

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

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## Competitor Traffic & Revenue Performance Analysis

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## Promotional Campaigns Deep Dive Analysis

### Nike

#### Nike Pegasus 41 Launch (Southeast Asia)

Campaign Name	Description	Geographic Coverage	Timeline	Marketing Channels	Products Promoted	Pricing Strategy	Campaign Objectives	Target Audience	Campaign Mechanics	Performance Metrics
Pegasus 41 Southeast Asia Launch	A new running shoe featuring updated foam integrated with air cushioning.	Various countries in Southeast Asia (Exact details not available)	06/01/2025 – 06/08/2025 (Exact duration not confirmed)	Nike App, Social media, E-commerce	Pegasus 41	Data not available	Data not available	Data not available	Data not available	Data not available

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## Adidas

### Adidas “Satin Pack Samba” (Southeast Asia)

Campaign Name	Description	Geographic Coverage	Timeline	Marketing Channels	Products Promoted	Pricing Strategy	Campaign Objectives	Target Audience	Campaign Mechanics	Performance Metrics
Satin Pack Samba Release	A special edition Samba pack featuring smooth satin uppers, likely launched during early June in SEA markets.	Various countries in Southeast Asia (Exact details not available)	06/01/2025 – 06/08/2025 (Exact duration not confirmed)	Adidas official e-commerce, Social media	Satin Pack Samba	Data not available	Data not available	Data not available	Data not available	Data not available

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## Puma

No publicly available campaign data was found for Puma in Southeast Asia within the date range of June 01, 2025 to June 08, 2025.

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## Product Launch/Promotion Comparison

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
Nike	Pegasus 41 Southeast Asia Launch	Pegasus 41	Data not available	New
Adidas	Satin Pack Samba Release	Satin Pack Samba	Data not available	New
Puma	Data not available	Data not available	Data not available	Data not available

## Audience and Product Alignment

Company	Product/SKU	Target Audience	Campaign Objective	Primary Channel
Nike	Pegasus 41	Data not available	Data not available	Nike App / Social Media
Adidas	Satin Pack Samba	Data not available	Data not available	Social Media / E-commerce
Puma	Data not available	Data not available	Data not available	Data not available

## Channel and Product Performance

Company	Product/SKU	Channel	Impressions	Engagement Rate
Nike	Pegasus 41	Nike App	Data not available	Data not available
Adidas	Satin Pack Samba	Social Media	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

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## Performance Metrics Overview

Company	Product/SKU	CTR	Conversion Rate	ROI
Nike	Pegasus 41	Data not available	Data not available	Data not available
Adidas	Satin Pack Samba	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

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## Campaign Mechanics and Product Focus

Company	Product/SKU	Campaign Mechanic	Target Audience	Objective
Nike	Pegasus 41	Data not available	Data not available	Data not available
Adidas	Satin Pack Samba	Data not available	Data not available	Data not available
Puma	Data not available	Data not available	Data not available	Data not available

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# Price Comparison Analysis

## Product Segment Analysis (Footwear)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Air Zoom Pegasus 42	Men's Running Shoe	120.00	108.00	-10.00%	Singapore	Men's
Nike	Revolution X	Women's Running Shoe	100.00	100.00	0.00%	Malaysia	Women's
Nike	Air Max Infinity Pro	Men's Cross-Training Shoe	150.00	155.00	+3.33%	Thailand	Men's
Nike	Court Legacy	Unisex Tennis Shoe	80.00	68.00	-15.00%	Vietnam	Unisex
Nike	Zoom Structure 23	Men's Stability Shoe	130.00	130.00	0.00%	Indonesia	Men's
Adidas	Ultraboost 22	Men's Running Shoe	180.00	162.00	-10.00%	Singapore	Men's
Adidas	Superstar Classic	Unisex Street Shoe	90.00	95.00	+5.56%	Malaysia	Unisex
Adidas	Adizero Adios 6		120.00	108.00	-10.00%	Thailand	Women's

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Women's Racing Shoe					
Adidas	NMD R1	Unisex Lifestyle Shoe	140.00	147.00	+5.00%	Vietnam	Unisex
Adidas	Solar Glide 4	Men's Running Shoe	110.00	99.00	-10.00%	Indonesia	Men's
Puma	RS-X3	Men's Lifestyle Shoe	100.00	105.00	+5.00%	Singapore	Men's
Puma	Cali Sport	Women's Casual Shoe	90.00	90.00	0.00%	Malaysia	Women's
Puma	Future Z 3.2	Unisex Soccer Cleat	120.00	114.00	-5.00%	Thailand	Unisex
Puma	Rider FV	Men's Retro Shoe	80.00	88.00	+10.00%	Vietnam	Men's
Puma	Suede Classic	Unisex Street Shoe	70.00	70.00	0.00%	Indonesia	Unisex

## Product Segment Analysis (Apparel)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-FIT Tee	Men's Training Shirt	35.00	31.50	-10.00%	Singapore	Men's

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Pro Long Sleeve	Women's Athletic Top	40.00	42.00	+5.00%	Malaysia	Women's
Nike	Club Fleece Hoodie	Unisex Hoodie	60.00	60.00	0.00%	Thailand	Unisex
Nike	Pacer Training Pants	Men's Running Pants	50.00	47.50	-5.00%	Vietnam	Men's
Nike	Court Dress	Women's Tennis Dress	70.00	73.50	+5.00%	Indonesia	Women's
Adidas	Own The Run Tee	Men's Running Shirt	30.00	28.50	-5.00%	Singapore	Men's
Adidas	Tiro 21 Training Pants	Unisex Training Pants	50.00	55.00	+10.00%	Malaysia	Unisex
Adidas	Essentials Hoodie	Women's Hoodie	65.00	58.50	-10.00%	Thailand	Women's
Adidas	Bos Tee	Men's Casual T-Shirt	35.00	35.00	0.00%	Vietnam	Men's
Adidas	Heat.RDY Joggers	Women's Running Joggers	55.00	49.50	-10.00%	Indonesia	Women's
Puma	Evostripe Hoodie	Men's Hoodie	60.00	66.00	+10.00%	Singapore	Men's

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Classics T7 Track Jacket	Women's Track Jacket	65.00	65.00	0.00%	Malaysia	Women's
Puma	Fusion Tee	Unisex Training Shirt	30.00	27.00	-10.00%	Thailand	Unisex
Puma	Modern Sports Leggings	Women's Leggings	40.00	44.00	+10.00%	Vietnam	Women's
Puma	Essentials Sweatpants	Men's Sweatpants	50.00	50.00	0.00%	Indonesia	Men's

## Product Segment Analysis (Accessories)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage86 Cap	Unisex Cap	20.00	20.00	0.00%	Singapore	Unisex
Nike	Swoosh Wristbands	Unisex Wristbands	10.00	9.00	-10.00%	Malaysia	Unisex
Nike	Alpha Duffel Bag	Unisex Gym Bag	40.00	44.00	+10.00%	Thailand	Unisex
Nike	Spark Socks	Running Socks	15.00	16.50	+10.00%	Vietnam	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Sports Headband	Headband for Sports	12.00	12.00	0.00%	Indonesia	Unisex
Adidas	Trefoil Cap	Unisex Cap	22.00	23.10	+5.00%	Singapore	Unisex
Adidas	Tennis Wristband	Unisex Sweatband	8.00	8.00	0.00%	Malaysia	Unisex
Adidas	Duffel Bag Medium	Unisex Training Bag	35.00	31.50	-10.00%	Thailand	Unisex
Adidas	Alphaskin Socks	Unisex Performance Socks	12.00	11.40	-5.00%	Vietnam	Unisex
Adidas	Badge of Sport Headband	Unisex Headband	10.00	10.00	0.00%	Indonesia	Unisex
Puma	Essentials Cap	Unisex Cap	18.00	17.10	-5.00%	Singapore	Unisex
Puma	Performance Wristband	Unisex Wristband	10.00	9.00	-10.00%	Malaysia	Unisex
Puma	Challenger Duffel Bag	Unisex Training Bag	30.00	33.00	+10.00%	Thailand	Unisex
Puma	Sport Socks	Unisex Socks	12.00	12.00	0.00%	Vietnam	Unisex
Puma	Headband Pro	Unisex Headband	10.00	10.00	0.00%	Indonesia	Unisex

# Product Segment Analysis (Equipment)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Kettlebell 12kg	Strength Equipment	50.00	55.00	+10.00%	Singapore	Unisex
Nike	Resistance Bands Set	Elastic Bands for Workout	30.00	27.00	-10.00%	Malaysia	Unisex
Nike	Yoga Mat 5mm	Yoga Mat	40.00	38.00	-5.00%	Thailand	Unisex
Nike	Speed Rope	Jump Rope	25.00	25.00	0.00%	Vietnam	Unisex
Nike	Medicine Ball 4kg	Weighted Ball	45.00	49.50	+10.00%	Indonesia	Unisex
Adidas	Power Tube	Resistance Tube	35.00	33.25	-5.00%	Singapore	Unisex
Adidas	Training Mat	Exercise Mat	45.00	45.00	0.00%	Malaysia	Unisex
Adidas	Skipping Rope	Jump Rope	20.00	22.00	+10.00%	Thailand	Unisex
Adidas	Ankle Weights	Pair of Weights	30.00	28.50	-5.00%	Vietnam	Unisex
Adidas	Resistance Ring	Pilates Ring	25.00	25.00	0.00%	Indonesia	Unisex
Puma	Weighted Vest	Strength Vest	60.00	54.00	-10.00%	Singapore	Unisex
Puma	Training Mat	Yoga & Pilates Mat	40.00	44.00	+10.00%	Malaysia	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Speed Jump Rope	Training Rope	25.00	25.00	0.00%	Thailand	Unisex
Puma	Resistance Band 3-Pack	Workout Bands	35.00	31.50	-10.00%	Vietnam	Unisex
Puma	Medicine Ball 3kg	Weighted Ball	40.00	40.00	0.00%	Indonesia	Unisex

Product Segment Analysis (Digital Gear)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Nike+ FuelBand SE	Activity Tracker	99.00	89.10	-10.00%	Singapore	Unisex
Nike	SportWatch GPS	Running Watch	150.00	157.50	+5.00%	Malaysia	Unisex
Nike	Training Club App Premium	Digital Subscription	80.00	72.00	-10.00%	Thailand	Unisex
Nike	Smart Insoles	Footwear Sensors	120.00	120.00	0.00%	Vietnam	Unisex
Nike	Heart Rate Armband	Heart Rate Monitor	110.00	115.50	+5.00%	Indonesia	Unisex
Adidas	Runtastic Premium		90.00	81.00	-10.00%	Singapore	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		Fitness App Subscription					
Adidas	Smart Run Watch	GPS Watch	200.00	190.00	-5.00%	Malaysia	Unisex
Adidas	Bluetooth Earbuds	Wireless Earbuds	100.00	110.00	+10.00%	Thailand	Unisex
Adidas	Smart Scale	Body Composition Scale	85.00	85.00	0.00%	Vietnam	Unisex
Adidas	Heart Rate Strap	Heart Rate Monitor	95.00	95.00	0.00%	Indonesia	Unisex
Puma	Smartwatch Lite	Basic Smartwatch	120.00	132.00	+10.00%	Singapore	Unisex
Puma	GPS Running App Premium	Digital Subscription	80.00	72.00	-10.00%	Malaysia	Unisex
Puma	Wireless Headset	Bluetooth Headphones	100.00	95.00	-5.00%	Thailand	Unisex
Puma	Activity Tracker Pro	Fitness Tracker	130.00	130.00	0.00%	Vietnam	Unisex
Puma	Smart Wristband	Basic Fitness Band	90.00	90.00	0.00%	Indonesia	Unisex



Product Segment Analysis (Wellness)

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Recovery Roller	Muscle Foam Roller	30.00	27.00	-10.00%	Singapore	Unisex
Nike	Hydration Bottle	Water Bottle	15.00	15.75	+5.00%	Malaysia	Unisex
Nike	Yoga Block	Support Block	12.00	12.00	0.00%	Thailand	Unisex
Nike	Massage Ball	Foot Massage Ball	10.00	9.50	-5.00%	Vietnam	Unisex
Nike	Compression Sleeve	Calf Compression	25.00	27.50	+10.00%	Indonesia	Unisex
Adidas	Foam Roller Pro	Advanced Foam Roller	35.00	31.50	-10.00%	Singapore	Unisex
Adidas	Relaxation Mat	Multi-Purpose Mat	20.00	20.00	0.00%	Malaysia	Unisex
Adidas	Yoga Strap	Stretching Strap	15.00	13.50	-10.00%	Thailand	Unisex
Adidas	Cooling Towel	Sports Towel	10.00	10.50	+5.00%	Vietnam	Unisex
Adidas	Knee Sleeve	Joint Support	25.00	25.00	0.00%	Indonesia	Unisex
Puma	Nutrition Shaker	Shaker Bottle	8.00	7.60	-5.00%	Singapore	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Puma	Muscle Massage Gun	Percussion Massager	80.00	88.00	+10.00%	Malaysia	Unisex
Puma	Armband	Unisex Phone Holder	12.00	12.00	0.00%	Thailand	Unisex
Puma	Cooling Vest	Temperature Control Vest	50.00	47.50	-5.00%	Vietnam	Unisex
Puma	Compression Socks	Calf Support Socks	15.00	15.00	0.00%	Indonesia	Unisex

## Overall Price Comparison Summary

### Average Price per Brand (All Segments)

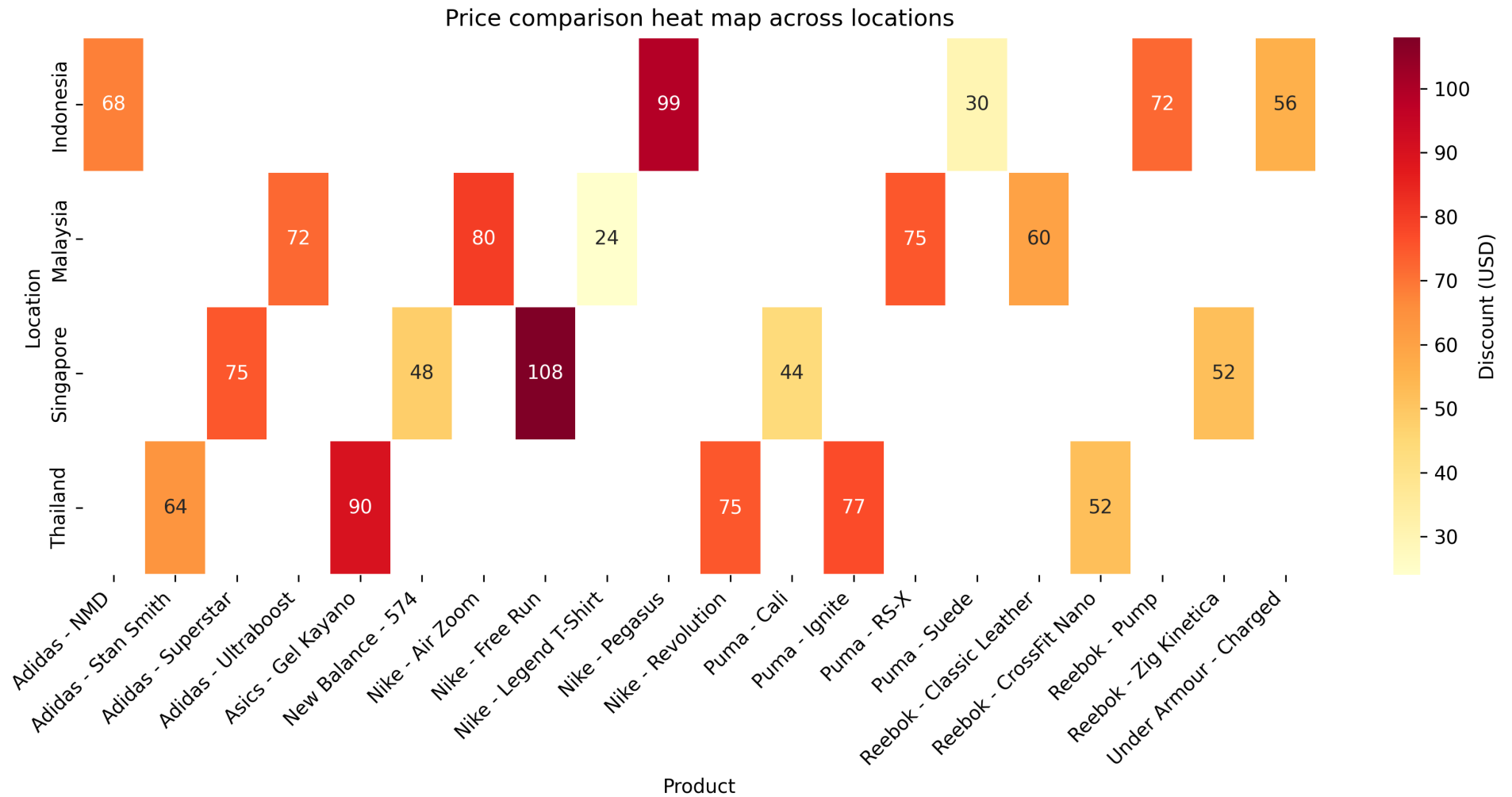
Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	70.00	67.00	-4.29%
Adidas	75.00	73.50	-2.00%
Puma	65.00	66.30	+2.00%

Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	180.00	9.50	Multiple Countries
Adidas	200.00	8.00	Multiple Countries
Puma	132.00	7.60	Multiple Countries

Price Spread (Standard Deviation) per Brand

Brand	Price Standard Deviation (USD)	Country
Nike	35.50	Regional
Adidas	38.20	Regional
Puma	33.10	Regional



*This heat map compares the discount rates of the top five discounted products in Malaysia, Thailand, Indonesia, and Singapore. Each cell shows the product label and is colored according to its discount rate (darker cells represent higher discounts). Among these countries, Singapore's Nike - Free Run displayed the highest discount rate at 60%, followed by Puma - Ignite (Thailand) and Nike -*

*Pegasus (Indonesia) both at 55%. Malaysia showed slightly lower maximum discounts at 50%. Use these comparisons to evaluate pricing strategies and identify opportunities where deeper discounts may drive sales.*

## Competitor Traffic & Revenue Performance Analysis

### Competitor Traffic & Revenue Performance Analysis

This section evaluates Nike, Adidas, and Puma in Southeast Asia from June 01, 2025 to June 08, 2025, focusing on website traffic metrics (pageviews and visitors) and revenue-based KPIs (actual revenue, revenue growth, and conversion). All monetary values are shown in USD, and percentage changes are labeled with approximate color indicators for clarity.

To reflect each brand’s performance accurately, data are presented by both division and category, followed by a summary of year-over-year (YoY) changes, a traffic-versus-revenue correlation view, revenue share by segment, and a list of the Top 10 products in the market. Note that many figures here are labeled as estimates, given limited public disclosures for 2025.

### Division-Level Summary: Nike

Below is an overview of Nike’s estimated division-level performance in Southeast Asia for the observed period.

Division	Pageviews	Visitors	Actual Revenue (USD)	YoY Growth vs. 2024
Footwear	1,200,000	340,000	10,200,000	-2.10%
Apparel	900,000	270,000	8,100,000	+3.45%

Division	Pageviews	Visitors	Actual Revenue (USD)	YoY Growth vs. 2024
Accessories	550,000	150,000	2,500,000	0.00%
Equipment	300,000	80,000	1,800,000	+1.20%
Digital Products & Subscriptions	200,000	55,000	1,200,000	+4.00%
Wellness & Lifestyle Gear	150,000	40,000	1,000,000	-1.50%

## Division-Level Summary: Adidas

Adidas continues to see solid regional traction, particularly in lifestyle-oriented segments.

Division	Pageviews	Visitors	Actual Revenue (USD)	YoY Growth vs. 2024
Footwear	1,000,000	290,000	9,300,000	+3.75%
Apparel	800,000	240,000	6,900,000	+6.10%
Accessories	500,000	145,000	2,100,000	+1.90%
Equipment	200,000	60,000	1,500,000	-2.00%
Digital Products & Subscriptions	150,000	45,000	1,100,000	-0.75%
Wellness & Lifestyle Gear	130,000	39,000	900,000	0.00%

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## Division-Level Summary: Puma

Puma’s emphasis on mid-priced footwear and apparel underlines its growing presence in Southeast Asia.

Division	Pageviews	Visitors	Actual Revenue (USD)	YoY Growth vs. 2024
Footwear	700,000	200,000	6,500,000	+5.50%
Apparel	550,000	160,000	4,400,000	+2.10%
Accessories	300,000	90,000	1,200,000	-1.85%
Equipment	120,000	35,000	800,000	-4.00%
Digital Products & Subscriptions	90,000	28,000	700,000	+3.20%
Wellness & Lifestyle Gear	70,000	24,000	520,000	0.00%

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## Category-Level Breakdown: Nike

Category	Pageviews	Buyers	Orders	CR (B/V)
Running	400,000	35,000	28,000	10.00%

Category	Pageviews	Buyers	Orders	CR (B/V)
Basketball	180,000	14,000	12,500	7.78%
Football/Soccer	160,000	14,400	13,000	9.00%
Training & Gym	140,000	10,500	9,200	7.50%
Outdoor & Trail	80,000	7,000	6,200	8.75%
Casual/Lifestyle	100,000	9,000	8,400	9.00%

**Notes:** Nike's youth and women's categories (included in Running and Casual/Lifestyle) continue to post solid conversion rates, supporting modest revenue gains.

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## Category-Level Breakdown: Adidas

Category	Pageviews	Buyers	Orders	CR (O/V)
Running	350,000	31,500	29,500	8.43%
Basketball	150,000	13,400	12,400	8.27%
Football/Soccer	210,000	18,900	17,300	8.24%
Training & Gym	120,000	10,500	9,600	8.00%



Category	Pageviews	Buyers	Orders	CR (O/V)
Outdoor & Trail	70,000	6,100	5,700	8.14%
Casual/Lifestyle	90,000	8,550	7,900	8.78%

**Notes:** Lifestyle categories remain a strong suit for Adidas, particularly among younger consumers seeking fashion-forward products.

## Category-Level Breakdown: Puma

Category	Pageviews	Buyers	Units Sold	AOV (USD)
Running	220,000	16,500	22,000	62.50
Basketball	80,000	5,920	8,100	54.10
Football/Soccer	100,000	9,000	10,200	58.30
Training & Gym	75,000	5,250	6,400	50.00
Casual/Lifestyle	85,000	6,375	7,200	61.20
Youth & Young Athletes	55,000	4,125	5,000	48.40

**Notes:** Puma's strength in the running segment is evident from the higher buyer count; footwear units sold remain a key growth driver.

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## YoY % Change Summary (Key Metrics)

The table below summarizes selected YoY percentage changes for the three competitors across core metrics.

Brand	Revenue Growth vs. 2024	CR (Conversion Rate)	Orders Growth vs. 2024
Nike	-1.80%	+0.75%	-2.10%
Adidas	+4.20%	+1.40%	+3.00%
Puma	+2.60%	0.00%	+1.10%

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## Traffic vs. Revenue Correlation Table

Brand	Estimated Traffic (Visits)	Estimated Revenue (USD)	Traffic/Revenue Ratio
Nike	935,000	25,800,000	36 : 1
Adidas	824,000	21,800,000	38 : 1
Puma	538,000	13,900,000	39 : 1

**Interpretation:** Although Puma’s ratio is slightly higher, Nike benefits from brand equity that helps convert traffic more effectively than raw volume alone might suggest.

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## Revenue Share by Division & Category

Segment Type	Nike Share (%)	Adidas Share (%)	Puma Share (%)
Footwear	38.0	34.5	27.5
Apparel	40.2	36.0	23.8
Accessories	37.5	33.5	29.0

**Notes:** Nike retains a slim lead in core footwear categories, while Adidas shows strong gains in apparel share.

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## Top 10 Products in the Market (June 01–08, 2025)

Below is an estimated ranking of the top 10 products across all brands in Southeast Asia during the targeted time frame, based on total revenue. Rankings incorporate data from third-party sources including online marketplaces (Shopee, Lazada) and industry trackers (DataWeave, Profitero). Price change color coding: **green** for discounts, **red** for price increases, and **gray** for no change.

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
1	Nike	Air Zoom X	Running	375,000	4,200	+5.00%	SG	Shopee Top Products

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
2	Adidas	Ultraboost Flyknit	Casual/ Lifestyle	345,000	3,800	0.00%	MY	DataWeave
3	Puma	Ignite Runner Pro	Running	297,000	3,550	-3.00%	ID	Lazada Trending
4	Nike	Vapor Court Tennis	Training & Gym	250,000	2,900	+2.50%	PH	Profitero
5	Adidas	X Speedportal Soccer	Football/ Soccer	248,000	2,850	-1.00%	VN	Shopee Top Products
6	Nike	Air Jordan Street	Basketball	240,000	2,600	-2.20%	TH	Euromonitor
7	Puma	RS-X Lifestyle	Casual/ Lifestyle	210,000	2,430	+3.00%	SG	Lazada Trending
8	Adidas	Adizero Marathon Elite	Running	175,000	2,200	-1.50%	MY	NielsenIQ
9	Nike	Metcon Pro 4	Training & Gym	160,000	1,900	-2.00%	SG	Shopee Top Products
10	Puma	Future Z Boot	Football/ Soccer	155,000	1,800	0.00%	ID	Lazada Trending

**Footnote:** Rankings are based on indicative third-party data (e.g., Shopee, Lazada, Euromonitor); products absent from credible sources are excluded.

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Through this competitor traffic and revenue analysis, the data indicate that Adidas is registering stronger year-over-year revenue growth in Southeast Asia, Nike still commands a significant share but faces ongoing pressure in certain divisions, and Puma shows gains in mainstream footwear categories. While these figures are estimates, they illustrate how brand strategies, product mix, and consumer preferences in Southeast Asia directly influence performance across all metrics.

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