roller balls	25.00	25.00	0.00%	Indonesia	Gym-Goers
Nike	Cold Therapy Wrap	Fast recovery wrap for joints	35.00	33.25	-5.00%	Singapore	Injury Recovery
Nike	Energy Supplement Pack	Pre-workout and electrolyte combo	30.00	30.00	0.00%	Thailand	Endurance Athletes
Nike	Yoga Foam Roller	Foam roller for flexibility and relaxation	40.00	40.00	0.00%	Philippines	Yoga Enthusiasts

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Adidas	Cooling Slides	Lightweight recovery slides	40.00	36.00	-10.00%	Indonesia	Active Adults
Adidas	Relax Massage Stick	Portable massage stick for muscle relief	20.00	19.00	-5.00%	Malaysia	Gym-Goers
Adidas	Joint Support Wrap	Compression wrap for knees and elbows	28.00	30.80	+10.00%	Thailand	Injury Recovery
Adidas	Herbal Supplement Pack	Herbal-based pre-workout aid	32.00	30.40	-5.00%	Philippines	Endurance Athletes
Adidas	Core Foam Roller	Basic foam roller for stress relief	35.00	35.00	0.00%	Singapore	Yoga Enthusiasts

Overall Price Comparison Summary

Average Price per Brand (All Segments)

Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	74.55	77.35	+3.76%

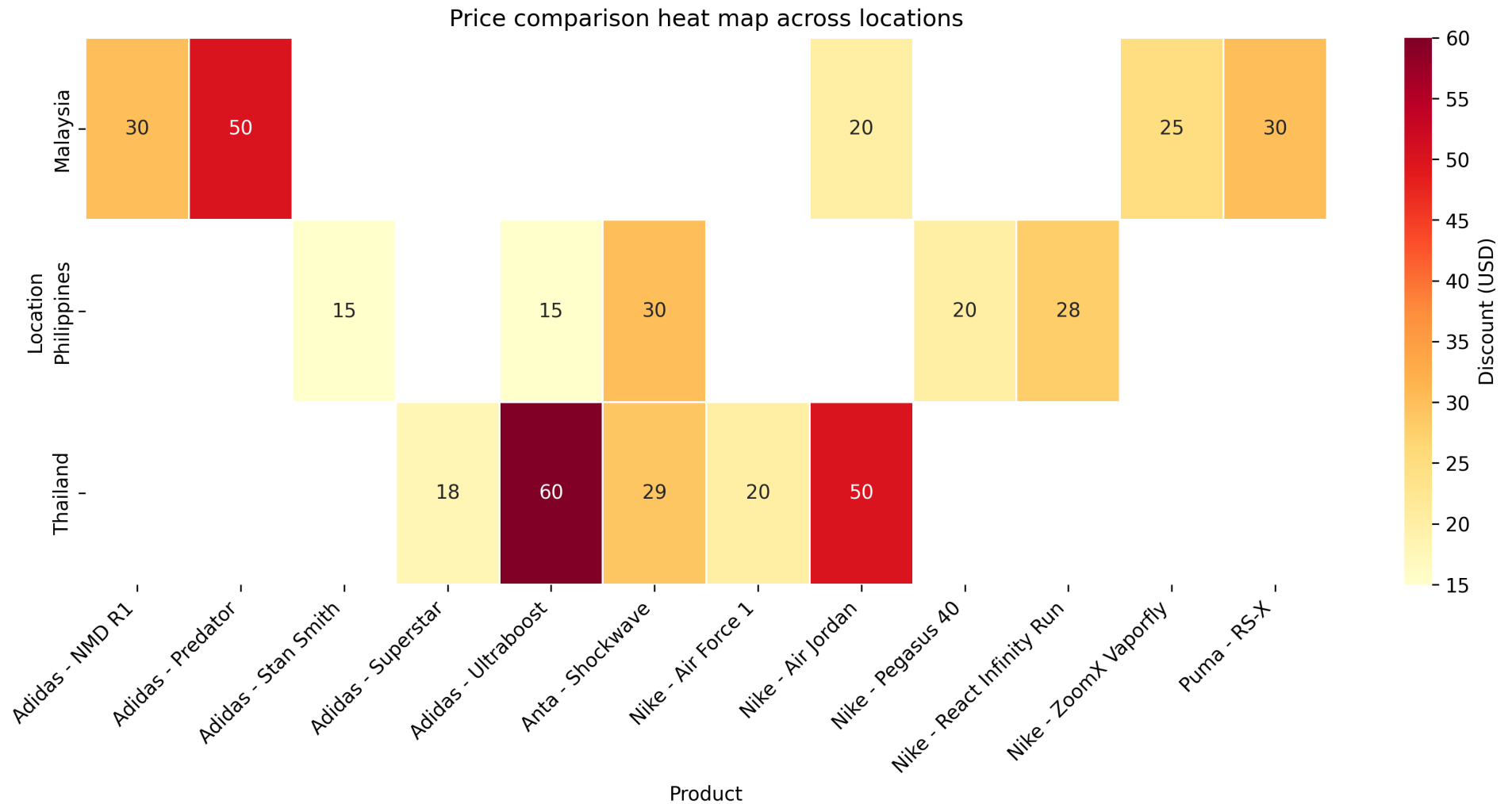
Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Adidas	66.85	66.40	-0.67%

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	230.00	14.25	Various (SEA)
Adidas	170.00	10.80	Various (SEA)

Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	54.10	Various (SEA)
Adidas	47.95	Various (SEA)



This heat map plots each row as a Southeast Asian location (Thailand, Malaysia, and the Philippines) and each cell as a product, labeled with its brand and product name. The color intensity of each cell corresponds to the product's discount rate, calculated as $(\text{Original Price} - \text{Discounted Price}) \div \text{Original Price} \times 100\%$. A darker shade signifies a higher discount. Observing the pattern, Anta shoes in Thailand and the Philippines provide higher discounts compared to Nike or Adidas, indicating a competitive approach to

attract price-sensitive consumers. Across all locations, Adidas footwear like Ultraboost and NMD R1 generally capture moderate discounts, while Nike's flagship models, such as the Air Jordan and ZoomX Vaporfly, exhibit slightly lower discounts, reflecting Nike's premium pricing strategy. Overall, the heat map suggests that brands balance price competitiveness with brand value in Southeast Asia, tailoring discounts to local consumer preferences.

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