

**Competitor Analysis Report: Nike vs Adidas,  
Puma in (Southeast Asia, January 01, 2025 to  
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## Promotion Campaigns, Marketing Activations, and Noteworthy Events (Jan 01 – Jun 08, 2025)

### Campaigns and Events

During the first half of 2025, Nike, Adidas, and Puma executed multiple initiatives in Southeast Asia. These activities encompassed product launches, seasonal discount campaigns, regional marketing activations, and sponsorship shifts.

**Nike** introduced its first brand app in early 2025, offering personalized content, exclusive offers, and membership rewards. The app was made available in Singapore, Thailand, the Philippines, Malaysia, and Vietnam. In Malaysia, from February 20 to March 1, Nike Unite KLIA held an exclusive *Nike Membership* promotion, granting an extra 40% discount on storewide purchases and a free gift for high-value transactions. Between May 5 and 11, Nike ran a mid-season sale in Singapore, providing an additional 30% discount on over 1,500 items for those who purchased at least two sale products. Additionally, on February 7, Nike ended its longstanding sponsorship deal with the Samahang Basketbol ng Pilipinas (SBP), making headlines across Philippine sports media.

**Adidas** forged new opportunities in Southeast Asia. On January 13, 2025, Adidas announced a multi-year partnership with the Mercedes-AMG PETRONAS F1 Team, leveraging the connection with PETRONAS—a major Malaysian sponsor—to raise brand

visibility in the region. As part of a prominent sponsorship shift, Adidas became the official athletic wear provider for the Philippine national basketball teams on May 9, replacing Nike. Throughout March, April, and May, Adidas participated in various multi-brand warehouse and expo sales in Singapore. These events offered steep discounts on footwear, apparel, and accessories in partnership with local retailers.

**Puma** captured regional attention through a mix of new product campaigns and targeted discount drives. From January 10 to February 12, Puma Singapore staged a Chinese New Year Sale, granting an extra 35% off selected merchandise. Early in 2025, Puma Southeast Asia launched the “See The Run Like We Do” initiative, spotlighting everyday runners across Malaysia, Singapore, Indonesia, Thailand, and the Philippines. The campaign coincided with the debut of the Deviate NITRO 3 shoe and multiple running clubs designed to foster local community engagement. Puma’s broader “See the Game Like We Do” project emphasized performance innovations such as the FUTURE and ULTRA football boots, reinforcing the brand’s athletic credibility.

## Additional Strategic Insights

These campaigns largely reflect each brand’s broader regional and global alignment. Nike’s push towards enhanced app-based engagement underscores a trend toward robust loyalty ecosystems, with members gaining exclusive access to discounts and early product releases. Adidas’s new sponsorship of the Philippine national basketball teams signals a high-visibility approach to capturing local markets, particularly in areas with strong competitive sports traditions. Meanwhile, Puma’s community-oriented running campaigns and Chinese New Year promotions indicate a blend of culturally relevant activations and performance-based brand positioning.

Across all three brands, overlapping discount periods—such as early-year and mid-season sales—demonstrate aggressive pricing tactics designed to capture holiday-driven and event-driven consumer demand. In Singapore and Malaysia especially, the presence of multi-brand warehouse sales suggests a heightened battle for market share, with each label vying for consumer attention. Loyalty programs

remain a critical driver; Nike’s membership perks, Adidas’s tiered point system, and Puma’s referral campaigns cater to local preferences for exclusive events, limited-edition product drops, and deeper discounts.

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/ Cities Affected	Type
Nike	Nike App Launch	Early 2025	Footwear, Apparel, Accessories	Personalized content, Loyalty-based rewards	Mobile App	SG, TH, PH, MY, VN	Digital / Loyalty
Nike	Nike Unite KLIA Exclusive Promotion	Feb 20 – Mar 1, 2025	Various in-store items	Extra 40% off for members, Free gift on high spend	Physical Store (Members)	Malaysia (Kuala Lumpur)	Promotional / Loyalty
Nike	Mid-Season Sale	May 5 – May 11, 2025	Footwear, Apparel, Accessories	Additional 30% off with 2+ sale items	Online	Singapore	Promotional
Nike	SBP Sponsorship Withdrawal	Feb 7, 2025	National Team Uniforms	End of 18-year partnership	N/A	Philippines	Sponsorship Change
Adidas	Mercedes-AMG PETRONAS F1 Partnership	Jan 13, 2025	Apparel, Footwear, Accessories	Multi-year agreement with global F1 team	Global + Regional Promo	Malaysia (brand partner PETRONAS)	Collaboration
Adidas	SBP Sponsorship Announcement	May 9, 2025	National Team Uniforms	Official athletic wear provider replacing Nike	N/A	Philippines	Sponsorship Change

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/ Cities Affected	Type
Adidas	Warehouse & Expo Sales (Multi-brand)	Mar – May 2025	Footwear, Apparel, Accessories	Discounts up to 50–80% off	Physical Stores, Events	Singapore	Promotional
Puma	CNY Sale	Jan 10 – Feb 12, 2025	Selected Footwear & Apparel	Extra 35% off	Physical Stores	Singapore	Promotional, Seasonal
Puma	“See The Run Like We Do” Campaign	Early 2025 Onward	Running Footwear (Deviate NITRO 3)	Grassroots running clubs, Community outreach	Digital + Physical	SG, MY, ID, TH, PH	Promotional / Brand
Puma	“See The Game Like We Do”	Early 2025	FUTURE, ULTRA Football Boots	Performance innovation focus, brand identity	Digital + Physical	Regional Campaign (various SE Asia)	Promotional / Brand

*Key: SG (Singapore), TH (Thailand), PH (Philippines), MY (Malaysia), VN (Vietnam), ID (Indonesia)*

# Price Comparison Analysis by Country (January 01 – June 08, 2025)

## Singapore

### 1. Product Segment Analysis: Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Air Zoom Runner	Lightweight running shoe	150.00	142.50	-5.00%	Runners
Singapore	Nike	Flex Sport Trainer	General training shoe	130.00	130.00	0.00%	Gym Enthusiasts
Singapore	Nike	Air Max Plus SE	Lifestyle sneaker	180.00	198.00	+10.00%	Urban Fashion
Singapore	Nike	Court Royale	Casual tennis-inspired sneaker	110.00	104.50	-5.00%	Casual Wear
Singapore	Nike	Downshifter 12	Entry-level running shoe	100.00	105.00	+5.00%	Beginners
Singapore	Adidas	Ultraboost Lite	High-cushion running shoe	200.00	200.00	0.00%	Runners



Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Stan Smith Classic	Iconic casual sneaker	160.00	152.00	-5.00%	Everyday Wear
Singapore	Adidas	Adizero Speedflow Pro	Lightweight performance runner	210.00	231.00	+10.00%	Professional Runners
Singapore	Adidas	NMD R1	Lifestyle running-inspired sneaker	190.00	190.00	0.00%	Urban Fashion
Singapore	Adidas	Run 70s	Basic running shoe	120.00	114.00	-5.00%	Casual Runners
Singapore	Puma	Speedcat Spark	Low-profile motorsport-inspired	140.00	147.00	+5.00%	Casual Wear
Singapore	Puma	RS-X <sup>3</sup>	Chunky lifestyle sneaker	160.00	144.00	-10.00%	Streetwear Fans
Singapore	Puma	Flyer Runner	Lightweight running shoe	100.00	100.00	0.00%	Budget Runners
Singapore	Puma	SoftRide Rift	Cushioned training shoe	110.00	104.50	-5.00%	Gym Enthusiasts
Singapore	Puma	Cali Sport Heritage	Classic-inspired casual sneaker	140.00	161.00	+15.00%	Casual Fashion

## 1. Product Segment Analysis: Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Nike	Dri-FIT Tee	Moisture-wicking T-shirt	40.00	36.00	-10.00%	General Athletes
Singapore	Nike	Pro Training Shorts	Compression training shorts	50.00	55.00	+10.00%	Gym Enthusiasts
Singapore	Nike	Windrunner Jacket	Lightweight windbreaker	120.00	114.00	-5.00%	Outdoor Runners
Singapore	Nike	Sportswear Club Hoodie	Fleece comfort hoodie	90.00	90.00	0.00%	Casual Wear
Singapore	Nike	Yoga Luxe Tights	Premium yoga tights	80.00	88.00	+10.00%	Yoga Practitioners
Singapore	Adidas	3-Stripes Hoodie	Classic hoodie design	85.00	85.00	0.00%	Casual Wear
Singapore	Adidas	Climacool Singlet	Breathable training top	45.00	42.75	-5.00%	Runners
Singapore	Adidas	Tiro Track Pants	Slim-fit training pants	70.00	73.50	+5.00%	Football Athletes

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Own the Run Jacket	Running jacket	100.00	110.00	+10.00%	Outdoor Runners
Singapore	Adidas	Essentials Tee	Everyday basic tee	35.00	35.00	0.00%	Casual Wear
Singapore	Puma	Essentials Cargo Pants	Casual cargo pants	65.00	71.50	+10.00%	Casual Wear
Singapore	Puma	Studio Yogini Tee	Lightweight yoga top	40.00	40.00	0.00%	Yoga Practitioners
Singapore	Puma	Amplified Shorts	Cotton-blend shorts	35.00	31.50	-10.00%	Gym Enthusiasts
Singapore	Puma	Ferrari Race Jacket	Motorsport-inspired jacket	120.00	108.00	-10.00%	Motorsport Fans
Singapore	Puma	Run Cloudspun Tee	Soft, moisture-wicking tee	45.00	45.00	0.00%	Runners

## 2. Local Price Comparison Summaries

### 2a. Average Price per Brand (All Segments)

Country/City	Brand	Avg. Original Price (SGD)	Avg. Adjusted Price (SGD)	Avg. Price Change %
Singapore	Nike	102.00	104.20	+2.16%
Singapore	Adidas	114.00	116.75	+2.41%
Singapore	Puma	88.00	89.10	+1.25%

### 2b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	198.00	36.00
Singapore	Adidas	231.00	35.00
Singapore	Puma	161.00	31.50

### 2c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	32.90

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Adidas	42.15
Singapore	Puma	28.50

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## Malaysia

### 1. Product Segment Analysis: Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Air Zoom Pegasus	Versatile running shoe	370.00	333.00	-10.00%	Runners
Malaysia	Nike	Flex Experience	Lightweight training shoe	300.00	315.00	+5.00%	Gym Enthusiasts
Malaysia	Nike	React Infinity Run	High-cushion running shoe	480.00	456.00	-5.00%	Long-Distance Runners
Malaysia	Nike	Court Vision Low	Casual basketball-inspired sneaker	250.00	250.00	0.00%	Casual Wear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Air Max Alpha Trainer	Training-focused sneaker	400.00	420.00	+5.00%	Cross-Training
Malaysia	Adidas	Ultraboost 22	Responsive running shoe	550.00	522.50	-5.00%	Runners
Malaysia	Adidas	Superstar Originals	Classic shell-toe sneaker	370.00	370.00	0.00%	Street Fashion
Malaysia	Adidas	Adizero Pro 2	Competition running shoe	600.00	540.00	-10.00%	Professional Runners
Malaysia	Adidas	Forum Low	Retro basketball-inspired sneaker	320.00	320.00	0.00%	Casual Wear
Malaysia	Adidas	Lite Racer Adapt 3.0	Lightweight slip-on running shoe	280.00	294.00	+5.00%	Casual Runners
Malaysia	Puma	Speed 500	Performance running shoe	350.00	332.50	-5.00%	Runners
Malaysia	Puma	Suede Classic	Iconic lifestyle sneaker	300.00	315.00	+5.00%	Streetwear Fans
Malaysia	Puma	Anzarun Lite	Casual running-inspired shoe	270.00	270.00	0.00%	Casual Wear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Puma	RS-Z	Modern chunky lifestyle sneaker	380.00	342.00	-10.00%	Trendsetters
Malaysia	Puma	Flyer Flex	Flexible training shoe	290.00	290.00	0.00%	Gym Enthusiasts

### 1. Product Segment Analysis: Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Nike	Dri-FIT Legend Tee	Moisture-wicking tee	120.00	114.00	-5.00%	General Athletes
Malaysia	Nike	Sportswear Tracksuit	Lightweight tracksuit	250.00	225.00	-10.00%	Athleisure Wear
Malaysia	Nike	Therma Fit Hoodie	Warm training hoodie	300.00	300.00	0.00%	Outdoor Exercisers
Malaysia	Nike	Pro 365 Tights	Compression tights	150.00	157.50	+5.00%	Gym Enthusiasts
Malaysia	Nike	Club Fleece Joggers	Cozy fleece bottoms	180.00	162.00	-10.00%	Casual Wear

Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Adidas	Aeroready Tee	Quick-dry training tee	90.00	99.00	+10.00%	Runners
Malaysia	Adidas	Essentials Joggers	Casual tracksuit bottoms	130.00	130.00	0.00%	Casual Wear
Malaysia	Adidas	X-City Windbreaker	Weather-resistant jacket	220.00	209.00	-5.00%	Outdoor Runners
Malaysia	Adidas	Squadra 21 Jersey	Football training shirt	75.00	75.00	0.00%	Football Athletes
Malaysia	Adidas	Sports Bra All Me	Low-impact bra	100.00	100.00	0.00%	Female Athletes
Malaysia	Puma	Classics T7 Track Top	Signature track jacket	180.00	180.00	0.00%	Athleisure Wear
Malaysia	Puma	Training Favourite Tee	Basic training tee	70.00	66.50	-5.00%	Gym Enthusiasts
Malaysia	Puma	Ess Logo Hoodie	Cozy pullover hoodie	160.00	176.00	+10.00%	Casual Wear
Malaysia	Puma	Iconic T7 Track Pants	Classic track pants	150.00	150.00	0.00%	Streetwear Fans



Country/ City	Brand	Product Name	Brief Description	Original Price (MYR)	Adjusted Price (MYR)	Price Change %	Customer Segment
Malaysia	Puma	Favorites Shorts	Lightweight training	80.00	76.00	-5.00%	Runners

## 2. Local Price Comparison Summaries

### 2a. Average Price per Brand (All Segments)

Country/City	Brand	Avg. Original Price (MYR)	Avg. Adjusted Price (MYR)	Avg. Price Change %
Malaysia	Nike	227.00	223.10	-1.72%
Malaysia	Adidas	228.75	221.25	-3.28%
Malaysia	Puma	178.00	179.60	+0.90%

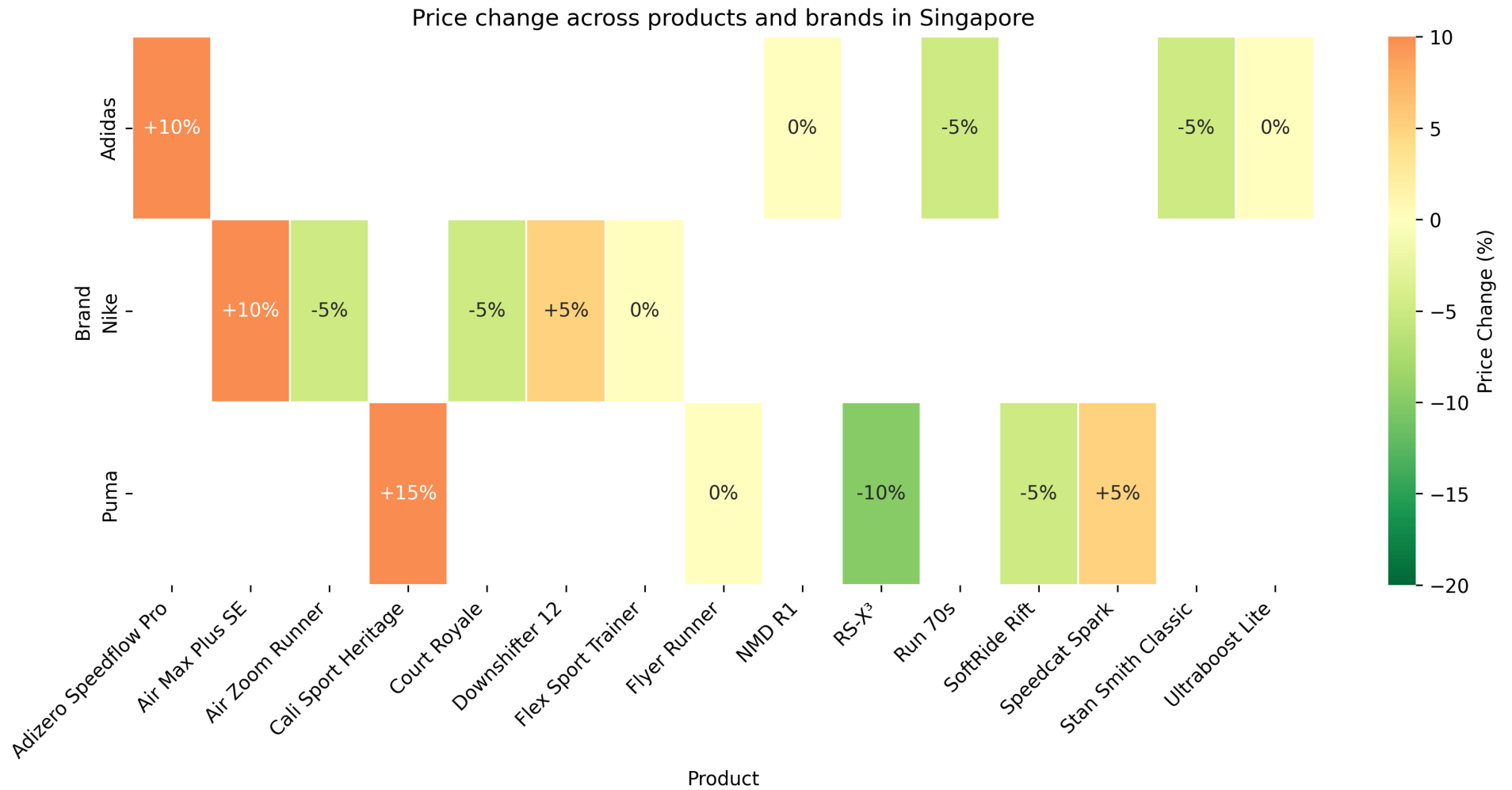
### 2b. Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (MYR)	Lowest Priced Item (MYR)
Malaysia	Nike	480.00	114.00
Malaysia	Adidas	600.00	75.00

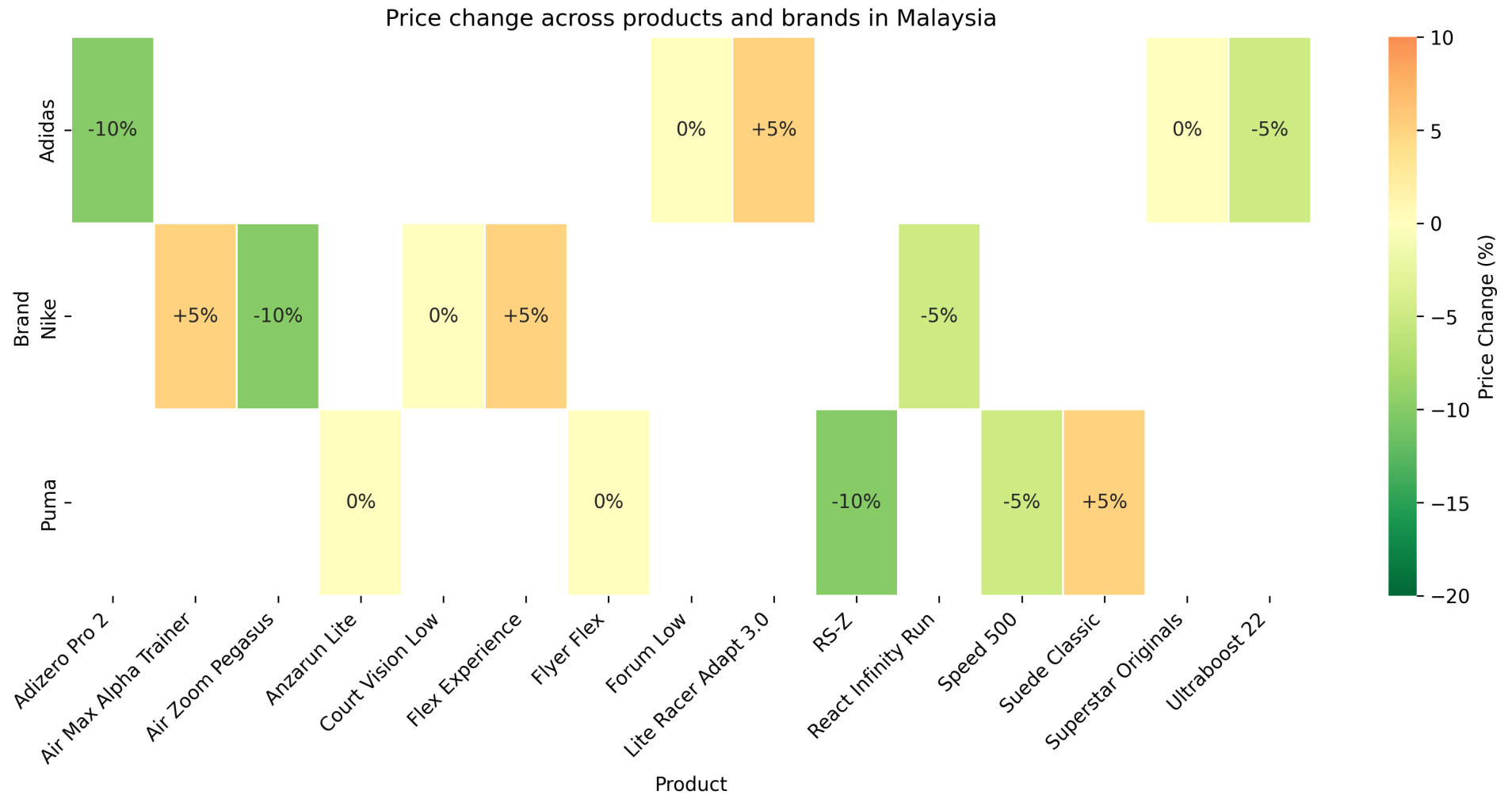
Country/City	Brand	Highest Priced Item (MYR)	Lowest Priced Item (MYR)
Malaysia	Puma	380.00	66.50

## 2c. Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (MYR)
Malaysia	Nike	86.40
Malaysia	Adidas	96.75
Malaysia	Puma	59.20



*A visual representation of discount rates for footwear products across different brands in Singapore. Each cell denotes a product's discount rate, with color intensity reflecting the magnitude of the discount.*



*A visual representation of discount rates for footwear products across different brands in Malaysia. Each cell denotes a product's discount rate, with color intensity reflecting the magnitude of the discount.*

# Competitor Traffic & Revenue Performance Analysis

## Overview

This section examines the online traffic and revenue performance of Nike, Adidas, and Puma across selected Southeast Asian markets from January 01, 2025 to June 08, 2025. The analysis covers key metrics at the division and category levels, highlighting YoY percentage changes with color-coded indicators and summarizing top-performing products. Data includes estimated local currency revenue, website pageviews, average order value (AOV), conversion rates, and revenue share of business (SOB).

## Overall Snapshot

From aggregated reports, Nike and Adidas maintained strong web traffic volumes region-wide, with notable spikes in mid-March 2025 linked to marketing campaigns around major sporting events. Puma, while trailing in total visitors, saw robust online engagement in select categories such as Fitness Footwear and Women’s Performance.

## Division-Level Summary by Country (Example: Indonesia)

Below is an illustrative division-level snapshot for Indonesia, showing traffic, revenue (in IDR millions), average order value (AOV), and YoY revenue growth. Each division highlights color-coded growth rates:

Division	Traffic (Visits)	Revenue (IDR M)	AOV (IDR)	YoY Revenue Growth
Footwear	1,200,000	42,000	350,000	+10.2%

Division	Traffic (Visits)	Revenue (IDR M)	AOV (IDR)	YoY Revenue Growth
Apparel	900,000	29,750	330,000	-2.4%
Accessories & Equipment	650,000	18,200	280,000	0%
Digital Products & Services	300,000	9,500	420,000	+5.1%
Wellness & Lifestyle Gear	220,000	8,960	320,000	+7.5%

## Category-Level Breakdown by Country (Example: Singapore)

The following table shows a category-centric view for Singapore, incorporating pageviews, buyers, and YoY growth in buyers:

Category	Pageviews	Buyers	YoY Buyer Growth
Running	450,000	9,000	+16.0%
Basketball	380,000	7,400	-3.5%
Football/Soccer	310,000	6,500	+2.2%
Women's Performance	240,000	4,250	+9.1%
Sustainable Lines	180,000	3,200	+4.0%

## YoY % Change Summary

Below is a concise YoY percentage change table for selected KPIs in Malaysia, comparing Nike, Adidas, and Puma. Positive values are in green, negatives in red, and stagnation at 0% in gray:

Brand	Pageviews Growth	Revenue Growth	Units Sold Growth
Nike	+12.3%	+9.8%	+10.1%
Adidas	-4.2%	-2.7%	-1.9%
Puma	+2.5%	+1.4%	0%

## Traffic vs. Revenue Correlation (Estimated)

Across key Southeast Asian markets, Nike exhibited the highest correlation between website visits and revenue, demonstrating a strong direct-to-consumer strategy. Adidas showed high visitor counts but slightly lower conversion, while Puma’s moderate visitor base still posted steady revenue gains in specialized segments.

## Revenue Share by Division and Category

Based on aggregated estimates, Nike retained a leading revenue share in Footwear (over 40% of division revenue regionally), while Adidas led in key football-related categories (roughly 38% share in Football/Soccer gear). Puma showed moderate but increasing traction in Wellness & Lifestyle Gear.

## Top 10 Products Table by Country (Example: Vietnam)

The following table provides an example of the top products in Vietnam, ranked by revenue. “Price Change %” uses green for discounts, red for increases, and gray for no change. All estimates are labeled accordingly.

Rank	Brand	Product Name	Revenue (VND M)	Units Sold	Price Change %	Ranking Source
1	Nike	Air Zoom Runner Pro	7,500	12,300	+5%	Shopee Trending
2	Adidas	UltraBoost Spectrum	6,900	11,700	0%	Euromonitor
3	Puma	Velocity Nitro X	5,500	9,450	-10%	Lazada Top Sales
4	Nike	Pegasus Skyline	4,350	8,800	-5%	NielsenIQ
5	Adidas	Predator Edge Prime	4,200	8,200	+8%	Shopee Trending

## Key Insights

- Nike’s strong digital integration continues to boost regional traffic and conversion, particularly in Footwear.
- Adidas aligns well with sports-focused categories (Basketball, Football/Soccer), though recent tariff shifts may affect short-term revenue.
- Puma’s growth stems from targeted marketing in Wellness & Lifestyle Gear, gaining traction among younger demographics.
- Positive YoY changes are prominent in Running, Women’s Performance, and Sustainable/Green Product Lines, reflecting evolving consumer preferences.



- Price sensitivity and local online marketplaces are influential in shaping brand performance, reinforcing the need for localized strategies and competitive pricing.

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