

1. Report Outline

1.1 Executive Summary

A concise overview of the key findings and implications from the competitor analysis, highlighting major trends, challenges, and opportunities for Nike against Adidas in Southeast Asia.

1.2 Market Overview

- General context about the Southeast Asian sportswear market.
- Growth rates, consumer segments, and macroeconomic factors influencing this sector.
- Historical performance and recent market developments affecting Nike and Adidas.

1.3 Competitor Profiles

1.3.1 Nike

- Market share, product lines, and pricing strategies.
- Recent promotional campaigns (October 2024–March 2025).
- Campaign details: regions, URLs, overviews, products, pricing, KPIs, target audience, revenue and market impact, timing, events, and competitive impact.
- SWOT analysis (strengths, weaknesses, opportunities, threats).
- KPIs and performance metrics, supported by data and references.
- Notable success stories or challenges.

1.3.2 Adidas

- Market share, product lines, and pricing strategies.
- Recent promotional campaigns (October 2024–March 2025).
- Campaign details: regions, URLs, overviews, products, pricing, KPIs, target audience, revenue and market impact, timing, events, and competitive impact.
- SWOT analysis (strengths, weaknesses, opportunities, threats).
- KPIs and performance metrics, supported by data and references.
- Notable success stories or challenges.

1.4 Comparison Tables

- Side-by-side comparison of Nike and Adidas across critical dimensions: pricing, branding focus, product lines, campaign performance, and market share.

1.5 Strategic Insights

- Analysis of emerging market trends and consumer preferences.
- Identification of untapped opportunities (white spaces) in Southeast Asia.
- Assessment of how well each brand is adapting to digital transformation and localized marketing tactics.

1.6 Impact Assessment

- How each competitor's strategies affect Nike's position in Southeast Asia.
- Broader implications for market dynamics, new entrants, and consumer perception.

1.7 Conclusion & Recommendations

- Summary of the key takeaways from the analysis.
- Actionable recommendations for Nike to enhance market share, optimize campaigns, and improve ROI.

1.8 Appendices

- Additional data, charts, or extended tables referenced in the main analysis.
- Supplementary insights or historical comparisons.

1.9 References

- Complete list of sources used throughout the report, in Harvard style.
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2. Comprehensive Competitor Analysis

2.1 Executive Summary

This report provides an in-depth competitor analysis focusing on Nike and Adidas in the Southeast Asian market between October 2024 and March 2025. During this period, Nike grappled with declining revenues and market share, whereas Adidas capitalized on retro-themed product lines and targeted local campaigns. Macro trends such as a growing athleisure segment and significant regional events (e.g., Lunar New Year 2025, ASEAN Championship) influenced consumer spending and promotional campaigns.

Key implications include:

- An intensified rivalry between Nike and Adidas, driven by evolving consumer preferences for both high-performance and fashion-centric sneakers.
- Adidas's strong revenue growth (7% globally in Q3 2024, with notable success in Southeast Asia) contrasted with Nike's 10.4% drop in sales in the same timeframe (Insideretail.asia, 2024).
- Local collaborations and limited-edition product releases in Southeast Asia played a pivotal role in accelerating Adidas's brand momentum.

Nike, despite allocating considerable marketing resources (especially for the Paris 2024 Olympics), encountered operational challenges and increased competition from smaller, more innovative brands. The strategic focus on "fewer, bigger" campaigns indicates potential for growth, yet requires more localized adaptations to effectively counter Adidas's agile approach.

2.2 Market Overview

Southeast Asia remains one of the fastest-growing markets for sports apparel and footwear, benefiting from rising disposable incomes, an expanding youth population, and growing fitness consciousness (Globenewswire.com, 2022). By 2025, revenue from sneakers alone in the region is estimated to reach approximately USD 2.0 billion, growing annually at around 5.90% (Statista.com,

2025). Consumers value products that fuse style and performance, with global brands gaining traction alongside an array of local and regional competitors.

Major events during October 2024 to March 2025 further influenced consumer behavior:

- ASEAN Championship (December 2024–January 2025): Stimulated interest in football merchandise, benefiting both Nike and Adidas.
- Lunar New Year (February 2025): Encouraged higher seasonal spending, with many brands releasing festive-themed, limited-edition apparel and footwear.
- Songkran Festival (April 2025, though preparations start in March): Sparked promotions of water-resistant gear and training programs in Thailand.

In addition, evolving e-commerce ecosystems (e.g., Lazada's promotions and a surge in mobile shopping) offered more direct channels to consumers, intensifying competition and price wars.

2.3 Competitor Profiles

2.3.1 Nike

2.3.1.1 Market Share, Product Lines & Pricing Strategies

By Q1 FY25 (ending August 31, 2024), Nike's revenues fell by 10.4% globally, settling at USD 11.6 billion (Insideretail.asia, 2024). Southeast Asia was not immune to this decline, partly stemming from:

- A decline in direct-to-consumer (DTC) sales (down by 13%).
- Intensified competition from Adidas, and emerging brands such as On and Hoka.
- More products being sold at discount rates: from 19.4% in 2022 to 44% in early 2024 (Brandequity.economictimes.indiatimes.com, 2024).

Nike's product lines center on performance-oriented footwear (e.g., Air Max, Zoom series, LeBron basketball shoes) and athleisure apparel. During the review period, premium models generally ranged between USD 150–250, although clearance sales offered significant discounts.

2.3.1.2 Promotional Campaigns (October 2024 – March 2025)

Below is a consolidated overview of Nike’s key Southeast Asian campaigns:

Campaign Name	Regions Launched	Campaign URL	Overview	Products Promoted	Pricing (Approx.)
Nike App Launch	SG, TH, PH, MY, IN, TW	Nike App	Personalized consumer experience, exclusive rewards, early product access.	Air Jordan 1, Air Force 1	USD 100–200, varied by region
Sneaker Con SEA 2025	Singapore (Marina Bay Sands)	Sneaker Con SEA	Large-scale event participation focusing on limited-edition sneakers and brand activation.	Collabs & limited releases	USD 120–250, region-specific

Campaign Overview

- Goals: Increase digital engagement and brand loyalty through exclusive access to products and immersive events.
- Creative Strategy: Emphasis on personalized experiences, real-time content with brand ambassadors, and storytelling at live events.
- Channels: Nike App, official e-commerce platforms, event marketing.

Key Performance Indicators (KPIs)

- Impressions and reach across social media (no precise data available).
- Event attendance at Sneaker Con SEA 2025 nearly doubled from previous years, signaling robust engagement.
- Conversion rates not publicly disclosed.

Target Audience

- Young adults (18–35) across major Southeast Asian urban hubs.
- Lifestyle buyers seeking exclusivity, innovation, and premium brand association.
- Sports enthusiasts active in basketball, running, and general fitness.

Revenue Impact

- Precise revenue data from these campaigns remains undisclosed, but overall sales in Q1 FY25 were down 10.4% globally for Nike.

Market & Competitive Impact

- Strengthened digital footprint through the Nike App, yet overshadowed by Adidas's strong product momentum.
- Increased brand awareness from event marketing, though overshadowed by broad discounting.

Key Events & Timing

- Launch of Nike App coincided with rising e-commerce adoption in SEA.
- Sneaker Con SEA 2025 leveraged a peak in sneaker culture and collector enthusiasm.

2.3.1.3 SWOT Analysis

- **Strengths:** Global brand equity, wide product portfolio, advanced R&D in footwear innovation.
- **Weaknesses:** Heavy reliance on discounting, declining market share in key retailers, competition from smaller, innovative brands.
- **Opportunities:** Growing SEA middle class, local/regional brand collaborations, expansions in digital engagement.
- **Threats:** Intensifying competition from Adidas's retro wave, economic uncertainties, shifting consumer loyalties.

2.3.1.4 KPIs & Performance Metrics

Publicly available data remain limited, but industry benchmarks in SEA point to 2–3% CTR for successful digital campaigns. Nike's ROI details are not publicly disclosed (Marketing-interactive.com). However, with an increased emphasis on the Nike App and DTC channels, there is potential for capturing first-party data and deeper consumer insights.

2.3.2 Adidas

2.3.2.1 Market Share, Product Lines & Pricing Strategies

Adidas posted a global revenue increase of 7% in Q3 2024, reaching EUR 6.44 billion, with a 46.2% boost in operating profit (Insideretail.asia, 2024). The

brand’s triumph was notable in Southeast Asia, where retro-style footwear like Samba and Gazelle captured consumer attention. An emphasis on discount offerings via JD Sports and other local retailers reached up to 50% off, appealing to cost-conscious but style-driven consumers (Blog.jdsports.com.sg, 2024).

2.3.2.2 Promotional Campaigns (October 2024 – March 2025)

Campaign Name	Regions Launched	Campaign URL	Overview	Products Promoted	Pricing (Approx.)
Collaboration with Vachirawit “Bright”	Thailand	Adidas TH	Partnership with the Thai actor to promote the redesigned Adidas Taekwondo sneaker. Focus on blending local celebrity influence with casual sporty styles.	Adidas Taekwondo Sneaker	Not disclosed
Cultural Collaboration (Ya Kun Kaya)	Singapore	Adidas SG	Local café chain collaboration releasing a limited collection inspired by Singaporean breakfast culture.	Limited-edition “Kaya Toast” sneaker & apparel	Varies
Brand Center Launch	Malaysia	Adidas MY	Opening Southeast Asia’s largest Adidas brand center in Sunway Pyramid mall, featuring localized	Various product lines	Mixed

Campaign Name	Regions Launched	Campaign URL	Overview	Products Promoted	Pricing (Approx.)
			cultural design elements and interactive brand experiences.		

Campaign Overview

- Goals: Deepen cultural relevance, harness local celebrity endorsements, and infuse brand heritage (retro styles) with modern flair.
- Creative Strategy: Extensive local collaborations, social media influencer marketing, and physical brand center expansions.
- Channels: Pop-up events, in-store experiences, online brand communities, collaborations with local retailers.

Key Performance Indicators (KPIs)

- Social media engagement spikes, particularly for campaigns involving celebrities (specific data unavailable).
- Notable sales growth in Q4 2024 for Adidas’s classic footwear lines (Samba, Gazelle).
- Approx. 50% discount promotions on selected Adidas items at JD Sports.

Target Audience

- Demographic: 18–35, focusing on style-conscious, budget-sensitive consumers.
- Local niche markets: Fans of Thai pop culture (Bright’s fanbase), Singapore’s cultural enthusiasts, Malaysian sneaker communities.

Revenue Impact

- Adidas’s Q3 2024 operating profit soared by 46.2% (Insideretail.asia, 2024); though exact regional breakdown is scarce, Southeast Asia is presumed to have contributed significantly.

Market & Competitive Impact

- Retro sneaker lines fueled brand momentum, challenging Nike’s historically dominant position.
- Enhanced local brand engagement via cultural and celebrity-driven campaigns.

Key Events & Timing

- Partnerships aligned with key festivities (e.g., Singapore’s National Day, cultural events in Thailand).
- Brand center launches timed to coincide with heightened consumer footfall and tourism resumption.

2.3.2.3 SWOT Analysis

- **Strengths:** Broad product portfolio, expertise in retro marketing, strong local collaborations, robust inventory management.
- **Weaknesses:** Potential oversaturation of retro styles, reliance on discount promotions.
- **Opportunities:** Continued focus on collaboration with cultural icons, expansions in brand center experiences, direct influencer marketing.
- **Threats:** Renewed marketing push from Nike, emergence of domestic SEA sportswear brands, global economic headwinds.

2.3.2.4 KPIs & Performance Metrics

Adidas’s strong growth underscores effective alignment with local trends and global retro sneaker popularity. Publicly released data reveal a 19% year-over-year sales increase for Q4 2024, though the portion attributed solely to Southeast Asia is unquantified (Emarketer.com, 2024).

2.4 Comparison Tables

2.4.1 Pricing & Branding Focus

Aspect	Nike	Adidas
Branding Focus	Innovation, performance, athlete endorsement	Retro revival, street culture, local celebs
Price Range	USD 100–250 (multiple discount tiers)	USD 80–200 (with notable discounts up to 50%)
Key Product Lines	Air Max, Jordan, LeBron Series, Running Footwear	Samba, Gazelle, Originals, Taekwondo line

Aspect	Nike	Adidas
Promotional Strategy	“Fewer, bigger” campaigns, Olympics linkage	Local collabs, retro aesthetics, brand centers

2.4.2 Performance & Market Share

Metric	Nike	Adidas
Q4 2024–Q1 2025 Revenue Movements	-10.4% global revenue decline (Q1 FY25)	+7% revenue growth in Q3 2024
Market Share (Global, 2024)	~14.1% (down from 15.2% in 2023)	~8.9% (up from 8.2% in 2023)
Key Growth Drivers	Nike App & DTC (but overshadowed by discount strategies)	Retro footwear demand & local influencer partnerships
Challenges	Competitive pressure, discount erosion, weaker DTC performance	Overreliance on retro trend, potential for brand fatigue

2.5 Strategic Insights

- Local Collaborations & Cultural Resonance:** Adidas’s partnerships (e.g., with Thai celebrities, local café chains in Singapore) have shown that cultural affinity fosters stronger community ties, brand loyalty, and organic word-of-mouth.
- Digital Transformation & Online Sales:** Nike continues pivoting to DTC channels via its Nike App. However, Adidas’s success with online channels and integrated influencer campaigns suggests deeper local nuance is required for Nike.
- Retro vs. Innovative Positioning:** Adidas has harnessed nostalgia via Samba, Gazelle, and similar lines, capturing fashion-conscious consumers. Nike’s edge in performance technology (e.g., Air, Zoom) can still be a differentiator if effectively marketed.
- Event Marketing:** The ASEAN Championship, Lunar New Year, and music/fashion festivals offer prime windows for brand visibility. Adidas’s presence at

diverse local events underscores an adaptive approach that Nike could emulate.

2.6 Impact Assessment

- **On Nike:** Adidas's robust local marketing, discounters' preference for carrying Adidas's discounted stock, and consumer excitement around retro lines placed Nike under pressure. Declines in global market share (15.2% to 14.1%) reflect vulnerability (Ifcmiran.asia, 2025).
- **On the Market:** Consumers benefited from intensified discounts and a broader product selection. Smaller athletic brands also found traction as Nike softened in key retailer channels (Kwsn.com, 2024).
- **Risks & Opportunities:** While discounting may drive short-term sales, overuse can erode perceived brand value. Alternatively, targeted local tie-ins and new event sponsorships can reinvigorate brand prestige and loyalty.

2.7 Conclusion & Recommendations

Despite some setbacks, Nike retains a globally recognized brand, exceptional R&D capabilities, and a robust pipeline of high-performance products. Adidas's success demonstrates how culturally aligned campaigns and a blend of retro plus new product launches resonate with Southeast Asian consumers. By refining its approach to localized marketing, boosting local influencer tie-ins, and carefully balancing premium positioning with strategic discounting, Nike can regain momentum and strengthen its market share.

Recommended Strategic Actions for Nike:

1. **Deepen Local Collaborations:** Sponsor regional sporting events (e.g., SEA Games, local football leagues) and partner with prominent Southeast Asian athletes or celebrities to drive brand affinity.
2. **Refine Digital Engagement:** Expand the Nike App's personalized experiences, integrating local languages, region-specific push notifications, and exclusive product drops tied to cultural festivities.
3. **Sustain Premium Image While Managing Discounts:** Limit discount events to specific seasons (e.g., post-Chinese New Year stock clearance) to maintain brand prestige.
4. **Innovate in Retro-Futuristic Lines:** Explore bridging modern technology

(e.g., Flyknit, VaporMax) with classic silhouettes in limited-edition runs to rival Adidas’s popular heritage lineups.

5. **Measure & Optimize:** Enhance data-gathering for thorough ROI tracking on campaigns. Track local market engagement metrics (CTR, conversions by region) and dynamically adapt investments.

2.8 Appendices

Appendix A. Market Sizing and Growth Forecasts

- Detailed tables illustrating projected CAGR of sportswear in Southeast Asia (2024–2029).
- Additional data on e-commerce penetration and mobile adoption rates.

Appendix B. Extended Pricing Table

Below is an extended illustration of pricing for selected footwear models, where data is available:

Brand	Model	SG Price (USD)	TH Price (USD)	MY Price (USD)	PH Price (USD)	Notes
Nike	Air Force 1	120	110	105	115	Discounts vary by retailer
Nike	Air Jordan 1 (Limited)	180–200	170–190	160–180	170–185	Exclusive drops see price surges
Adidas	Samba (Classic)	90–110	85–105	80–100	90–110	Retro appeal driving strong demand
Adidas	Gazelle	100–120	95–115	90–110	100–120	Often included in promotional bundles
Adidas	Taekwondo Sneaker	85–100	80–95	75–90	80–100	Pricing attached to celebrity collaborations

Appendix C. Additional Campaign Data

- Historical marketing spend breakdown for Nike and Adidas in SEA (where publicly reported).
- Chronological listing of major ad releases from each brand.

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