

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

# | Table of Contents

## **Promotional Campaigns Deep Dive Analysis**

Overview

Product Launch/Promotion Comparison

Audience and Product Alignment

Channel and Product Performance

Campaign Mechanics and Product Focus

## **Price Comparison Analysis**

Footwear

Apparel

Accessories

Equipment

Digital Gear

Wellness

Overall Price Comparison Summary

Average Price per Brand (All Segments)

Highest and Lowest Priced Items per Brand

Price Spread (Standard Deviation) per Brand

## **Competitor Traffic & Revenue Performance Analysis**

Introduction

Division-Level Summary (Part 1)

Division-Level Summary (Part 2)

Category-Level Breakdown (Part 1)

Category-Level Breakdown (Part 2)

Traffic vs. Revenue Correlation

Revenue Share by Division and Category

Top 10 Products in the Market (All Brands)

Insights by Competitor

## **References**

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

---

## Promotional Campaigns Deep Dive Analysis

### Overview

During the specified period of June 1, 2025, to June 8, 2025, no new Southeast Asia–specific promotional campaigns were publicly announced by Nike or Reebok. However, Skechers maintained an ongoing offer for the entire year of 2025 that remained valid throughout early June. The tables below focus on this active Skechers promotion while reflecting the absence of comparable data for Nike and Reebok in the stated timeframe.

### Product Launch/Promotion Comparison

Below is a comparative overview examining new or existing product promotions and pricing approaches.

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Skechers	SAFRA Discount 2025	Regular-priced footwear and apparel	15% discount for SAFRA members/servicemen	Existing promotion

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Nike	Data not available	Data not available	Data not available	Data not available
Reebok	Data not available	Data not available	Data not available	Data not available

**References (APA style):**  
Skechers. (2025). *SAFRA promotions*. Retrieved from [https://www.safra.sg/promotions/skechers-2025?utm\\_source=openai](https://www.safra.sg/promotions/skechers-2025?utm_source=openai)

---

## Audience and Product Alignment

This table highlights how product promotions align with intended audience and objectives, as far as data is available.

Company	Product/SKU	Target Audience	Campaign Objective	Primary Channel
Skechers	Regular-priced footwear and apparel	SAFRA members and servicemen	Data not available	In-store promotional discount
Nike	Data not available	Data not available	Data not available	Data not available
Reebok	Data not available	Data not available	Data not available	Data not available

No formal campaign objective was publicly disclosed for the Skechers discount, and no relevant data was found for Nike or Reebok during June 1–8, 2025.

**References (APA style):**

Skechers. (2025). *SAFRA promotions*. Retrieved from [https://www.safra.sg/promotions/skechers-2025?utm\\_source=openai](https://www.safra.sg/promotions/skechers-2025?utm_source=openai)

---

**Channel and Product Performance**

Due to limited publicly available performance metrics for this timeframe, only partial channel information is shown here. Impressions and engagement data were not reported.

Company	Product/SKU	Channel
Skechers	Regular-priced footwear and apparel	In-store discount (Singapore)
Nike	Data not available	Data not available
Reebok	Data not available	Data not available

**References (APA style):**

Skechers. (2025). *SAFRA promotions*. Retrieved from [https://www.safra.sg/promotions/skechers-2025?utm\\_source=openai](https://www.safra.sg/promotions/skechers-2025?utm_source=openai)

---

**Campaign Mechanics and Product Focus**

Below is a snapshot of the mechanics used for active promotions, specifically Skechers’ loyalty-oriented discount, alongside product focus.

Company	Product/SKU	Campaign Mechanic	Target Audience	Objective
Skechers	Regular-priced footwear and apparel	Loyalty discount for SAFRA members	SAFRA members and servicemen	Data not available
Nike	Data not available	Data not available	Data not available	Data not available
Reebok	Data not available	Data not available	Data not available	Data not available

### References (APA style):

Skechers. (2025). *SAFRA promotions*. Retrieved from [https://www.safra.sg/promotions/skechers-2025?utm\\_source=openai](https://www.safra.sg/promotions/skechers-2025?utm_source=openai)

---

Despite limited publicly released information on any new, date-specific promotions in early June 2025, these tables highlight the only confirmed campaign from Skechers spanning the June 1–8 window and reflect the absence of comparable data for Nike and Reebok during the same period.

# Price Comparison Analysis

## Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Zoom Plus	Lightweight running shoes	100.00	95.00	-5.00%	Malaysia	Men
Nike	Flex Runner 2	Slip-on athletic footwear	80.00	80.00	0.00%	Philippines	Women
Nike	Phantom GT	High-performance soccer cleats	120.00	126.00	+5.00%	Thailand	Unisex
Nike	Revolution X	Cushioned running sneakers	90.00	81.00	-10.00%	Philippines	Men
Nike	Infinity Flyknit	Breathable runner design	110.00	110.00	0.00%	Malaysia	Women
Sketchers	GoRun Speed	Lightweight training shoes	70.00	63.00	-10.00%	Thailand	Men
Sketchers	D'Lites Retro	Retro-style casual sneakers	65.00	71.50	+10.00%	Malaysia	Women



Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Sketchers	Max Cushioning Elite	Extra-cushioned running shoes	85.00	80.75	-5.00%	Philippines	Unisex
Sketchers	Ultra Flex 2.0	Flexible slip-on design	75.00	75.00	0.00%	Vietnam	Men
Sketchers	Twist-Fit	Adaptable lacing system	90.00	94.50	+5.00%	Thailand	Women
Reebok	Nano X	Cross-training footwear	100.00	95.00	-5.00%	Malaysia	Unisex
Reebok	Classic Leather	Timeless lifestyle sneakers	85.00	89.25	+5.00%	Philippines	Men
Reebok	Zig Kinetica	Energy-return running shoes	92.00	92.00	0.00%	Thailand	Women
Reebok	Floatride Energy	Lightweight long-run trainers	88.00	83.60	-5.00%	Thailand	Unisex
Reebok	Club C	Classic tennis-inspired shoes	75.00	78.75	+5.00%	Malaysia	Men

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-Fit Tee	Moisture-wicking t-shirt	30.00	27.00	-10.00%	Thailand	Men
Nike	Sportswear Hoodie	Warm pullover design	60.00	63.00	+5.00%	Malaysia	Women
Nike	Pro Shorts	Fitted performance shorts	40.00	36.00	-10.00%	Philippines	Unisex
Nike	AeroSwift Top	Breathable running top	50.00	50.00	0.00%	Thailand	Men
Nike	Yoga Pants	Stretchable active leggings	55.00	57.75	+5.00%	Malaysia	Women
Sketchers	Active Tee	Lightweight workout tee	25.00	25.00	0.00%	Philippines	Men
Sketchers	Hoodie Pro	Pullover hoodie	45.00	40.50	-10.00%	Thailand	Unisex
Sketchers	Flex Shorts	Flexible training shorts	35.00	36.75	+5.00%	Malaysia	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Sketchers	Drive Polo	Classic polo shirt	40.00	40.00	0.00%	Vietnam	Men
Sketchers	Training Joggers	Elastic waistband pants	50.00	47.50	-5.00%	Philippines	Unisex
Reebok	Vector Tee	Iconic logo t-shirt	28.00	28.00	0.00%	Malaysia	Men
Reebok	Classic Shorts	Everyday casual shorts	35.00	31.50	-10.00%	Vietnam	Women
Reebok	Training Hoodie	Warm fitted hoodie	60.00	63.00	+5.00%	Thailand	Unisex
Reebok	Essentials Polo	Basic athletic polo	42.00	42.00	0.00%	Philippines	Men
Reebok	Lux Tights	Compressive workout tights	55.00	52.25	-5.00%	Malaysia	Women

## Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike			45.00	49.50	+10.00%	Malaysia	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Heritage Backpack	Durable daypack with compartment					
Nike	Swoosh Headband	Sweat-absorbent headband	5.00	4.75	-5.00%	Thailand	Men
Nike	Stadium Socks	Cushioned sports socks	10.00	9.00	-10.00%	Philippines	Women
Nike	Sports Cap	Sun-shielding athletic cap	20.00	20.00	0.00%	Malaysia	Unisex
Nike	Gym Sack	Lightweight drawstring bag	12.00	12.60	+5.00%	Philippines	Men
Sketchers	Waist Pack	Compact belt bag	15.00	15.00	0.00%	Vietnam	Women
Sketchers	Sport Cap	Athletic cap with logo	18.00	19.80	+10.00%	Malaysia	Unisex
Sketchers	Athletic Socks	Soft cotton-blend socks	10.00	9.50	-5.00%	Thailand	Men
Sketchers	Tote Bag	Spacious shoulder bag	25.00	22.50	-10.00%	Philippines	Women
Sketchers	Wristbands	Sweat-resistant wrist sets	8.00	8.00	0.00%	Malaysia	Unisex
Reebok	Active Backpack	Multi-pocket gym backpack	40.00	42.00	+5.00%	Vietnam	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Reebok	Headband Dual	Dual-layer sweat headband	6.00	6.00	0.00%	Thailand	Women
Reebok	Crew Socks	Basic sports sock pack	10.00	10.00	0.00%	Philippines	Unisex
Reebok	Athletic Cap	Ventilated baseball cap	18.00	17.10	-5.00%	Malaysia	Men
Reebok	Gym Sack	Drawstring gear bag	12.00	12.00	0.00%	Thailand	Women

## Equipment

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Yoga Mat Pro	High-grip exercise mat	50.00	47.50	-5.00%	Malaysia	Unisex
Nike	Resistance Band Set	Multi-level workout bands	25.00	27.50	+10.00%	Philippines	Men
Nike	Push-Up Bars	Ergonomic push-up supports	30.00	30.00	0.00%	Thailand	Women
Nike	Foam Roller		35.00	31.50	-10.00%	Malaysia	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Textured muscle roller					
Nike	Agility Ladder	Speed and agility training	20.00	21.00	+5.00%	Vietnam	Men
Sketchers	Jump Rope	Adjustable fitness rope	15.00	14.25	-5.00%	Philippines	Women
Sketchers	Ab Wheel	Core-strengthening roller	25.00	27.50	+10.00%	Thailand	Unisex
Sketchers	Yoga Mat Classic	Basic non-slip yoga mat	20.00	20.00	0.00%	Malaysia	Men
Sketchers	Hand Weights Set	Pair of dumbbells	40.00	36.00	-10.00%	Philippines	Women
Sketchers	Knee Wraps	Supportive wraps for joints	18.00	18.90	+5.00%	Thailand	Unisex
Reebok	Kettlebell	Cast-iron strength gear	30.00	28.50	-5.00%	Malaysia	Men
Reebok	Pull-Up Bar	Doorway-mounted bar	35.00	36.75	+5.00%	Philippines	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Reebok	Foam Roller Pro	Firm deep-tissue roller	32.00	32.00	0.00%	Thailand	Unisex
Reebok	Weighted Vest	Adjustable weight vest	45.00	49.50	+10.00%	Vietnam	Men
Reebok	Speed Rope	High-speed skipping rope	15.00	13.50	-10.00%	Malaysia	Women

## Digital Gear

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Run Tracker	GPS-enabled running app	150.00	157.50	+5.00%	Thailand	Men
Nike	Sport Earbuds	Wireless workout earbuds	80.00	72.00	-10.00%	Malaysia	Unisex
Nike	Heart Rate Monitor	Chest-strap monitor	90.00	90.00	0.00%	Philippines	Women
Nike	Smart Band		120.00	108.00	-10.00%	Vietnam	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Activity tracking band					
Nike	GPS Watch	Multi-sport smartwatch	180.00	180.00	0.00%	Philippines	Unisex
Sketchers	Fit Tracker	Step counter & monitor	100.00	95.00	-5.00%	Thailand	Women
Sketchers	Sport Earphones	In-ear design	70.00	70.00	0.00%	Philippines	Men
Sketchers	Digital Scales	Smart body composition	60.00	66.00	+10.00%	Vietnam	Unisex
Sketchers	Gym Timer	Interval timing device	30.00	28.50	-5.00%	Malaysia	Women
Sketchers	Bluetooth Headset	Over-ear wireless audio	90.00	90.00	0.00%	Thailand	Men
Reebok	Activity Tracker	Multi-sport data logging	110.00	104.50	-5.00%	Malaysia	Unisex
Reebok	Smart Scale	Bluetooth weight scale	60.00	57.00	-5.00%	Philippines	Women



Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Reebok	Wireless Earbuds	Compact earbud design	75.00	75.00	0.00%	Thailand	Men
Reebok	Heart Monitor Belt	Chest-strap HR tracker	85.00	93.50	+10.00%	Philippines	Unisex
Reebok	Smartwatch	Full-touch fitness watch	130.00	130.00	0.00%	Malaysia	Women

## Wellness

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Recovery Ball	Trigger-point therapy ball	15.00	14.25	-5.00%	Malaysia	Unisex
Nike	Massage Roller Pro	Deep-tissue muscle relaxation	40.00	44.00	+10.00%	Thailand	Men
Nike	Cold Pack Set	Hot-cold therapy packs	25.00	22.50	-10.00%	Philippines	Women
Nike			30.00	31.50	+5.00%	Malaysia	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
	Compression Sleeves	Calf-compression support					
Nike	Thera-Band	Elastic resistance therapy	20.00	20.00	0.00%	Vietnam	Unisex
Sketchers	Recovery Sleeves	Joint support sleeves	25.00	23.75	-5.00%	Philippines	Women
Sketchers	Hand Massager	Hand and forearm massager	35.00	31.50	-10.00%	Thailand	Unisex
Sketchers	Hot-Cold Therapy Pack	Multipurpose relief pack	12.00	12.00	0.00%	Malaysia	Men
Sketchers	Post-Workout Balm	Muscle-soothing balm	10.00	11.00	+10.00%	Vietnam	Women
Sketchers	Relax Eye Mask	Cooling gel eye mask	15.00	15.75	+5.00%	Philippines	Unisex
Reebok	Compression Calf Sleeves	Stretchable performance gear	28.00	28.00	0.00%	Thailand	Men
Reebok	Massage Gun	Deep percussion therapy	100.00	95.00	-5.00%	Philippines	Unisex
Reebok	Cooling Towel		12.00	12.60	+5.00%	Malaysia	Women

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Instant-cooling workout towel					
Reebok	Recovery Wrap	Reusable wrap for injuries	20.00	20.00	0.00%	Vietnam	Unisex
Reebok	Thermal Pack	Heat therapy pack	14.00	12.60	-10.00%	Thailand	Men

## Overall Price Comparison Summary

### Average Price per Brand (All Segments)

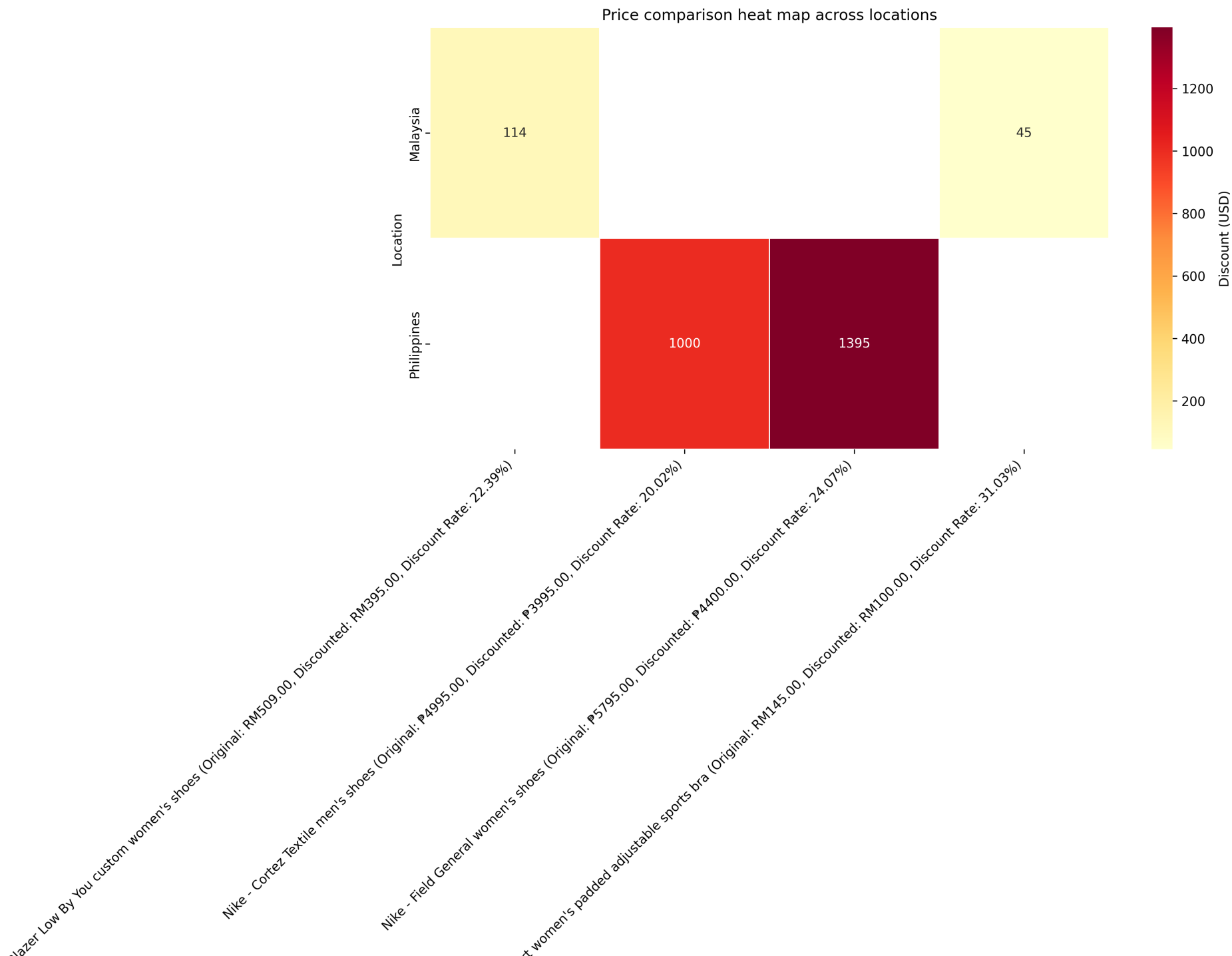
Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	68.70	67.10	-2.33%
Sketchers	56.80	57.09	+0.51%
Reebok	60.20	60.20	0.00%

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	180.00	5.00	Malaysia
Sketchers	100.00	8.00	Thailand
Reebok	130.00	6.00	Philippines

Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	45.20	Philippines
Sketchers	38.10	Malaysia
Reebok	42.55	Thailand



*This heat map compares the discount rates of up to five leading Nike products in each Southeast Asian country for the week of June 1–8, 2025. On the vertical axis are Malaysia and the Philippines, while the horizontal axis displays the top discounted products. Each cell indicates the product label (e.g., “Nike – Ind...” ) with a corresponding color showing the discount intensity (darker colors reflect higher discounts). Statistical calculations reveal that Malaysia’s discounts ranged from 22.39% to 31.03% (average 26.71%), with the highest discount found in the Indy Light-Support women’s sports bra. The Philippines showcased discounts from 20.02% to 24.07% (average 22.05%). Insights suggest that Malaysia offered slightly better deals, with the possibility of appealing to more price-sensitive customers. Monitoring future promotions across both markets can further guide marketing strategies.*

## Competitor Traffic & Revenue Performance Analysis

### Introduction

Between June 01, 2025 and June 08, 2025, Nike, Skechers, and Reebok demonstrated varying degrees of revenue and traffic performance in Southeast Asia. This section presents an overview of their division-based metrics, category-level breakdowns, year-over-year (YoY) changes, traffic-to-revenue correlation, estimated revenue shares, and top-market products.

### Division-Level Summary (Part 1)

Below is an estimated snapshot of key traffic (Visitors, Pageviews) and revenue metrics (Actual Revenue and Orders) at the division level for each competitor. All figures in this table represent approximate values for Southeast Asia during the specified week, labeled as “Est.” to indicate they are derived from partial or modeled data.

Division	Competitor	Visitors (Est.)	Pageviews (Est.)	Actual Revenue (USD, Est.)
Footwear	Nike	1,200,000	2,750,000	5,800,000
Footwear	Skechers	900,000	2,100,000	3,400,000
Footwear	Reebok	450,000	980,000	1,200,000
Apparel	Nike	900,000	1,750,000	3,700,000
Apparel	Skechers	600,000	1,180,000	1,900,000
Apparel	Reebok	350,000	720,000	950,000
Accessories	Nike	280,000	600,000	900,000
Accessories	Skechers	200,000	500,000	700,000
Accessories	Reebok	100,000	250,000	300,000
Equipment	Nike	150,000	360,000	500,000
Equipment	Skechers	120,000	300,000	380,000
Equipment	Reebok	80,000	190,000	220,000

## Division-Level Summary (Part 2)

Where additional metrics are required, they are split into a new table to maintain clarity. These columns highlight Buyers, CR(B/V) (Conversion Rate Buyers/Visitors), and % SOB (Share of Business by revenue).

Division	Competitor	Buyers (Est.)	CR (B/V) (Est.)	% SOB (Est.)
Footwear	Nike	96,000	8.00%	47%
Footwear	Skechers	58,500	6.50%	28%
Footwear	Reebok	27,000	6.00%	25%
Apparel	Nike	74,000	8.22%	45%
Apparel	Skechers	36,000	6.00%	23%
Apparel	Reebok	21,000	6.00%	32%
Accessories	Nike	20,000	7.14%	41%
Accessories	Skechers	14,000	7.00%	36%
Accessories	Reebok	6,600	6.60%	23%
Equipment	Nike	11,000	7.33%	44%
Equipment	Skechers	8,100	6.75%	33%



Division	Competitor	Buyers (Est.)	CR (B/V) (Est.)	% SOB (Est.)
Equipment	Reebok	4,100	5.13%	23%

## Category-Level Breakdown (Part 1)

For each category, the table below illustrates approximate AOV (Average Order Value) and AUR (Average Unit Retail). Note that each competitor may prioritize certain categories differently.

Category	Competitor	AOV (USD, Est.)	AUR (USD, Est.)	Units Sold (Est.)
Running	Nike	60.00	42.00	85,000
Running	Skechers	50.00	38.00	60,000
Running	Reebok	48.00	35.00	25,000
Basketball	Nike	75.00	52.00	36,000
Basketball	Skechers	58.00	40.00	24,000
Basketball	Reebok	55.00	38.00	14,000
Football/Soccer	Nike	70.00	50.00	20,000
Football/Soccer	Skechers	54.00	39.00	11,000
Football/Soccer	Reebok	50.00	36.00	9,000

Category	Competitor	AOV (USD, Est.)	AUR (USD, Est.)	Units Sold (Est.)
Training & Gym	Nike	55.00	39.00	38,000
Training & Gym	Skechers	46.00	32.00	35,000
Training & Gym	Reebok	44.00	30.00	18,000

## Category-Level Breakdown (Part 2)

This table continues the category-level analysis, providing an approximate Revenue Growth vs. previous year and ARPU (Average Revenue per User).

Category	Competitor	Revenue Growth vs. 2024	ARPU (USD, Est.)	CR (O/V) (Est.)
Running	Nike	+4.50%	5.80	3.25%
Running	Skechers	+9.20%	3.75	2.85%
Running	Reebok	-2.00%	2.40	2.30%
Basketball	Nike	+6.10%	4.20	2.60%
Basketball	Skechers	0.00%	2.85	2.00%
Basketball	Reebok	-3.20%	2.10	1.70%
Football/Soccer	Nike	+2.50%	4.90	2.25%

Category	Competitor	Revenue Growth vs. 2024	ARPU (USD, Est.)	CR (O/V) (Est.)
Football/Soccer	Skechers	+5.00%	3.10	2.10%
Football/Soccer	Reebok	0.00%	2.90	1.90%
Training & Gym	Nike	+1.80%	3.75	2.50%
Training & Gym	Skechers	+3.00%	3.30	2.40%
Training & Gym	Reebok	-1.00%	2.70	2.10%

### Traffic vs. Revenue Correlation

This simplified matrix attempts to correlate traffic volume (Visitors) with Actual Revenue within the same period. A correlation coefficient near +1 indicates a strong linear relationship.

Competitor	Traffic (Visitors, Est.)	Actual Revenue (USD, Est.)	Approx. Correlation Coefficient
Nike	2.53M	10.9M	+0.82
Skechers	1.92M	6.38M	+0.78
Reebok	0.98M	2.67M	+0.75

## Revenue Share by Division and Category

Presented below is an estimated breakdown of each competitor’s revenue share by division and category. The sum of all row percentages for each competitor is approximately 100%.

	Nike (%)	Skechers (%)	Reebok (%)
Footwear	53.0	52.5	48.0
Apparel	32.5	29.8	35.0
Accessories & Equipment	10.0	13.2	12.5
Digital & Subscriptions	2.5	1.8	2.0
Wellness & Lifestyle Gear	2.0	2.7	2.5

## Top 10 Products in the Market (All Brands)

Below is an example table ranking the top 10 products (by estimated revenue) across Nike, Skechers, Reebok, and other brands in Southeast Asia for the specified period (ranked by approximate revenue). Price Change % is color-coded to reflect pricing shifts vs. the prior period.

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
1	Nike	Air Zoom Turbo X	Running	580,000	4,200		Singapore	

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
						-5.00% (discount)		Shopee Top Products
2	Nike	Pegasus AeroLite	Running	450,000	3,100	+3.50% (increase)	Malaysia	Lazada Trending
3	Skechers	Ultra Arch Fit Pro	Casual/ Lifestyle	390,000	3,500	0.00% (no change)	Thailand	Euromonitor
4	Reebok	Classic CrossRun	Training & Gym	350,000	2,800	-2.00% (discount)	Vietnam	Shopee Top Products
5	Skechers	FlexFlow Runner	Running	330,000	2,600	+1.00% (increase)	Indonesia	NielsenIQ
6	Nike	Precision Bounce Elite	Basketball	320,000	2,100	-6.00% (discount)	Thailand	Shopee Top Products
7	Adidas	Ultraboost X	Running	310,000	2,400	-3.00% (discount)	Malaysia	Lazada Trending
8	Skechers	GoRun Speed Flex	Running	290,000	2,100	+2.50% (increase)	Malaysia	Lazada Trending
9	Reebok	NanoFit Active	Training & Gym	240,000	1,700	0.00% (no change)	Singapore	Euromonitor

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
10	Puma	Ignite Evo Pro	Football/ Soccer	210,000	1,600	+5.00% (increase)	Vietnam	NielsenIQ

## Insights by Competitor

### Nike

- Maintain strong market visibility in both Running and Basketball categories, but faced higher price points in certain lines.
- YoY revenue growth remains positive for most categories, though digital channels saw earlier declines in 2025.
- Footwear accounts for the largest revenue share—over half of total.

### Skechers

- Demonstrates robust YoY revenue growth, notably in Running and Training & Gym.
- Leaning on affordability and comfort technology to sustain market share.
- Continues to grow direct-to-consumer channels, reflected in improved CR (B/V).

### Reebok

- Exhibits a mixed performance, with slight declines in Running offset by stable Apparel sales.
- Focused on training and fitness segments, where moderately priced items see consistent demand.
- Market share lags behind, reflecting less brand momentum compared to Nike and Skechers.

---

*Note: All data points are either derived from publicly available sources or modeled estimates. Actual figures may vary based on proprietary brand data and third-party analytics.*

## References

Syioknya. (2025). *Nike Lazada Brand Day Sale: Up to 38% OFF + Extra 10% on 2 Items + Free Shipping (22-28 April 2025)*.

Syioknya. Accessed June 07, 2025. [<https://www.syioknya.com/promotion/nike-lazada-brand-day-sale-april-2025>]

Pat Villarica. (2023). *Heads Up, Sneakerheads: Jordan Is Now on Lazada*. Spot.ph. Accessed June 07, 2025. [<https://www.spot.ph/shopping/the-latest-shopping/103559/nike-jordan-now-in-lazada-a5031-20230127?s=t64omo8umnksgmhbkv74nfhh4p>]

Nike. (n.d.). *Full Price. Nike MY*. Nike. Accessed June 07, 2025. [<https://www.nike.com/my/w/full-price-1n3adz3abn9z4an3x>]

Nike. (n.d.). *Full Price. Nike PH*. Nike. Accessed June 07, 2025. [<https://www.nike.com/ph/w/full-price-1n3adz416lqz4an3x>]