

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

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Product Segment Analysis: Indonesia

Country/ City	Brand	Product Name	Brief Description	Original Price (IDR)	Adjusted Price (IDR)	Price Change %	Customer Segment
Indonesia	Nike	Air Max 90	Classic Nike sneaker	1,300,000	1,170,000	-10.00% (Green)	Sneaker Enthusiasts
Indonesia	Nike	Air Jordan 1	Iconic basketball shoe	2,400,000	2,520,000	+5.00% (Red)	Collectors
Indonesia	Adidas	Ultraboost	Performance running shoe	2,100,000	1,890,000	-10.00% (Green)	Runners
Indonesia	Adidas	Superstar	Timeless lifestyle sneaker	1,200,000	1,260,000	+5.00% (Red)	Trendsetters

Country/ City	Brand	Product Name	Brief Description	Original Price (IDR)	Adjusted Price (IDR)	Price Change %	Customer Segment
Indonesia	Adidas	4DFWD	Innovative 4D shoe technology	3,000,000	2,850,000	-5.00% (Green)	Innovators

Local Price Comparison Summaries: Indonesia

Average Price per Brand (All Segments)

Country/City Brand Average Original Price (IDR) Average Adjusted Price (IDR) Average Price Change %
:-----: :-----: :-----: :-----: :-----:
Indonesia Nike 2,128,000 2,169,000 +1.93% (Red)
Indonesia Adidas 2,220,000 2,001,600 -9.83% (Green)

Highest and Lowest Priced Items per Brand

Country/City Brand Highest Priced Item (IDR) Lowest Priced Item (IDR)
:-----: :-----: :-----: :-----:
Indonesia Nike 2,520,000 1,170,000
Indonesia Adidas 3,000,000 1,890,000

Price Spread (Standard Deviation) per Brand

Country/City Brand Price Standard Deviation (IDR)
:-----: :-----: :-----:
Indonesia Nike 365,000
Indonesia Adidas 590,000

Product Segment Analysis: Philippines

Country/ City	Brand	Product Name	Brief Description	Original Price (PHP)	Adjusted Price (PHP)	Price Change %	Customer Segment
Philippines	Nike	Air Max 270	Stylish lifestyle sneaker	5,000	4,500	-10.00% (Green)	Buyers in Urban Markets
Philippines	Nike	Jordan 4	Popular basketball shoe	7,500	7,000	-6.67% (Green)	Basketball Fans
Philippines	Adidas	NMD_R1	Streetwear sneaker	6,500	5,850	-10.00% (Green)	Streetwear Enthusiasts
Philippines	Adidas	Gazelle	Iconic retro sneaker	4,000	4,200	+5.00% (Red)	Trendsetters
Philippines	Adidas	Yeezy Boost	Premium lifestyle sneaker	15,000	14,500	-3.33% (Green)	Fashion-Forward Consumers

Local Price Comparison Summaries: Philippines

Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (PHP)	Average Adjusted Price (PHP)	Average Price Change %
:-----:	:-----:	:-----:	:-----:	:-----:

| Philippines | Nike | 6,250 | 5,750 | -8.00% (Green) |
| Philippines | Adidas | 7,500 | 6,500 | -13.33% (Green) |

Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (PHP)	Lowest Priced Item (PHP)
Philippines	Nike	7,500	4,500
Philippines	Adidas	15,000	4,200

Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (PHP)
Philippines	Nike	675
Philippines	Adidas	3,800

Product Segment Analysis: Vietnam

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Vietnam	Nike	Air Force 1	Classic basketball shoe	2,200,000	1,980,000	-10.00% (Green)	Fashionistas
Vietnam	Nike	React Infinity	Versatile running shoe	3,500,000	3,675,000	+5.00% (Red)	Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (VND)	Adjusted Price (VND)	Price Change %	Customer Segment
Vietnam	Adidas	Solarboost	High-performance sneaker	2,800,000	2,520,000	-10.00% (Green)	Runners
Vietnam	Adidas	Stan Smith	Timeless casual sneaker	1,500,000	1,575,000	+5.00% (Red)	Casual Buyers
Vietnam	Adidas	Parley Ultra	Eco-friendly running shoe	3,000,000	2,850,000	-5.00% (Green)	Eco-conscious Consumers

Local Price Comparison Summaries: Vietnam

Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (VND)	Average Adjusted Price (VND)	Average Price Change %
Vietnam	Nike	2,850,000	2,640,000	-7.37% (Green)
Vietnam	Adidas	2,500,000	2,450,000	-2.00% (Green)

Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (VND)	Lowest Priced Item (VND)
Vietnam	Nike	3,500,000	1,980,000
Vietnam	Adidas	3,000,000	2,520,000

Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (VND)
Vietnam	Nike	528,000
Vietnam	Adidas	340,000

Chart

Heatmap showing the discount rates of Nike and Adidas products in Indonesia. Each cell represents a product with color intensity indicating the discount rate.

Chart

Heatmap showing the discount rates of Nike and Adidas products in the Philippines. Each cell represents a product with color intensity indicating the discount rate.

Chart

Heatmap showing the discount rates of Nike and Adidas products in Vietnam. Each cell represents a product with color intensity indicating the discount rate.

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