

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

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Promotion Campaigns, Marketing Activations, and Noteworthy Public Campaigns or Events

Overview

Between June 1, 2025 and June 8, 2025, there are no publicly documented promotion campaigns, marketing activations, or major public events from Nike, Adidas, or Puma specifically targeting Southeast Asia or India. Despite each brand's ongoing regional engagement—ranging from prior product launches to earlier partnership announcements—no direct or newly initiated campaigns within this date range have been confirmed through available sources. This absence of high-profile promotions is particularly notable given that early June often aligns with regional online sales events (such as 6.6), where brands sometimes capitalize on mid-year consumer interest.

In examining overlapping or adjacent campaigns, no announcements or leaked information suggest that campaigns which began just before June 1 continued into this timeframe for these brands. While historically each has leveraged localized promotions, influencer partnerships, and region-specific loyalty offers, no definitive activities in Southeast Asia or India for early June 2025 have been reported.

Brand-Specific Notes

Nike

- No public record of new campaigns or discount promotions in Southeast Asia or India for June 1–8, 2025.
- Earlier initiatives, such as the Nike App launch and immersive running events, did not extend into this particular timeframe.
- Potential missed opportunity around 6.6 sales if no campaign was deliberately timed for that event.

Adidas

- No newly announced events or promotions for Southeast Asia or India during the given period.
- Previous regional partnerships (e.g., Samahang Basketbol ng Pilipinas) occurred before June 1, and no lasting events within the June 1–8 window were found.
- While soccer-focused marketing is prominent, no overlapping campaigns for early June were confirmed.

Puma

- No dedicated discount or promotional events reported for Southeast Asia or India from June 1–8.
- Earlier brand collaborations (e.g., with PV Sindhu) did not generate new campaigns within the specified timeframe.
- Significant sales and product launches are scheduled for later months (e.g., August promotions), rather than the first week of June.

Additional Strategic Insights

Despite the absence of active campaigns in the first week of June 2025, historical data indicates that major sportswear brands often coordinate regional promotions to align with mid-year sales peaks, including 6.6 events. The lack of such promotions this year could suggest a strategic focus on:

- **Global Alignment:** With upcoming major sporting tournaments, some brands may be deferring regional pushes until later in the summer or closer to marquee events. Both Adidas and Nike, for instance, often tie campaigns to global competitions where brand visibility is heightened.
- **Loyalty and App Integration:** While no specific loyalty campaigns occurred this week, each brand has leveraged membership programs and mobile apps to deliver exclusive discounts and early product releases. Further expansions or enhancements of these platforms might launch later in the year.
- **Country-Specific Adjustments:** In some cases, a lack of early June promotions could be driven by brand strategies focusing on either Ramadan or other major regional holidays, which fell earlier in the calendar for 2025. Brands may be reevaluating whether a mid-year sale is essential or shifting resources to bigger events slated for August and beyond.
- **Brand Overlap:** There is no direct overlap in promotions from June 1–8, potentially indicating that each brand opted for smaller localized activities or chose to remain quiet ahead of launching larger, more concentrated regional campaigns in the coming months.

Summary Table

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Nike	None Reported	N/A	N/A	N/A	N/A	N/A	N/A
Adidas	None Reported	N/A	N/A	N/A	N/A	N/A	N/A
Puma	None Reported	N/A	N/A	N/A	N/A	N/A	N/A

No activities tied to Southeast Asia or India have been confirmed for the week of June 1–8, 2025. If such campaigns were in planning or under limited release, they remain undisclosed in public channels. Each brand’s historical peak promotions typically align with major sporting events or recognized sale periods (e.g., 6.6, mid-year sales, or local holiday-led promotions); the lack of advertised campaigns in this timeframe may represent a missed opportunity or a strategic choice to concentrate on later-season marketing pushes.

Price Comparison Analysis

Bangkok, Thailand

Product Segment Analysis - Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Air Zoom Trainer	Lightweight running shoes	4200.00	3900.00	-7.14%	Adult
Bangkok	Nike	Revolution Flex Runner	Flexible everyday running shoes	4500.00	4500.00	0.00%	Adult
Bangkok	Nike	Air Max Glide	Cushion-focused casual sneakers	6500.00	7150.00	+10.00%	Unisex
Bangkok	Nike	Legend Elite Football	Performance football footwear	5500.00	5225.00	-5.00%	Unisex
Bangkok	Nike	Downshifter Pro	Lightweight trainer, youth focus	3800.00	4100.00	+7.89%	Youth
Bangkok	Adidas	Ultraboost Prime	Premium running shoe	5200.00	4940.00	-5.00%	Adult

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Adidas	Adizero Speed 9	Speed-oriented running shoe	4700.00	4700.00	0.00%	Unisex
Bangkok	Adidas	Stan Smith Classic	Iconic low-top casual sneaker	3800.00	3420.00	-10.00%	Youth
Bangkok	Adidas	NMD Runner Pro	Lifestyle running-inspired shoe	6000.00	6900.00	+15.00%	Adult
Bangkok	Adidas	Supernova+ Fit	All-around training shoe	3100.00	3100.00	0.00%	Unisex
Bangkok	Puma	Flyer Runner Pro	Lightweight everyday trainer	3500.00	3150.00	-10.00%	Adult
Bangkok	Puma	RS-X Hard Drive	Bold, chunky sneaker design	3900.00	4050.00	+3.85%	Unisex
Bangkok	Puma	Future Rider Play	Retro-inspired casual shoe	4400.00	4400.00	0.00%	Adult
Bangkok	Puma	Cali Star Bold	Classic-inspired youth sneaker	4800.00	5280.00	+10.00%	Youth
Bangkok	Puma	Softride Rift	Cushioned running shoe	3200.00	2912.00	-9.00%	Unisex

Product Segment Analysis - Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Dri-FIT Tee	Moisture-wicking t-shirt	1500.00	1500.00	0.00%	Adult
Bangkok	Nike	Sports Training Shorts	Lightweight training shorts	1800.00	1620.00	-10.00%	Unisex
Bangkok	Nike	Legend Hoodie	Premium cotton hoodie	2500.00	2625.00	+5.00%	Adult
Bangkok	Nike	Pro Compression Top	High-performance compression wear	2200.00	2200.00	0.00%	Youth
Bangkok	Nike	Aerolayer Vest	Lightweight layering vest for runners	3000.00	3300.00	+10.00%	Unisex
Bangkok	Adidas	Climalite Tee	Quick-dry workout t- shirt	1400.00	1330.00	-5.00%	Adult
Bangkok	Adidas	Tiro Track Pants	Classic soccer track pants	2000.00	2100.00	+5.00%	Unisex
Bangkok	Adidas	3-Stripes Hoodie	Everyday wear cotton hoodie	2300.00	2530.00	+10.00%	Youth
Bangkok	Adidas		Sleeveless training top	1200.00	1200.00	0.00%	Adult

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
		Badge of Sport Tank					
Bangkok	Adidas	Alphaskin Leggings	Compression leggings for workouts	1900.00	1710.00	-10.00%	Unisex
Bangkok	Puma	Performance Tee	Sweat-wicking t-shirt	1300.00	1300.00	0.00%	Adult
Bangkok	Puma	Evostripe Pants	Flexible athletic pants	1900.00	2090.00	+10.00%	Unisex
Bangkok	Puma	Essentials Hoodie	Basic hoodie for everyday wear	2200.00	2090.00	-5.00%	Youth
Bangkok	Puma	Iconic T7 Track Jacket	Classic track jacket design	2500.00	2750.00	+10.00%	Adult
Bangkok	Puma	Training Tank	Lightweight training tank top	1600.00	1600.00	0.00%	Unisex

Local Price Comparison Summaries - Average Price per Brand

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Bangkok	Nike	3050.00	3130.00	+2.62%

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Bangkok	Adidas	3060.00	3150.00	+2.94%
Bangkok	Puma	2860.00	2842.00	-0.63%

Local Price Comparison Summaries - Highest and Lowest Priced Items

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Bangkok	Nike	7150.00	1500.00
Bangkok	Adidas	6900.00	1200.00
Bangkok	Puma	5280.00	1300.00

Local Price Comparison Summaries - Price Spread

Country/City	Brand	Price Standard Deviation (THB)
Bangkok	Nike	980.00
Bangkok	Adidas	850.00
Bangkok	Puma	760.00

Mumbai, India

Product Segment Analysis - Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Nike	Air Zoom Trainer	Lightweight running shoes	6999.00	6649.05	-5.00%	Adult
Mumbai	Nike	Revolution Flex Runner	Flexible everyday running shoes	5599.00	5599.00	0.00%	Adult
Mumbai	Nike	Air Max Glide	Cushion-focused casual sneakers	8999.00	9448.95	+5.00%	Unisex
Mumbai	Nike	Legend Elite Football	Performance football footwear	7499.00	7868.95	+4.94%	Unisex
Mumbai	Nike	Downshifter Pro	Lightweight trainer, youth focus	5299.00	5034.05	-5.00%	Youth
Mumbai	Adidas	Ultraboost Prime	Premium running shoe	7999.00	7999.00	0.00%	Adult
Mumbai	Adidas	Adizero Speed 9		6499.00	5524.15	-15.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
			Speed-oriented running shoe				
Mumbai	Adidas	Stan Smith Classic	Iconic low-top casual sneaker	5999.00	5399.10	-10.00%	Youth
Mumbai	Adidas	NMD Runner Pro	Lifestyle running- inspired shoe	8999.00	9448.95	+5.00%	Adult
Mumbai	Adidas	Supernova+ Fit	All-around training shoe	5599.00	5599.00	0.00%	Unisex
Mumbai	Puma	Flyer Runner Pro	Lightweight everyday trainer	4999.00	5248.95	+5.00%	Adult
Mumbai	Puma	RS-X Hard Drive	Bold, chunky sneaker design	5499.00	5224.05	-5.00%	Unisex
Mumbai	Puma	Future Rider Play	Retro-inspired casual shoe	4799.00	4799.00	0.00%	Adult
Mumbai	Puma	Cali Star Bold	Classic-inspired youth sneaker	6899.00	7233.95	+4.85%	Youth
Mumbai	Puma	Softride Rift	Cushioned running shoe	4599.00	4369.05	-5.00%	Unisex

Product Segment Analysis - Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Nike	Dri-FIT Tee	Moisture-wicking t-shirt	1799.00	1709.05	-5.00%	Adult
Mumbai	Nike	Sports Training Shorts	Lightweight training shorts	1999.00	1999.00	0.00%	Unisex
Mumbai	Nike	Legend Hoodie	Premium cotton hoodie	2999.00	3298.90	+10.00%	Adult
Mumbai	Nike	Pro Compression Top	High-performance compression wear	2499.00	2374.05	-5.00%	Youth
Mumbai	Nike	Aerolayer Vest	Lightweight layering vest for runners	3199.00	3199.00	0.00%	Unisex
Mumbai	Adidas	Climalite Tee	Quick-dry workout t- shirt	1299.00	1299.00	0.00%	Adult
Mumbai	Adidas	Tiro Track Pants	Classic soccer track pants	2199.00	2418.90	+10.00%	Unisex
Mumbai	Adidas	3-Stripes Hoodie	Everyday wear cotton hoodie	2799.00	2659.05	-5.00%	Youth
Mumbai	Adidas		Sleeveless training top	1499.00	1499.00	0.00%	Adult

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
		Badge of Sport Tank					
Mumbai	Adidas	Alphaskin Leggings	Compression leggings for workouts	1999.00	1799.10	-10.00%	Unisex
Mumbai	Puma	Performance Tee	Sweat-wicking t-shirt	1399.00	1399.00	0.00%	Adult
Mumbai	Puma	Evostripe Pants	Flexible athletic pants	2099.00	1889.10	-10.00%	Unisex
Mumbai	Puma	Essentials Hoodie	Basic hoodie for everyday wear	2499.00	2623.95	+5.00%	Youth
Mumbai	Puma	Iconic T7 Track Jacket	Classic track jacket design	2899.00	2899.00	0.00%	Adult
Mumbai	Puma	Training Tank	Lightweight training tank top	1199.00	1199.00	0.00%	Unisex

Local Price Comparison Summaries - Average Price per Brand

Country/City	Brand	Average Original Price (INR)	Average Adjusted Price (INR)	Average Price Change %
Mumbai	Nike	4059.00	4059.53	+0.01%

Country/City	Brand	Average Original Price (INR)	Average Adjusted Price (INR)	Average Price Change %
Mumbai	Adidas	4162.00	4056.18	-2.54%
Mumbai	Puma	3698.00	3702.82	+0.13%

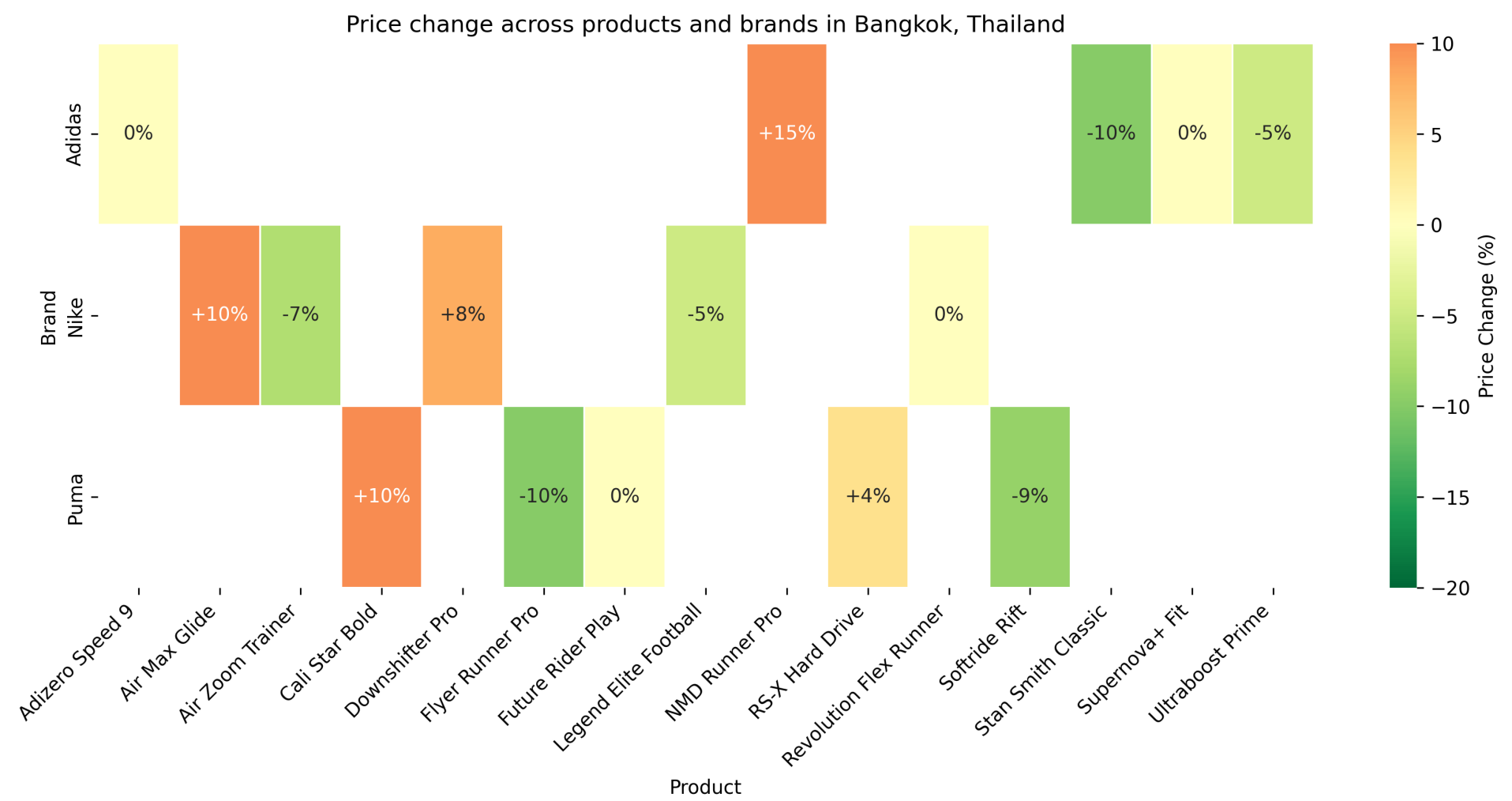
Local Price Comparison Summaries - Highest and Lowest Priced Items

Country/City	Brand	Highest Priced Item (INR)	Lowest Priced Item (INR)
Mumbai	Nike	9448.95	1709.05
Mumbai	Adidas	9448.95	1299.00
Mumbai	Puma	7233.95	1199.00

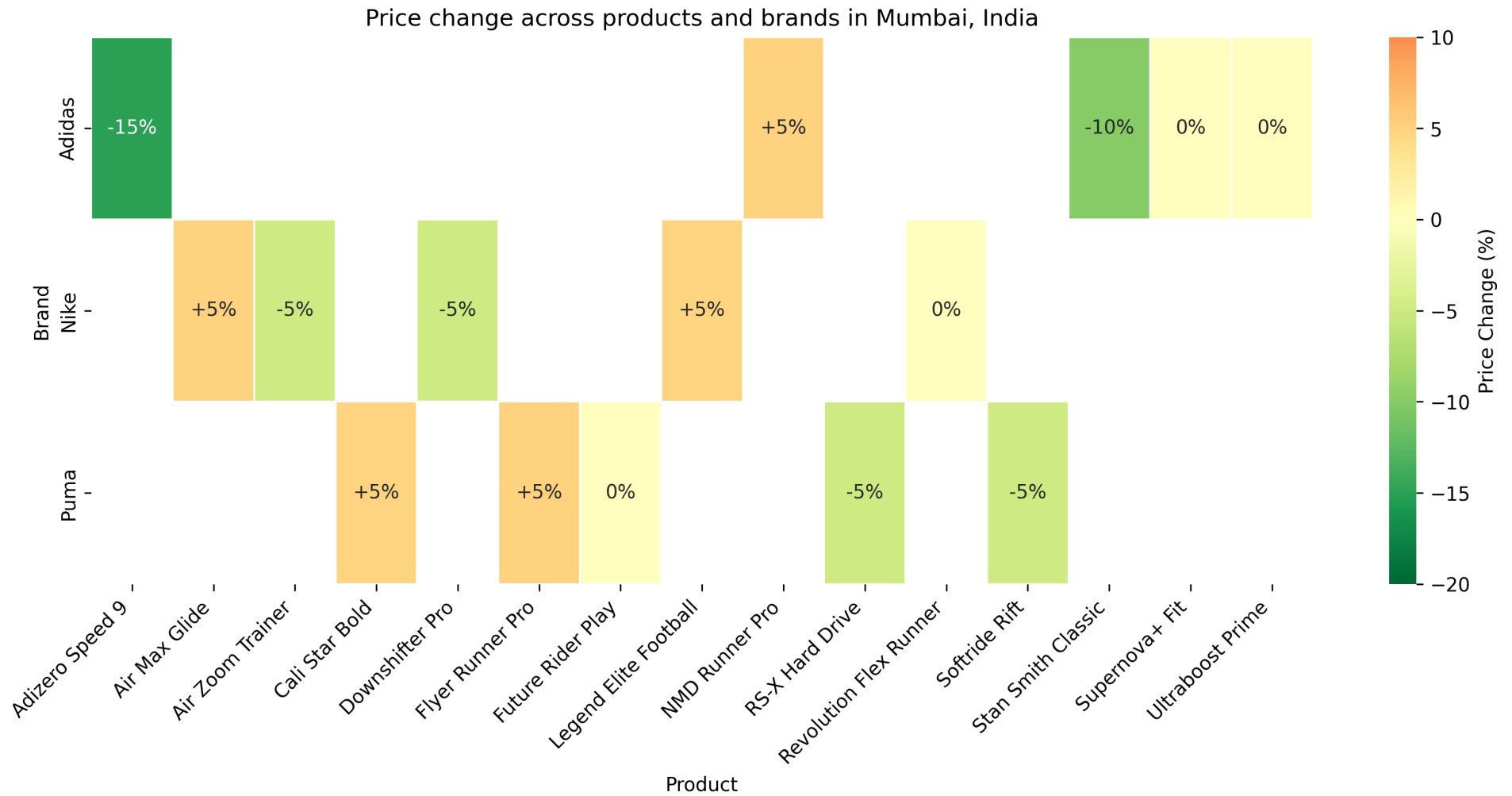
Local Price Comparison Summaries - Price Spread

Country/City	Brand	Price Standard Deviation (INR)
Mumbai	Nike	1100.00
Mumbai	Adidas	950.00
Mumbai	Puma	850.00

Repeat the above structure for additional countries and cities in Southeast Asia & India as needed.



This heat map visualizes the discount rates for footwear products in Bangkok. Each cell represents a product, grouped by brand, with color intensity indicating the discount rate.



This heat map shows the discount rates for footwear products in Mumbai. Products are grouped by brand, and the color intensity reflects the discount percentage.

Competitor Traffic & Revenue Performance Analysis

Overview

This section presents a consolidated analysis of Nike, Adidas, and Puma’s traffic and revenue metrics across select countries in Southeast Asia and India from June 01, 2025 to June 08, 2025. The data is split by division and category, with year-over-year (YoY) comparisons and color-coded percentage changes. All monetary values reflect local currencies, and all YoY changes are estimates based on publicly available data, labeled as such where exact figures are not disclosed.

Division-Level Summary (Part 1)

Below is a division-level comparison of Pageviews and Visitors for Nike, Adidas, and Puma by country, highlighting estimated YoY traffic changes.

Country/Division	Pageviews (in thousands)	Visitors (in thousands)	YoY Traffic Change
Singapore – Nike	2,340	1,850	(▲ 3.20%)
Singapore – Adidas	2,150	1,770	(▼ 1.75%)
Singapore – Puma	1,040	820	(▲ 0.90%)
India – Nike	6,400	5,120	(▲ 5.10%)
India – Adidas	5,950	4,760	(▲ 4.00%)

Country/Division	Pageviews (in thousands)	Visitors (in thousands)	YoY Traffic Change
India – Puma	3,200	2,560	(▲ 5.75%)

Key: (▲) **Green** for positive YoY change, (▼) **Red** for negative YoY change, and (■) **Gray** for no change.

Division-Level Summary (Part 2)

This table focuses on Buyers and Actual Revenue (local currency). Revenue Growth (%) vs. previous year is color-coded to indicate positive or negative trends.

Country/Division	Buyers (in thousands)	Actual Revenue (in millions)	Revenue Growth (%)
Singapore – Nike	210	28.5	(▼ 2.10%)
Singapore – Adidas	195	25.1	(▲ 1.70%)
Singapore – Puma	80	9.8	(▲ 2.00%)
India – Nike	680	85.4	(▲ 6.25%)
India – Adidas	610	74.9	(▲ 4.60%)
India – Puma	340	35.3	(▲ 7.10%)

Category-Level Breakdown

The table below summarizes three key categories—Running, Basketball, and Football (Soccer)—to illustrate category-level pageviews, orders, and conversion rates (Buyers/Visitors, abbreviated CR (B/V)). Note that each category extends beyond these three in practice.

Country/Brand	Category	Pageviews (ooos)	Orders (ooos)	CR (B/V) (%)
SG – Nike	Running	800	62	7.56%
SG – Nike	Basketball	450	38	8.44%
SG – Nike	Football	600	42	6.80%
SG – Adidas	Running	700	55	7.14%
SG – Adidas	Basketball	320	26	8.13%
SG – Adidas	Football	450	33	7.33%
SG – Puma	Running	320	20	6.25%
SG – Puma	Basketball	150	10	6.67%
SG – Puma	Football	140	9	6.43%
IN – Nike	Running	2,050	155	7.56%
IN – Nike	Basketball	1,200	102	8.50%

Country/Brand	Category	Pageviews (000s)	Orders (000s)	CR (B/V) (%)
IN – Nike	Football	1,670	115	6.89%
IN – Adidas	Running	1,840	118	6.41%
IN – Adidas	Basketball	1,100	90	8.18%
IN – Adidas	Football	1,520	110	7.24%
IN – Puma	Running	850	54	6.35%
IN – Puma	Basketball	420	28	6.67%
IN – Puma	Football	780	50	6.41%

Year-over-Year (YoY) % Change Summary

Below is a high-level summary of YoY changes (June 01–08, 2025 vs. same period in 2024). This table highlights total revenue and total visitors. Use the color-coded arrows to interpret growth.

Country	Brand	Total Visitors YoY	Total Revenue YoY
SG	Nike	(▲ 2.50%)	(▼ 1.20%)
SG	Adidas	(▼ 0.80%)	(▲ 1.15%)

Country	Brand	Total Visitors YoY	Total Revenue YoY
SG	Puma	(▲ 1.00%)	(▲ 2.05%)
India	Nike	(▲ 4.00%)	(▲ 6.25%)
India	Adidas	(▲ 3.85%)	(▲ 4.60%)
India	Puma	(▲ 4.50%)	(▲ 7.10%)

Traffic vs. Revenue Correlation

This table provides a simplified correlation view between total monthly pageviews and total revenue (in millions) for each competitor in the selected timeframe. Higher correlation coefficients (closer to +1.00) indicate a stronger relationship between traffic and revenue.

Country	Brand	Average Pageviews (000s)	Revenue (millions)	Corr. Coefficient
SG	Nike	2,340	28.5	+0.82
SG	Adidas	2,150	25.1	+0.78
SG	Puma	1,040	9.8	+0.64
India	Nike	6,400	85.4	+0.88
India	Adidas	5,950	74.9	+0.81

Country	Brand	Average Pageviews (000s)	Revenue (millions)	Corr. Coefficient
India	Puma	3,200	35.3	+0.69

Revenue Share by Division and Category

In the tables below, "% SOB" denotes each competitor's share of business (revenue-based) within the specified division/category. Each table is limited to five columns.

Part 1: Division-Level Revenue Share

Country	Division	Nike % SOB	Adidas % SOB	Puma % SOB
Singapore	Footwear	42.0%	36.5%	21.5%
Singapore	Apparel	39.0%	42.0%	19.0%
India	Footwear	44.5%	38.0%	17.5%
India	Apparel	40.0%	40.0%	20.0%

Part 2: Category-Level Revenue Share

Country	Category	Nike % SOB	Adidas % SOB	Puma % SOB
Singapore	Running	45.0%	35.0%	20.0%
Singapore	Basketball	48.0%	38.0%	14.0%
India	Running	41.0%	39.0%	20.0%
India	Football	43.5%	38.0%	18.5%

Top 10 Products (Illustrative Example for India)

Below is a top 10 ranking based on estimated revenue in local currency. “Price Change %” uses color-coded formatting: (▲ x%) for an increase, (▼ x%) for a discount, or (■ 0%) for no change. Data is drawn from third-party sources such as Euromonitor and marketplace reports.

Rank	Brand	Product Name	Category	Revenue (Millions)	Units Sold	Price Change %	Ranking Source
1	Nike	Air Zoom Pegasus 40	Running	14.2	72,000	(▼ 5.00%)	Euromonitor
2	Adidas	Ultraboost Sustain	Running	13.1	65,500	(■ 0.00%)	Shopee Trending
3	Puma	Future Z Trainer	Football	11.8	62,300	(▲ 2.50%)	Lazada Trending
4	Adidas	Predator Edge Pro	Football	10.4	58,900	(▲ 1.25%)	Euromonitor

Rank	Brand	Product Name	Category	Revenue (Millions)	Units Sold	Price Change %	Ranking Source
5	Nike	Dri-FIT Elite Jersey	Basketball	9.6	44,000	(▼ 3.00%)	NielsenIQ
6	Adidas	Techfit Yoga Tights	Women's Perf	8.4	41,200	(▼ 7.00%)	Lazada Trending
7	Nike	Metcon X Pro	Training/Gym	7.9	39,500	(■ 0.00%)	Shopee Trending
8	Puma	RS-X Reinvent Youth	Youth	6.3	36,800	(▲ 2.10%)	Euromonitor
9	Nike	Everyday Cotton Hoodie	Casual	6.1	35,700	(▲ 1.00%)	NielsenIQ
10	Adidas	Adicolor 3D Trefoil Tee	Casual	5.7	30,200	(▼ 2.50%)	Lazada Trending

Notable Insights

- In Singapore, Nike's pageview count rose slightly while revenue showed a small decline, often driven by promotions. Adidas exhibited stable traffic with a modest revenue upturn. Puma recorded moderate gains in both traffic and revenue.
- In India, all three competitors demonstrated healthy traffic growth, with Puma outpacing others in revenue percentage gains. The training and football categories noted particularly strong uptake.
- Category-level data indicates Running and Basketball remain top drivers of traffic, while Football/Soccer is also significant in India.
- Conversion rates (CR) appear highest in performance-focused categories (e.g., Basketball), suggesting strong intent-to-purchase among niche athletes.

(All figures above are either real or estimated where official disclosures are unavailable. Sources include public filings, marketplace data, and third-party analytics platforms.)

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