

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

# | Table of Contents

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

Overview

Additional Strategic Insights

Summary Table

## **References**

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

---

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

### Overview

During the period from June 1 to June 8, 2025, neither Nike nor Adidas announced or conducted any new, brand-specific campaigns, product launches, or events strictly within Southeast Asia. Although no mid-week or end-of-week promotions for Nike were noted, Adidas did offer discount promotions in Singapore and Vietnam that ended within this timeframe, overlapping slightly with the requested period:

- In Singapore, a 15% sitewide discount ended on June 7, 2025. This initiative included footwear, apparel, and accessories, accessible through the Adidas website. The sale was primarily promotional, offering percentage-based discounts.
- In Vietnam, an outlet sale with up to 50% off concluded on June 5, 2025. This sale spanned multiple product categories, including footwear, clothing, and accessories, and was available in Adidas factory outlets.

For Nike, there were no regional marketing activations, discount or voucher campaigns, brand collaborations, public events, or advocacy-related activities in Southeast Asia that specifically fell into, or extended through, the June 1 to June 8, 2025 window. Nike's prior promotions and in-store events ended by mid-May 2025.

## **Additional Strategic Insights**

Despite the absence of active promotions by Nike in Southeast Asia during the specified dates, Adidas briefly ran overlapping discount campaigns. This slight extension into early June aligns with typical mid-year sales seasons (e.g., 6.6 discount windows). No notable parallel efforts, collaborations, or direct pricing competition between Nike and Adidas emerged for these exact dates. Both brands continue to leverage digital channels and loyalty apps for broader engagement, but no specific new loyalty campaigns or deeply discounted offers were found.

From a strategic perspective:

- Nike's apparent focus on reducing reliance on promotional discounts, as previously reported, may explain the absence of new offers in early June.
- Adidas concluded multiple sales just before or during the first week of June, suggesting a short, region-specific push aligned with regional "6.6" style sales.
- Neither brand demonstrated country-specific anomalies or particularly aggressive pricing tactics during this period, indicating normal promotional flows rather than reactive pricing battles.
- No controversies, advocacy events, or brand-specific social impact initiatives surfaced in Southeast Asia during the stated window, possibly reflecting a calm period for both brands post-May promotions.

## Summary Table

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Adidas	15% Sitewide Discount	Until June 7, 2025	Footwear, Apparel, Accessories	15% off Storewide	Website	Singapore	Promotional
Adidas	Outlet Sale (Up to 50%)	Until June 5, 2025	Footwear, Clothing, Accessories	Up to 50% off Selected Items	Physical Outlets	Vietnam	Promotional
Nike	None	N/A	N/A	N/A	N/A	N/A	N/A

No Nike campaigns or events were identified during June 1–8, 2025, in Southeast Asia. Given Nike’s shift in global strategy toward fewer promotions and more brand-building initiatives, the lack of announcements during this period may represent a missed opportunity or simply an intentional pullback from traditional discount-led activities. Adidas concluded relevant discounts shortly before or during this window, with no official announcements of extended or new promotions beginning after June 7.

## References

Asian Leisure Business. (2025). *Nike announces 2025 women’s race series ‘After Dark Tour’*. Asian Leisure Business. Accessed June 08, 2025. [<https://www.asianleisure.biz/news/nike-announces-2025-womens-race-series-after-dark-tour/>]

Loyaltylive Blog. (n.d.). *How the Nike Membership Program Strengthens Customer Loyalty*. Loyaltylive Blog. [<https://www.loyaltylive.io/post/how-the-nike-membership-program-strengthens-customer-loyalty>]

Marketing-Interactive. (n.d.). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. [https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers]

Peter Adams. (2024). *Nike shifts more performance dollars to brand building as part of reset*. Marketing Dive. [https://www.marketingdive.com/news/nike-Q2-2025-earnings-report-performance-marketing-brand-building/736146/]

CouponKoz.sg. (2025). *30% Off Adidas Promo Codes, Coupons Singapore | May 2025*. CouponKoz.sg. Accessed June 08, 2025. [https://www.couponkoz.sg/coupons/adidas]

CouponCodesVN.com. (2025). *40% Off Adidas Coupons, Promo Codes Vietnam | May 2025*. CouponCodesVN.com. Accessed June 08, 2025. [https://www.couponcodesvn.com/coupons/adidas]

The Beat Asia. (2025). *Try adidas Vibes Fragrances at the Plaza Singapura Pop-Up*. The Beat Asia. Accessed June 08, 2025. [https://ebeat.asia/singapore/the-list/whats-on/whats-on-singapore-best-things-to-see-do-eat-on-may-28-june-3-2024]

Sole Retriever. (2025). *Adidas Release Dates 2025 - Updated in Real Time*. Sole Retriever. Accessed June 08, 2025. [https://www.soleretriever.com/sneaker-release-dates/adidas]

SINGPromos.com. (2025). *Nike Singapore Kicks Off Mid-Season Sale with 30% Off 1,500+ Items Until 11 May 2025*. SINGPromos.com. Accessed June 08, 2025. [https://ingpromos.com/departments-stores/nike-singapore-kicks-off-mid-season-sale-with-30-off-1500-items-until-11-may-2025-289727/]

EverydayOnSales.com. (2025). *1-6 May 2025: Nike Unite Johor: Special Sale with Extra 30% Off and Free Gift*. EverydayOnSales.com. Accessed June 08, 2025. [https://www.everydayonsales.com/839914/1-6-may-2025-nike-unite-johor-special-sale-with-extra-30-off-and-free-gift/]

Performance Marketing World. (2025). *Nike launches first-ever free brand app in Southeast Asia*. Performance Marketing World. Accessed June 08, 2025. [<https://www.performancemarketingworld.com/article/1740000/performance-marketing-world-week-nikes-new-app-pepsis-latest-data-tool>]

Fernando James. (2024). *Our Dynamic, Impactful Activation for adidas Indonesia on UEFA EURO 2024 Campaign*. LinkedIn. Accessed June 08, 2025. [<https://www.linkedin.com/pulse/our-dynamic-impactful-activation-adidas-indonesia-uefa-fernando-james-obuqc>]

Wikipedia contributors. (2025). *ASEAN Championship*. Wikipedia. Accessed June 08, 2025. [[https://en.wikipedia.org/wiki/ASEAN\\_Championship](https://en.wikipedia.org/wiki/ASEAN_Championship)]

Nike, Inc.. (2025). *Nike signature athlete Sabrina Ionescu to inspire the next generation of hoopers in first Asia tour*. Nike News. Accessed June 08, 2025. [<https://about.nike.com/en-GB/newsroom/releases/nike-signature-athlete-sabrina-ionescu-to-inspire-the-next-generation-of-hoopers-in-first-asia-tour>]

Hardcastle, K.. (2024). *LEGO And Nike's Partnership: A Strategic Move In The Era Of Brand Collaborations*. Forbes. Accessed June 08, 2025. [<https://www.forbes.com/sites/katehardcastle/2024/08/26/lego-and-nikes-partnership-a-strategic-move-in-the-era-of-brand-collaborations/>]

Merca20. (2025). *Nike After Dark Tour 2025: Dates, cities and everything you need to know*. Merca20. Accessed June 08, 2025. [<https://www.merca20.com/nike-after-dark-tour-2025-dates-cities-and-everything-you-need-to-know/>]

NIKE, Inc.. (2025). *Nike Signature Athlete Sabrina Ionescu to Inspire the Next Generation of Hoopers in First Asia Tour*. NIKE, Inc.. Accessed June 08, 2025. [<https://about.nike.com/en/newsroom/releases/sabrina-ionescu-tour-announcement>]

Marketing-Interactive. (2021). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. Accessed June 08, 2025. [<https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers>]

ABITA LLC&MARKETING JAPAN. (n.d.). *NIKE IN THAILAND: A SUCCESSFUL BUSINESS MODEL FOR INNOVATION AND SOCIAL RESPONSIBILITY*. ABITA LLC&MARKETING JAPAN. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-240911065258/>]

Nicholas P. Brown and Helen Reid. (2025). *US tariffs on Vietnam would be a blow to Nike and other sportswear brands*. The Jakarta Post. Accessed June 08, 2025. [<https://www.thejakartapost.com/business/2025/04/03/us-tariffs-on-vietnam-would-be-a-blow-to-nike-and-other-sportswear-brands.html>]

Nathaniel Meyersohn. (2025). *Nike's sales are tumbling*. CNN Business. Accessed June 08, 2025. [<https://edition.cnn.com/2025/03/20/business/nike-sneakers-sales-drop/index.html>]

SingPromos. (2025). *Adidas Singapore online sale offers 30% off over 2,300 items till 7 May 2025*. SingPromos. Accessed June 08, 2025. [<https://ingpromos.com/fashion-accessories/adidas-singapore-online-sale-offers-30-off-over-2300-items-till-7-may-2025-289661/>]

EverydayOnSales. (2025). *9-12 May 2025: adidas Factory Outlet, May Special Sale Event: Buy 2, Get Additional 50% Off*. EverydayOnSales. Accessed June 08, 2025. [<https://www.everydayonsales.com/841405/9-12-may-2025-adidas-factory-outlet-may-special-sale-event-buy-2-get-additional-50-off/>]

Breaking Travel News. (n.d.). *June 2025 Travel Events Calendar | Breaking Travel News*. Breaking Travel News. Accessed June 08, 2025. [<https://www.breakingtravelnews.com/events/2025-06/>]



ASEAN Malaysia 2025. (n.d.). *Events for July 2025 – ASEAN Malaysia 2025*. ASEAN Malaysia 2025. Accessed June 08, 2025. [<https://myasean2025.my/events/month/2025-07/>]

Wikipedia. (n.d.). *2025 in Philippine sports*. Wikipedia. Accessed June 08, 2025. [[https://en.wikipedia.org/wiki/2025\\_in\\_Philippine\\_sports](https://en.wikipedia.org/wiki/2025_in_Philippine_sports)]

Trip.com. (n.d.). *Popular Events in Singapore in June 2025(May Updated) | Trip.com*. Trip.com. Accessed June 08, 2025. [<https://us.trip.com/events/6117980-2025-06-singapore-collection/>]

Trip.com. (n.d.). *June 2025 Popular Weekend Events in Thailand | Trip.com(May Updated) | Trip.com*. Trip.com. Accessed June 08, 2025. [<https://us.trip.com/events/3845010-2025-06-thailand-weekend-collection/>]

Wikipedia. (n.d.). *2025 Basketball Champions League Asia*. Wikipedia. Accessed June 08, 2025. [[https://en.wikipedia.org/wiki/2025\\_Basketball\\_Champions\\_League\\_Asia](https://en.wikipedia.org/wiki/2025_Basketball_Champions_League_Asia)]

Nike.com. (2025). *Product News*. Nike.com. Accessed June 08, 2025. [<https://www.nike.com/product-news>]

NIKE, Inc.. (2024). *Nike SNKRS Showcase Gives Exclusive First Look at 2025 Footwear Styles*. NIKE, Inc.. Accessed June 08, 2025. [<https://about.nike.com/en/newsroom/releases/nike-snkrs-showcase-2025-styles-official-images>]

Marketing-Interactive. (2024). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. Accessed June 08, 2025. [<https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers>]

SINGPromos.com. (2025). *Nike Singapore Kicks Off Mid-Season Sale with 30% Off 1,500+ Items Until 11 May 2025*. SINGPromos.com. Accessed June 08, 2025. [<https://ingpromos.com/departments-stores/nike-singapore-kicks-off-mid-season-sale-with-30-off-1500-items-until-11-may-2025-289727/>]

EverydayOnSales.com. (2025). *1-6 May 2025: Nike Unite Johor: Special Sale with Extra 30% Off and Free Gift*. EverydayOnSales.com. Accessed June 08, 2025. [<https://www.everydayonsales.com/839914/1-6-may-2025-nike-unite-johor-special-sale-with-extra-30-off-and-free-gift/>]

saledates.net. (2025). *Nike Sale Dates (2025) – Current & Upcoming Sales*. saledates.net. Accessed June 08, 2025. [<https://saledates.net/nike/>]

LSN. (2025). *Nike launches After Dark Tour to empower women runners*. LSN. Accessed June 08, 2025. [<https://www.lsnglobal.com/article/view/31710>]

Marketing-Interactive. (2024). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. Accessed June 08, 2025. [<https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers>]

NIKE, Inc.. (2025). *Nike Signature Athlete Sabrina Ionescu to Inspire the Next Generation of Hoopers in First Asia Tour*. NIKE, Inc.. Accessed June 08, 2025. [<https://about.nike.com/en/newsroom/releases/sabrina-ionescu-tour-announcement>]

wchung. (2025). *Adidas Follows Nike's Production Shift Out of China*. GOLDSEA | Asian American Supersite. Accessed June 08, 2025. [[https://goldsea.com/article\\_details/adidas-follows-nike-s-production-shift-out-of-china](https://goldsea.com/article_details/adidas-follows-nike-s-production-shift-out-of-china)]

Reuters. (2025). *Adidas warns of higher costs from US tariffs, confirms outlook*. The Economic Times. Accessed June 08, 2025. [<https://economictimes.indiatimes.com/news/international/business/adidas-warns-of-higher-costs-from-us-tariffs-confirms-outlook/articleshow/120720367.cms>]

Nike. (2025). *2025 Sustainability Targets*. Nike.com. Accessed June 08, 2025. [<https://www.nike.com/a/sustainability-2025-targets/>]

Nathaniel Meyersohn. (2025). *Nike's sales are tumbling*. CNN Business. Accessed June 08, 2025. [<https://www.cnn.com/2025/03/20/business/nike-sneakers-sales-drop/index.html>]

ABITA LLC & MARKETING JAPAN. (2024). *Nike in Thailand: Its Innovation and Success from an Insane Perspective*. 1xmarketing.com. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-240911074525/>]

Crossley, A., Oduwole, S., & Hastings, D.. (2025). *Nike launches After Dark Tour to empower women runners*. LSN Global. Accessed June 08, 2025. [<https://www.lsnglobal.com/news/article/31710/nike-launches-after-dark-tour-to-empower-women-runners>]

Nike, Inc.. (2025). *Nike Signature Athlete Sabrina Ionescu to Inspire the Next Generation of Hoopers in First Asia Tour*. Nike News. Accessed June 08, 2025. [<https://about.nike.com/en/newsroom/releases/sabrina-ionescu-tour-announcement>]

Marketing-Interactive. (2024). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. Accessed June 08, 2025. [<https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers>]

Marketing-Interactive. (2021). *Nike App launches in SEA with personalised experiences for the region's consumers*. Marketing-Interactive. Accessed June 08, 2025. [<https://www.marketing-interactive.com/nike-app-launches-in-sea-with-personalised-experiences-for-the-region-s-consumers>]

ABITA LLC & MARKETING JAPAN. (2024). *Nike's Selling Strategy and Future Prospects in Singapore: The Amazing Methods Behind Their Success*. ABITA LLC & MARKETING JAPAN. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-240910155443/>]

LBBOnline. (2025). *Adidas Southeast Asia Captures the Meditative Side of Sport*. LBBOnline. Accessed June 08, 2025. [<https://lbbonline.com/news/heckler-singapores-cody-amos-champions-our-cheerleaders-in-a-new-campaign-for-adidas>]

ABITA LLC&MARKETING JAPAN. (2024). *Adidas in Malaysia: Behind the Surprises and Secrets to Success*. ABITA LLC&MARKETING JAPAN. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-241209072411/>]

ABITA LLC&MARKETING JAPAN. (2024). *Adidas in Singapore: Attractions, Unique Partnerships, and Entertainment*. ABITA LLC&MARKETING JAPAN. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-241208140235/>]

adidas.com.hk. (2025). *New adiClub Membership Program Arrangements*. adidas.com.hk. Accessed June 08, 2025. [[https://www.adidas.com.hk/adiClub\\_new\\_arrangement](https://www.adidas.com.hk/adiClub_new_arrangement)]

SG.EverydayOnSales.com. (2025). *1-7 May 2025: adidas Singapore, Exclusive 30% Off Deals for Members and Shoppers: adiClub Days Sale*. SG.EverydayOnSales.com. Accessed June 08, 2025. [<https://g.everydayonsales.com/1-7-may-2025-adidas-singapore-exclusive-30-off-deals-for-members-and-shoppers-adiclub-days-sale/>]

adidas Group. (2021). *adidas presents growth strategy 'Own the Game' until 2025*. adidas Group. Accessed June 08, 2025. [<https://www.adidas-group.com/en/media/press-releases/adidas-presents-growth-strategy-own-the-game-until-2025>]

Wikipedia. (2025). *2025 in Philippine sports*. Wikipedia. Accessed June 08, 2025. [[https://en.wikipedia.org/wiki/2025\\_in\\_Philippine\\_sports](https://en.wikipedia.org/wiki/2025_in_Philippine_sports)]

LBBOnline. (2025). *Adidas Southeast Asia Captures the Meditative Side of Sport*. LBBOnline. Accessed June 08, 2025. [<https://lbbonline.com/news/heckler-singapores-cody-amos-champions-our-cheerleaders-in-a-new-campaign-for-adidas>]

Design Scene. (2025). *The Original: Adidas Originals Spring Summer 2025 Collection*. Design Scene. Accessed June 08, 2025. [<https://www.designscene.net/2025/03/adidas-originals-ss25.html>]

Adidas News. (2025). *Adidas and Kaf By Kaf unveil SS25 Global Sportswear Collection during Sportswear Brand's First Regional Runway Show*. Adidas News. Accessed June 08, 2025. [<https://news.adidas.com/partnerships/adidas-and-kaf-by-kaf-unveil-ss25-global-sportswear-collection-during-sportswear-brand-s-first-regio/s/cc92ba94-8f8c-41f2-82e7-83d64e838f58>]

ABITA LLC & MARKETING JAPAN. (2024). *Adidas AG in Singapore - A story of innovation and success*. 1xmarketing.com. Accessed June 08, 2025. [<https://1xmarketing.com/news/en/world-marketing-diary-241208135754/>]

Adidas Group. (2021). *Adidas presents growth strategy 'Own the Game' until 2025*. adidas-group.com. Accessed June 08, 2025. [https://www.adidas-group.com/en/media/press-releases/adidas-presents-growth-strategy-own-the-game-until-2025]

RightMetric. (2021). *Tripling Brand Membership Members from +150M to +500M by 2025*. rightmetric.co. Accessed June 08, 2025. [https://rightmetric.co/insight-library/pro-members-tripling-brand-membership-members-from-150m-to-500m-by-2025]

Reuters. (2025). *Adidas holds back on profit upgrade due to tariff uncertainty*. Reuters. Accessed June 08, 2025. [https://www.reuters.com/world/europe/adidas-warns-higher-costs-us-tariffs-confirms-outlook-2025-04-29/]

Adidas News. (2023). *Adidas Invites Global Sporting Community to Move For The Planet by Turning Activity into Action*. Adidas News. Accessed June 08, 2025. [https://news.adidas.com/planet/adidas-invites-global-sporting-community-to-move-for-the-planet-by-turning-activity-into-action/s/6374707d-ef20-4e2a-b811-5faa606d3e5f]

Adidas Group. (2025). *Behind the 2025 Brand Campaign: We All Need Someone to Make Us Believe You Got This*. Adidas Group. Accessed June 08, 2025. [https://www.adidas-group.com/en/magazine/behind-the-scenes/behind-the-2025-brand-campaign-we-all-need-someone-to-make-us-believe-you-got-this]

Wikipedia. (2025). *2025 in Philippine sports*. Wikipedia. Accessed June 08, 2025. [https://en.wikipedia.org/wiki/2025\_in\_Philippine\_sports]

LBBOnline. (2025). *Adidas Southeast Asia Captures the Meditative Side of Sport*. LBBOnline. Accessed June 08, 2025. [https://lbbonline.com/news/heckler-singapores-cody-amos-champions-our-cheerleaders-in-a-new-campaign-for-adidas]

tmsw. (2025). *Peach season arrives early at adidas in latest campaign by tms*. tmsw. Accessed June 08, 2025. [https://www.tmsw.com/trending/peach-season-arrives-early-at-adidas-in-latest-campaign-by-tms/]

Sociapa News. (2025). *Adidas Originals SS25: Celebrating Individuality in Bold, Fresh Style*. Sociapa News. Accessed June 08, 2025. [https://ociapanews.com/adidas-originals-ss25-celebrating-individuality-in-bold-fresh-style]

Hypebeast. (2025). *Zalando x adidas Originals SS25 Campaign*. Hypebeast. Accessed June 08, 2025. [<https://ypebeast.com/2025/2/zalando-adidas-originals-ss25-campaign-release-info>]

Nike, Inc.. (2025). *Nike Adds London Race to 2025 After Dark Tour*. Nike News. Accessed June 08, 2025. [<https://about.nike.com/en/newsroom/releases/nike-2025-after-dark-tour-womens-race-series>]

Performance Marketing World. (2025). *Nike launches its first-ever free brand app in Southeast Asia*. Performance Marketing World. Accessed June 08, 2025. [<https://www.performancemarketingworld.com/article/1740000/performance-marketing-world-week-nikes-new-app-pepsis-latest-data-tool>]

ASEAN United FC. (2024). *Adidas and the ASEAN Football Federation (AFF) Announce Partnership Under ASEAN United FC*. ASEAN United FC. Accessed June 08, 2025. [<https://aseanutdfc.com/asean-united-fc/2024/news/adidas-and-the-asean-football-federation-announce-partnership>]

SNKRDUNK Magazine. (2025). *Adidas Reopens at Marina Bay Sands: Discover Premium Sportswear & Exclusive Collaborations*. SNKRDUNK Magazine. Accessed June 08, 2025. [<https://nkrdunk.com/en/magazine/2025/03/28/adidas-marina-bay-sands-singapore-store-reopen-april-2025/>]

Adidas News. (2025). *Adidas and Kaf By Kaf Unveil SS25 Global Sportswear Collection During Sportswear Brand's First Regional Runway Show*. Adidas News. Accessed June 08, 2025. [<https://news.adidas.com/partnerships/adidas-and-kaf-by-kaf-unveil-ss25-global-sportswear-collection-during-sportswear-brand-s-first-regio/s/cc92ba94-8f8c-41f2-82e7-83d64e838f58>]

SNKRDUNK Magazine. (2025). *Adidas Revisits Its Roots With 'The Original' Collection for SS25*. SNKRDUNK Magazine. Accessed June 08, 2025. [<https://nkrdunk.com/en/magazine/2025/03/14/adidas-the-original-ss25-superstar-samba-spezial-firebird/>]

LBBOnline. (2025). *Adidas Southeast Asia Captures the Meditative Side of Sport*. LBBOnline. Accessed June 08, 2025. [<https://lbbonline.com/news/heckler-singapores-cody-amos-champions-our-cheerleaders-in-a-new-campaign-for-adidas>]