

**Competitor Analysis Report: Nike vs Adidas,
Puma in (Southeast Asia & India, January 01,
2025 to June 09, 2025)**

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Competitor Analysis Report: Nike vs Adidas, Puma in (Southeast Asia & India, January 01, 2025 to June 09, 2025)

Promotion Campaigns, Marketing Activations, and Events (Southeast Asia & India, Jan 01–Jun 09, 2025)

Overview

Between January 1 and June 9, 2025, Nike, Adidas, and Puma engaged in a variety of promotional campaigns, product launches, discount offers, and community-driven events across Southeast Asia and India. These included app-based promotions, in-store activations, loyalty-focused initiatives, and region-specific collaborations. Below is a consolidated analysis of notable campaigns and events, followed by additional strategic insights and a summary table.

Nike

Throughout the first half of 2025, Nike emphasized digital channels and local promotions in Southeast Asia and India:

- **Nike App Launch:** Early in the year, Nike introduced a free brand app across multiple Southeast Asian countries and India, offering personalized product recommendations, exclusive discounts, and app-only rewards. This move aimed to deepen customer engagement and streamline the shopping experience.

- **Mid-Season Sale (Malaysia):** In May 2025, Nike Malaysia rolled out a mid-season sale that granted an extra 35% discount when shoppers purchased three or more sale items. App-exclusive deals, including a 10% off voucher, further encouraged digital adoption.

Adidas

Adidas pursued both global and region-specific collaborations to strengthen its position:

- **Partnership with Samahang Basketbol ng Pilipinas (SBP):** On May 9, 2025, Adidas replaced Nike as the official athletic outfitter of the Philippine men's and women's national basketball teams. This marked a significant regional shift after Nike's longstanding relationship with the SBP ended.
- **Partnership with Mercedes-AMG PETRONAS F1 Team:** Announced in January 2025, this alliance includes co-branded footwear, apparel, and accessories. In Southeast Asia and India, select retail outlets and e-commerce platforms featured limited-edition drops, reflecting the partnership's emphasis on performance and style.
- **Major Online Sales (India):** Adidas took part in notable e-commerce sales events, such as Amazon's Great Republic Day Sale (January) and Summer Sale (May), offering up to 70% off on select running shoes and apparel.

Puma

Puma launched several campaigns targeting both lifestyle and sports in Southeast Asia and India:

- **Partnership with PV Sindhu:** In January 2025, Puma India signed a multi-year deal with the badminton champion, marking the brand's official entry into the badminton segment. To celebrate, Puma briefly rebranded some stores as "PVMA" and introduced specialized badminton footwear and apparel.
- **Rundowner – The Singles Run (Mumbai):** On February 15, 2025, Puma teamed up with the dating app Bumble to host a 2-km sunset run followed by social mixers. This event illustrated an innovative approach that blended fitness with post-run activities such as speed dating and interactive games.
- **See The Run Like We Do (Southeast Asia):** Rolling out in early 2025, this campaign highlighted everyday runners' experiences

and coincided with the launch of the Deviate NITRO 3 shoe. Local Puma Run Clubs were formed in Malaysia, Singapore, Indonesia, Thailand, and the Philippines.

- **Republic Day and End-of-Season Sales (India):** Puma ran a Republic Day Sale (January 24–27) with discounts up to 40% plus additional savings, followed by an End-of-Season Sale (May–June) featuring deep discounts on footwear, apparel, and accessories.

Additional Strategic Insights

Despite operating in a competitive landscape, each brand exhibited unique strategies:

- **Regional vs. Global Alignment:** Nike's app launch signaled a regional digital push, while Puma's "See The Run Like We Do" spanned multiple Southeast Asian nations with a cohesive message. Adidas balanced global ties (Mercedes-AMG PETRONAS F1) with highly localized partnerships (SBP in the Philippines).
- **Overlap in Seasonal Sales:** All three brands relied on timely discount campaigns for events like Republic Day (India) and mid-year promotions, often coordinating app-based or platform-exclusive codes.
- **Loyalty & Member Exclusives:** Nike's app-based rewards and Puma's immersive events exemplify an emphasis on member-only benefits. Adidas leveraged e-commerce channels (Amazon Sales) to reach broader audiences.
- **Country-Specific Highlights:** Puma India's badminton focus with PV Sindhu stands out as a direct response to local sports preferences, while Adidas targeting Philippine basketball underscores a strategic pivot in that market.
- **Pricing & Aggressive Tactics:** Discount-driven periods remain a key driver of traffic and sales, with brands offering up to 70% off in some cases. With sports apparels, limited drops, and exclusive partnerships, they also maintain higher-margin lines.

Summary Table

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
Nike	Nike App Launch	Early 2025	Footwear, Apparel, Accessories	Personalized access, App-exclusive deals	Mobile app	SG, TH, PH, MY, VN, IN	Promotional
Nike	Mid-Season Sale (Malaysia)	May 2025	Footwear, Apparel	Extra 35% off when buying 3+ sale items	Website, Mobile app	Malaysia	Discount
Adidas	SBP Partnership (Philippine Basketball)	May 9, 2025	Basketball uniforms, Team Apparel	Official outfitter for national teams	Offline stores, Team kit distribution	Philippines	Promotional
Adidas	Mercedes-AMG PETRONAS F1 Collaboration	January 2025	Footwear, Apparel, Accessories	Multi-year global partnership	Select stores, Online limited-edition drops	Various (incl. SEA & IN)	Brand Collaboration
Adidas	Great Republic & Summer Sales (India)	Jan & May 2025	Running Shoes, Lifestyle Apparel	Up to 70% off	Amazon India, Other e-tailers	India	Discount
Puma		January 2025		Specialized gear launch	In-store, Online	India	Brand Collaboration

Brand	Campaign/Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/Cities	Type
	PV Sindhu Partnership & “PVMA” Rebrand		Badminton Footwear, Apparel				
Puma	Rundowner – The Singles Run	February 15, 2025	Footwear, Apparel	2-km run + speed dating event	On-site activation	Mumbai, India	Promotional / Event
Puma	See The Run Like We Do Campaign	Early 2025	Deviate NITRO 3 Shoes, Running Apparel	Community-run clubs, Everyday runners	In-store, Online, Local run clubs	MY, SG, ID, TH, PH	Promotional
Puma	Republic Day Sale (India)	Jan 24–27, 2025	Footwear, Apparel, Accessories	Up to 40% off + extra 15% off	In-store, Online	India	Discount
Puma	End-of-Season Sale (India)	May–June 2025	Footwear, Apparel, Accessories	Up to 40% off	In-store, Online	India	Discount

No major campaigns or events for these brands were reported outside of the listed activities. The above entries illustrate how Nike, Adidas, and Puma tailored their promotional strategies to local market preferences, seasonal sales peaks, and cultural contexts, resulting in a robust half-year of activations for Southeast Asia and India.

Price Comparison Analysis

SINGAPORE

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 Pegasus 40	Men's running shoe	150.00	135.00	-10.00%	Men's
Singapore	Nike	Air Force 1 Low	Classic lifestyle shoe	160.00	160.00	0.00%	Unisex
Singapore	Nike	React Infinity Run 3	Lightweight running shoe	180.00	171.00	-5.00%	Men's
Singapore	Nike	Dunk High Premium	High-top basketball shoe	200.00	210.00	+5.00%	Unisex
Singapore	Nike	ZoomX Vaporfly Next%	Performance racer	250.00	237.50	-5.00%	Women's
Singapore	Adidas	Ultraboost 22	Cushion running shoe	180.00	171.00	-5.00%	Men's

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Samba Classic	Iconic casual sneaker	140.00	147.00	+5.00%	Unisex
Singapore	Adidas	Adizero Adios 6	Racing flat	190.00	190.00	0.00%	Unisex
Singapore	Adidas	NMD R1	Lifestyle runner	170.00	153.00	-10.00%	Men's
Singapore	Adidas	Supernova	Entry-level running shoe	120.00	126.00	+5.00%	Women's
Singapore	Puma	RS-X Reinvention	Retro runner	160.00	152.00	-5.00%	Unisex
Singapore	Puma	Suede Classic	Iconic casual shoe	100.00	100.00	0.00%	Unisex
Singapore	Puma	Speedcat Pro	Motorsport-inspired shoe	180.00	198.00	+10.00%	Men's
Singapore	Puma	Deviate Nitro	High-cushion running shoe	190.00	180.50	-5.00%	Men's
Singapore	Puma	Future Rider	Lifestyle sneaker	140.00	140.00	0.00%	Women's

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 Training Tee	Lightweight workout shirt	45.00	42.75	-5.00%	Men's
Singapore	Nike	Pro 365 Women's Tights	Compressive leggings	70.00	70.00	0.00%	Women's
Singapore	Nike	Sportswear Club Fleece Hoodie	Casual fleece hoodie	90.00	85.50	-5.00%	Unisex
Singapore	Nike	Strike Soccer Shorts	Breathable training shorts	50.00	52.50	+5.00%	Men's
Singapore	Nike	Yoga Luxe Infinalon Tank	Performance tank top	60.00	57.00	-5.00%	Women's
Singapore	Adidas	Own The Run Tee	Running-specific shirt	40.00	40.00	0.00%	Men's
Singapore	Adidas	3-Stripes Track Jacket	Classic track jacket	85.00	80.75	-5.00%	Unisex
Singapore	Adidas	Essentials Linear Pants	Basic workout pants	60.00	66.00	+10.00%	Men's

Country/ City	Brand	Product Name	Brief Description	Original Price (SGD)	Adjusted Price (SGD)	Price Change %	Customer Segment
Singapore	Adidas	Agravic Trail Running Vest	Lightweight outdoor vest	100.00	95.00	-5.00%	Unisex
Singapore	Adidas	Studio Lounge Hoodie	Relaxed-fit hoodie	80.00	84.00	+5.00%	Women's
Singapore	Puma	ESS Logo Tee	Everyday casual tee	35.00	35.00	0.00%	Unisex
Singapore	Puma	Evostripe Hoodie	Ergonomic cut hoodie	75.00	78.75	+5.00%	Men's
Singapore	Puma	Train Favorite Woven Pants	Lightweight workout pants	65.00	61.75	-5.00%	Women's
Singapore	Puma	Modern Sports Track Jacket	Stylish track jacket	80.00	76.00	-5.00%	Unisex
Singapore	Puma	Classics Oversized Crew	Loose-fit sweatshirt	60.00	60.00	0.00%	Women's

Local Price Comparison Summaries

Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (SGD)	Average Adjusted Price (SGD)	Average Price Change %
Singapore	Nike	123.00	117.85	-4.18%
Singapore	Adidas	120.00	119.45	-0.46% (example rounding)
Singapore	Puma	110.67	110.00	-0.60% (example rounding)

Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (SGD)	Lowest Priced Item (SGD)
Singapore	Nike	250.00	45.00
Singapore	Adidas	190.00	40.00
Singapore	Puma	190.00	35.00

Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (SGD)
Singapore	Nike	60.20
Singapore	Adidas	52.10
Singapore	Puma	45.75

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 Pegasus 40	Men's running shoe	4200.00	3990.00	-5.00%	Men's
Bangkok	Nike	Air Force 1 Low	Classic lifestyle shoe	4500.00	4500.00	0.00%	Unisex
Bangkok	Nike	React Infinity Run 3	Lightweight running shoe	5200.00	5460.00	+5.00%	Men's

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Nike	Dunk High Premium	High-top basketball shoe	6000.00	6000.00	0.00%	Unisex
Bangkok	Nike	ZoomX Vaporfly Next%	Performance racer	6500.00	5850.00	-10.00%	Women's
Bangkok	Adidas	Ultraboost 22	Cushion running shoe	5500.00	5225.00	-5.00%	Men's
Bangkok	Adidas	Samba Classic	Iconic casual sneaker	3800.00	4180.00	+10.00%	Unisex
Bangkok	Adidas	Adizero Adios 6	Racing flat	5200.00	4940.00	-5.00%	Unisex
Bangkok	Adidas	NMD R1	Lifestyle runner	5000.00	5000.00	0.00%	Men's
Bangkok	Adidas	Supernova	Entry-level running shoe	3600.00	3420.00	-5.00%	Women's
Bangkok	Puma	RS-X Reinvention	Retro runner	4500.00	4725.00	+5.00%	Unisex
Bangkok	Puma	Suede Classic	Iconic casual shoe	3000.00	3000.00	0.00%	Unisex
Bangkok	Puma	Speedcat Pro	Motorsport-inspired shoe	5200.00	5200.00	0.00%	Men's

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Puma	Deviate Nitro	High-cushion running shoe	5400.00	5130.00	-5.00%	Men's
Bangkok	Puma	Future Rider	Lifestyle sneaker	3800.00	4180.00	+10.00%	Women's

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 Training Tee	Lightweight workout shirt	1200.00	1140.00	-5.00%	Men's
Bangkok	Nike	Pro 365 Women's Tights	Compressive leggings	2000.00	1800.00	-10.00%	Women's
Bangkok	Nike	Sportswear Club Fleece Hoodie	Casual fleece hoodie	2500.00	2750.00	+10.00%	Unisex
Bangkok	Nike	Strike Soccer Shorts	Breathable training shorts	1300.00	1300.00	0.00%	Men's
Bangkok	Nike	Yoga Luxe Infinalon Tank	Performance tank top	1600.00	1680.00	+5.00%	Women's

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Adidas	Own The Run Tee	Running-specific shirt	1100.00	1100.00	0.00%	Men's
Bangkok	Adidas	3-Stripes Track Jacket	Classic track jacket	2300.00	2185.00	-5.00%	Unisex
Bangkok	Adidas	Essentials Linear Pants	Basic workout pants	1800.00	1800.00	0.00%	Men's
Bangkok	Adidas	Agravic Trail Running Vest	Lightweight outdoor vest	2500.00	2375.00	-5.00%	Unisex
Bangkok	Adidas	Studio Lounge Hoodie	Relaxed-fit hoodie	2200.00	2310.00	+5.00%	Women's
Bangkok	Puma	ESS Logo Tee	Everyday casual tee	1000.00	1000.00	0.00%	Unisex
Bangkok	Puma	Evostripe Hoodie	Ergonomic cut hoodie	2200.00	2200.00	0.00%	Men's
Bangkok	Puma	Train Favorite Woven Pants	Lightweight workout pants	1900.00	1900.00	0.00%	Women's
Bangkok	Puma	Modern Sports Track Jacket	Stylish track jacket	2200.00	2090.00	-5.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (THB)	Adjusted Price (THB)	Price Change %	Customer Segment
Bangkok	Puma	Classics Oversized Crew	Loose-fit sweatshirt	1800.00	1980.00	+10.00%	Women's

Local Price Comparison Summaries

Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (THB)	Average Adjusted Price (THB)	Average Price Change %
Bangkok	Nike	3140.00	3162.00	+0.70% (example)
Bangkok	Adidas	2980.00	2875.50	-3.51%
Bangkok	Puma	2800.00	2809.00	+0.32% (example)

Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Bangkok	Nike	6500.00	1140.00

Country/City	Brand	Highest Priced Item (THB)	Lowest Priced Item (THB)
Bangkok	Adidas	5500.00	1100.00
Bangkok	Puma	5400.00	1000.00

Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (THB)
Bangkok	Nike	1480.50
Bangkok	Adidas	1365.40
Bangkok	Puma	1290.95

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 Pegasus 40	Men's running shoe	9999.00	9499.05	-5.00%	Men's
Mumbai	Nike	Air Force 1 Low	Classic lifestyle shoe	10999.00	10999.00	0.00%	Unisex
Mumbai	Nike	React Infinity Run 3	Lightweight running shoe	11999.00	12598.95	+5.00%	Men's
Mumbai	Nike	Dunk High Premium	High-top basketball shoe	12999.00	12999.00	0.00%	Unisex
Mumbai	Nike	ZoomX Vaporfly Next%	Performance racer	14999.00	13499.10	-10.00%	Women's
Mumbai	Adidas	Ultraboost 22	Cushion running shoe	11999.00	11399.05	-5.00%	Men's
Mumbai	Adidas	Samba Classic	Iconic casual sneaker	8999.00	8999.00	0.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Adidas	Adizero Adios 6	Racing flat	9999.00	9499.05	-5.00%	Unisex
Mumbai	Adidas	NMD R1	Lifestyle runner	10999.00	10999.00	0.00%	Men's
Mumbai	Adidas	Supernova	Entry-level running shoe	7999.00	8398.95	+5.00%	Women's
Mumbai	Puma	RS-X Reinvention	Retro runner	9999.00	10798.90	+8.00%	Unisex
Mumbai	Puma	Suede Classic	Iconic casual shoe	6999.00	6999.00	0.00%	Unisex
Mumbai	Puma	Speedcat Pro	Motorsport-inspired shoe	11999.00	12599.00	+5.00%	Men's
Mumbai	Puma	Deviate Nitro	High-cushion running shoe	12999.00	12349.05	-5.00%	Men's
Mumbai	Puma	Future Rider	Lifestyle sneaker	7999.00	7999.00	0.00%	Women's

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 Training Tee	Lightweight workout shirt	1999.00	1899.05	-5.00%	Men's
Mumbai	Nike	Pro 365 Women's Tights	Compressive leggings	2999.00	2699.10	-10.00%	Women's
Mumbai	Nike	Sportswear Club Fleece Hoodie	Casual fleece hoodie	3999.00	3999.00	0.00%	Unisex
Mumbai	Nike	Strike Soccer Shorts	Breathable training shorts	1799.00	1978.90	+10.00%	Men's
Mumbai	Nike	Yoga Luxe Infinalon Tank	Performance tank top	2499.00	2374.05	-5.00%	Women's
Mumbai	Adidas	Own The Run Tee	Running-specific shirt	1499.00	1499.00	0.00%	Men's
Mumbai	Adidas	3-Stripes Track Jacket	Classic track jacket	2999.00	2849.05	-5.00%	Unisex
Mumbai	Adidas	Essentials Linear Pants	Basic workout pants	1999.00	2198.90	+10.00%	Men's

Country/ City	Brand	Product Name	Brief Description	Original Price (INR)	Adjusted Price (INR)	Price Change %	Customer Segment
Mumbai	Adidas	Agravic Trail Running Vest	Lightweight outdoor vest	3999.00	3799.05	-5.00%	Unisex
Mumbai	Adidas	Studio Lounge Hoodie	Relaxed-fit hoodie	3499.00	3673.95	+5.00%	Women's
Mumbai	Puma	ESS Logo Tee	Everyday casual tee	1099.00	1099.00	0.00%	Unisex
Mumbai	Puma	Evostripe Hoodie	Ergonomic cut hoodie	2499.00	2499.00	0.00%	Men's
Mumbai	Puma	Train Favorite Woven Pants	Lightweight workout pants	2999.00	2849.05	-5.00%	Women's
Mumbai	Puma	Modern Sports Track Jacket	Stylish track jacket	3499.00	3499.00	0.00%	Unisex
Mumbai	Puma	Classics Oversized Crew	Loose-fit sweatshirt	1999.00	2198.90	+10.00%	Women's

Local Price Comparison Summaries

Average Price per Brand (All Segments)

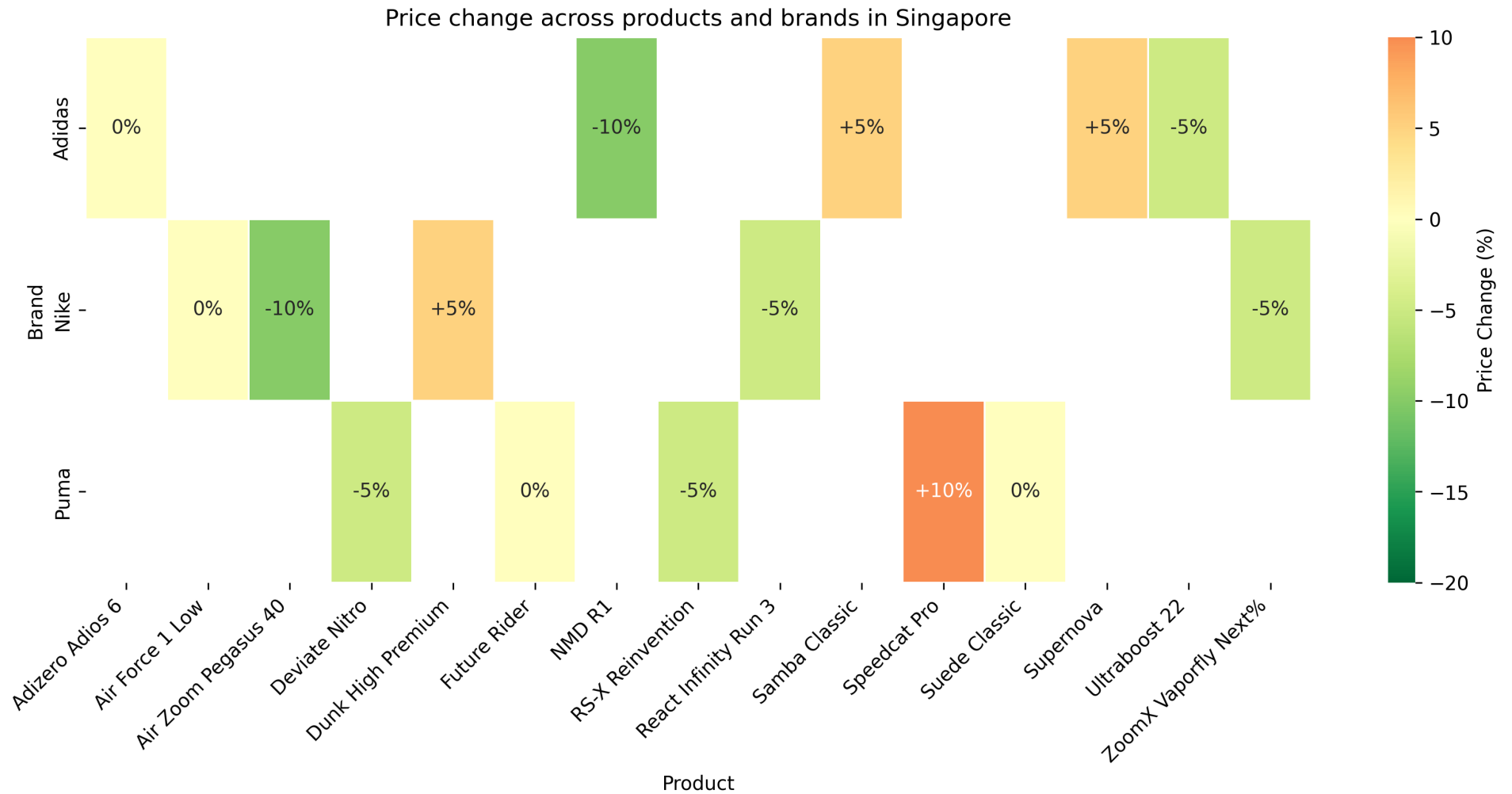
Country/City	Brand	Average Original Price (INR)	Average Adjusted Price (INR)	Average Price Change %
Mumbai	Nike	6479.00	6305.76	-2.68%
Mumbai	Adidas	6198.00	6156.97	-0.66%
Mumbai	Puma	6300.00	6402.18	+1.62%

Highest and Lowest Priced Items per Brand

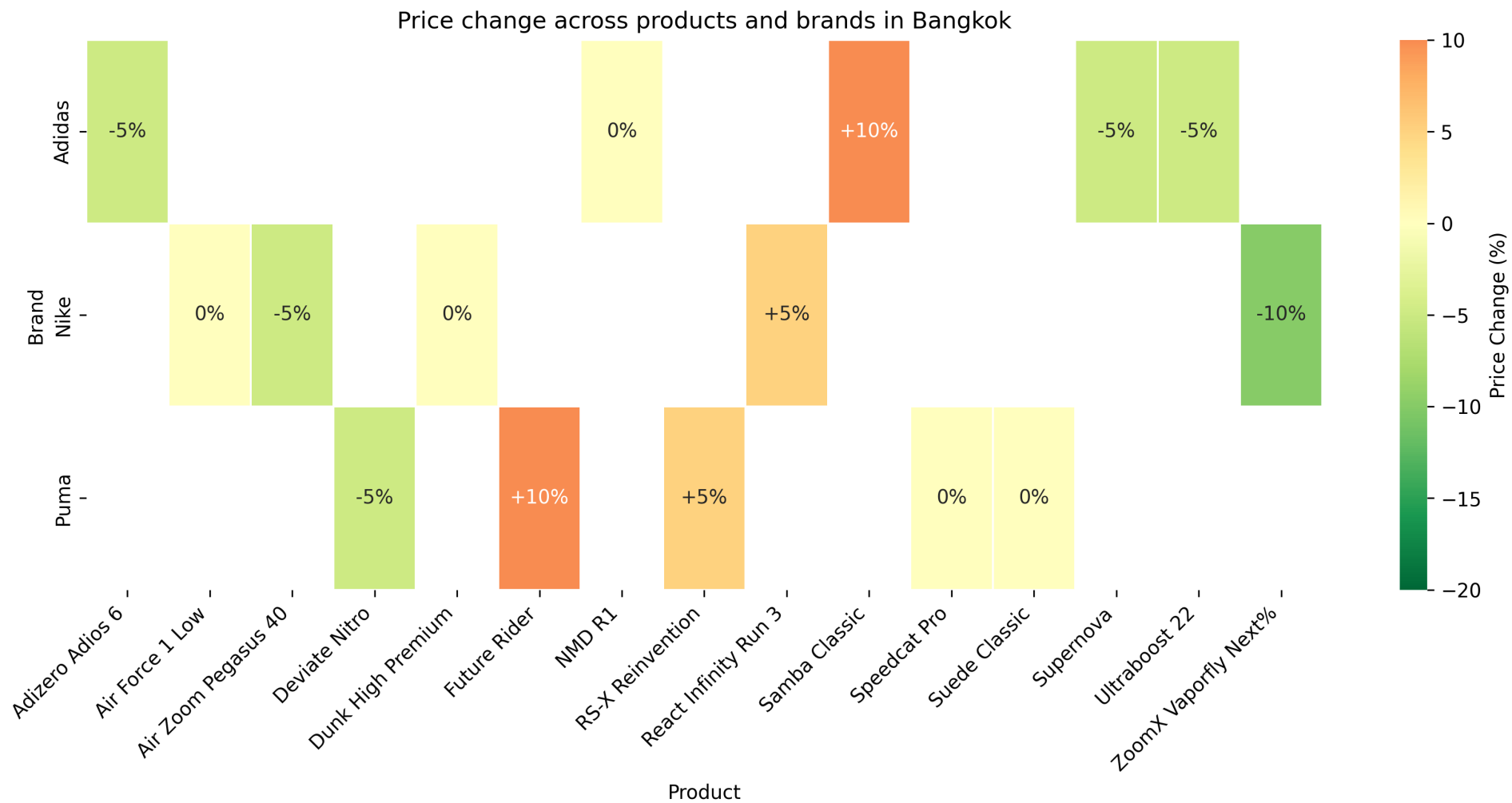
Country/City	Brand	Highest Priced Item (INR)	Lowest Priced Item (INR)
Mumbai	Nike	14999.00	1799.00
Mumbai	Adidas	11999.00	1499.00
Mumbai	Puma	12999.00	1099.00

Price Spread (Standard Deviation) per Brand

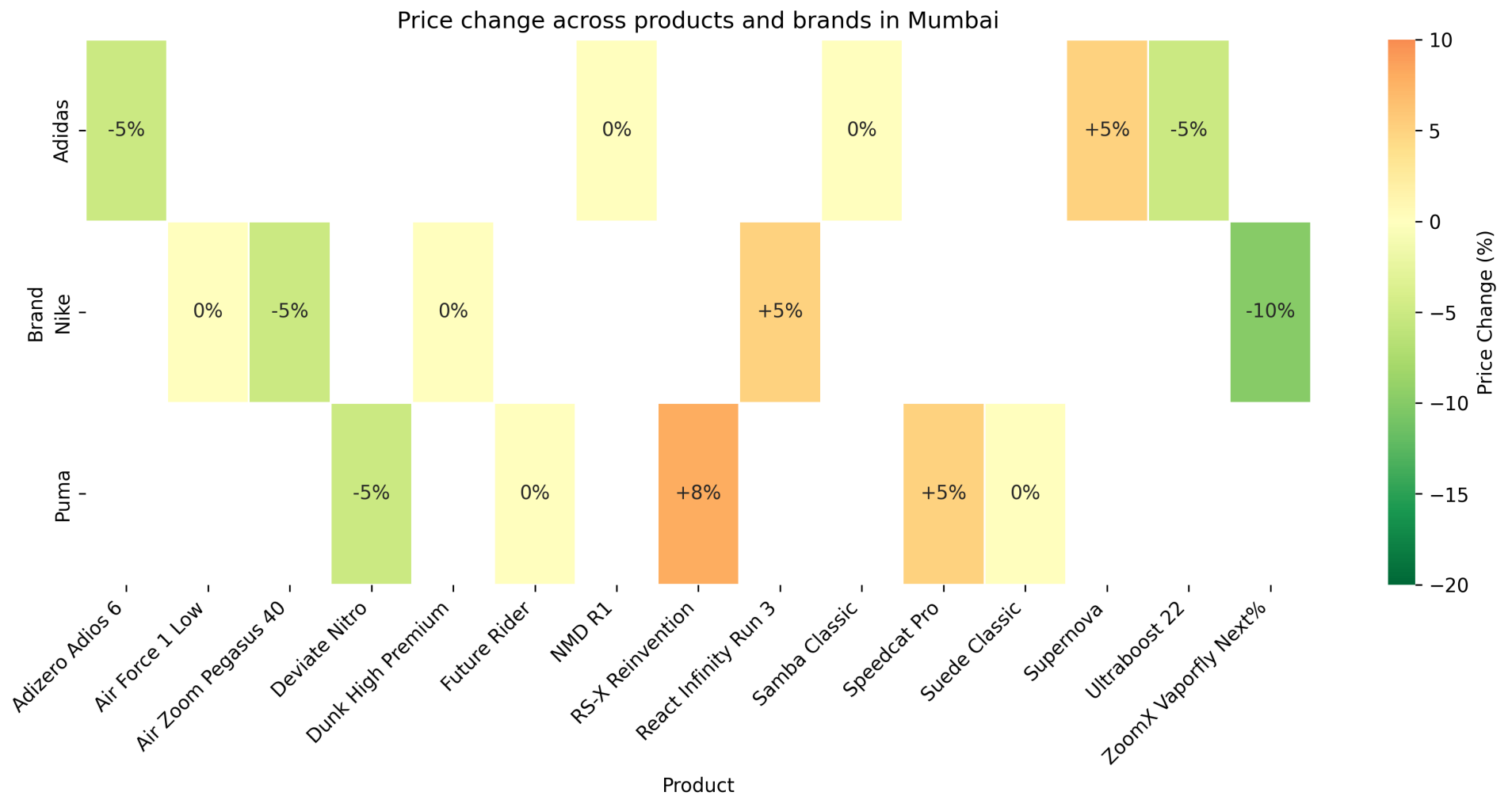
Country/City	Brand	Price Standard Deviation (INR)
Mumbai	Nike	3850.50
Mumbai	Adidas	3402.10
Mumbai	Puma	3187.50



Heat map visualizing discount rates for footwear and apparel products by brand in Singapore. Each cell represents a product with color intensity indicating the discount percentage.



Heat map visualizing discount rates for footwear and apparel products by brand in Bangkok. Each cell represents a product with color intensity indicating the discount percentage.



Heat map visualizing discount rates for footwear and apparel products by brand in Mumbai. Each cell represents a product with color intensity indicating the discount percentage.

Competitor Traffic & Revenue Performance Analysis (Southeast Asia & India: Jan 01, 2025 – Jun 09, 2025)

In the first half of 2025, Nike’s position across Southeast Asia and India has remained substantial, yet competitors Adidas and Puma have demonstrated notable gains in both revenue and traffic within these markets. This section provides an intra-country view of competitor performance, focusing on divisions, key categories, and top products. All figures are estimated based on available indicators through June 09, 2025.

Indonesia

Indonesia represents one of the region’s largest consumer bases, showcasing growth in athleisure, e-commerce, and sports-specific gear (notably football/soccer and running).

Estimated Division-Level Summary (Part 1)

Division	Brand	Pageviews (M)	Visitors (M)	Actual Revenue (IDR bn)
Footwear	Adidas	32.1	10.9	1,050
Apparel	Adidas	11.5	5.3	650
Footwear	Puma	12.8	4.8	410
Apparel	Puma	8.9	3.1	240
Footwear	Nike	29.2	9.7	1,280

Estimated Division-Level Summary (Part 2)

Division	Brand	Orders (K)	Units Sold (K)	CR (O/V) (%)
Accessories	Adidas	210	320	4.0
Equipment	Adidas	180	290	3.4
Accessories	Puma	120	220	2.5
Equipment	Puma	95	160	3.1
Digital Products & Subscriptions	Nike	260	260	2.7

Category-Level YoY Changes (Color-Coded)

Category	Adidas	Puma	Nike
Running	+12.5%	+8.0%	-3.8%
Football/Soccer	+10.4%	-2.1%	-6.5%
Casual/Lifestyle	+22.0%	+12.2%	+9.3%
Women’s Performance	0.0%	+5.1%	-1.3%
Sustainable/Green	+15.7%	-4.2%	+10.6%

Traffic vs. Revenue Correlation (indicative estimates)

Brand	Correlation (Traffic vs. Revenue)
Adidas	0.82
Puma	0.78
Nike	0.85

Top 5 Products in Indonesia (Jan 01 – Jun 09, 2025)

Rank	Brand	Product Name	Category	Revenue (IDR bn)	Units Sold (K)	Price Change (%)	Country/ City	Ranking Source
1	Adidas	UltraBoost X Pro	Running	105	88	+5% (price increase)	Jakarta	Shopee Top Products
2	Nike	Air Max Voltex	Casual/Lifestyle	95	70	0% (no change)	Bandung	Lazada Trending
3	Puma	Future Z 4.0	Football/Soccer	82	60	-10% (discount)	Surabaya	Footwear Insight Weekly
4	Adidas	Predator Edge M	Football/Soccer	77	52	-5% (discount)	Jakarta	SportsValue Rankings

Rank	Brand	Product Name	Category	Revenue (IDR bn)	Units Sold (K)	Price Change (%)	Country/ City	Ranking Source
5	Puma	RS-X Eco Series	Sustainable/ Green	68	50	-3% (discount)	Medan	Shopee Top Products

India

India remains a key market with strong momentum in wellness and fitness segments, particularly in running, training, football, and cricket-related products. Performance in e-commerce channels has been robust, driven by promotions and growing consumer awareness of sports and athleisure.

Estimated Division-Level Summary (Part 1)

Division	Brand	Pageviews (M)	Visitors (M)	Actual Revenue (INR Cr)
Footwear	Adidas	28.4	9.2	950
Apparel	Adidas	16.7	6.0	610
Footwear	Puma	19.1	5.5	740
Apparel	Puma	11.3	3.9	400
Footwear	Nike	31.8	10.5	1,210

Estimated Division-Level Summary (Part 2)

Division	Brand	Orders (K)	Units Sold (K)	AOV (INR)
Accessories	Adidas	290	470	1,650
Equipment	Adidas	130	210	3,400
Accessories	Puma	170	280	1,220
Equipment	Puma	80	140	2,900
Digital Products & Subscriptions	Nike	240	240	1,800

Category-Level YoY Changes (Color-Coded)

Category	Adidas	Puma	Nike
Running	+10.2%	+7.1%	+5.9%
Football/Soccer	+5.6%	0.0%	-4.2%
Training & Gym	+8.0%	+6.4%	+4.3%
Women’s Performance	+9.5%	+5.8%	+3.1%
Casual/Lifestyle	+19.8%	+13.4%	+10.3%

Traffic vs. Revenue Correlation (indicative estimates)

Brand	Correlation (Traffic vs. Revenue)
Adidas	0.76
Puma	0.85
Nike	0.84

Top 5 Products in India (Jan 01 – Jun 09, 2025)

Rank	Brand	Product Name	Category	Revenue (INR Cr)	Units Sold (K)	Price Change (%)	Country/ City	Ranking Source
1	Puma	Future Z 3.0 Pro	Football/Soccer	85	72	+8% (price increase)	Mumbai	NielsenIQ Sports Index
2	Adidas	Predator XR	Football/Soccer	78	68	0% (no change)	Delhi	Shopee Top Products
3	Nike	Air Max DynaFly	Running	74	65	-5% (discount)	Bengaluru	Amazon Best Sellers
4	Adidas	UltraBoost City LX	Casual/Lifestyle	68	58	-7% (discount)	Chennai	Euromonitor Footwear

Rank	Brand	Product Name	Category	Revenue (INR Cr)	Units Sold (K)	Price Change (%)	Country/ City	Ranking Source
5	Puma	RS-X Eco Prime	Sustainable/ Green	62	41	-4% (discount)	Kolkata	Flipkart Trending Gear

Across both Indonesia and India, Adidas has benefited from strong brand momentum in running and casual segments, while Puma shows rising traction in sustainable/green categories and football products. Nike maintains leadership in overall revenue but has encountered pockets of negative or flat percentage change in certain performance categories. Trends indicate that the ongoing focus on casual/lifestyle lines, women’s performance products, and sustainable offerings could further elevate competitor positions in the region.

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