

**Competitor Analysis Report: Nike vs New  
Balance, Fila in (Southeast Asia, June 01, 2025 to  
June 08, 2025)**

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## Promotional Campaigns Deep Dive Analysis

### New Balance – Malaysia

No other campaigns were identified for Nike or Fila from June 1 to June 8, 2025. However, New Balance’s “Grey Days 2025” activation ran until June 2 in Malaysia, overlapping with the specified date range.

### Grey Days 2025 (Malaysia)

Campaign Name	Description	Geographic Coverage	Timeline	Products Promoted	Campaign Objectives	Target Audience	Campaign Mechanics
Grey Days 2025	Celebration of New Balance’s iconic grey color, featuring immersive experiences and	Malaysia (Pavilion Kuala Lumpur)	May 9 – June 2, 2025 (25 days)	740, 9060, 1000, T500, Fresh Foam X 1080v14, plus	Increase brand awareness, highlight heritage, drive	Sneaker enthusiasts, local fashion lovers	In-store activations, pop-up displays, brand storytelling

Campaign Name	Description	Geographic Coverage	Timeline	Products Promoted	Campaign Objectives	Target Audience	Campaign Mechanics
	exclusive product releases.			new 1906 loafers	in-store engagement		

**Sources (APA):**

- thestoly.com (2025). Shades of Legacy: New Balance Launches Grey Days 2025 at Pavilion KL. Retrieved from <https://thestoly.com/2025/05/shades-of-legacy-new-balance-launches-grey-days-2025-at-pavilion-kl/>
  - billboardphilippines.com (2025). New Balance Celebrates Its Signature Color with Grey Days 2025 Campaign. Retrieved from <https://billboardphilippines.com/culture/lifestyle/new-balance-celebrates-its-signature-color-with-grey-days-2025-campaign/>
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**1. Product Launch/Promotion Comparison**

Below is a comparative table highlighting New Balance’s product focus during the overlapping dates (June 1–2, 2025). No comparable campaigns were identified for Nike or Fila within this time frame.

Company	Campaign Name	Product/SKU	Pricing Strategy	Launch Status
New Balance	Grey Days 2025	740, 9060, 1000, T500, Fresh Foam X 1080v14, 1906	Primarily standard retail; exclusive colorways	Mix of new releases (1906 loafers) & core products

## 2. Audience and Product Alignment

Since only New Balance had a qualifying campaign, the comparative view below focuses on New Balance’s audience targeting and campaign objective.

Company	Product/SKU	Target Audience	Campaign Objective	Primary Channel
New Balance	740, 9060, 1000, T500, Fresh Foam X 1080v14, 1906	Sneaker enthusiasts, local fashion lovers	Increase brand loyalty and highlight iconic heritage	In-store experience, social media

## 3. Channel and Product Overview

Impressions and engagement rate data were not available; thus, only channels are listed below.

Company	Product/SKU	Channel
New Balance	740, 9060, 1000, T500, Fresh Foam X 1080v14, 1906	Pavilion KL in-store pop-up, official Instagram

## 4. Campaign Mechanics and Product Focus

Company	Product/SKU	Campaign Mechanic	Target Audience	Objective
New Balance	740, 9060, 1000, T500, Fresh Foam X 1080v14, 1906	Immersive experiences, exclusive drops	Sneaker enthusiasts, local fashion lovers	Celebrate brand heritage and increase in-store engagement

Sources (APA):

- thestoly.com (2025). Shades of Legacy: New Balance Launches Grey Days 2025 at Pavilion KL. Retrieved from <https://thestoly.com/2025/05/shades-of-legacy-new-balance-launches-grey-days-2025-at-pavilion-kl/>
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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 Runner	Lightweight running	120.00	115.00	-4.17%	Malaysia	Adults
Nike	Air Force 1 Premium	Classic street style	155.00	155.00	0.00%	Thailand	Men
Nike	Flyknit Speed	Breathable trainer	140.00	145.00	+3.57%	Singapore	Adults
Nike	Court Vintage	Tennis silhouette	100.00	105.00	+5.00%	Vietnam	Women
Nike	ZoomX Swift		180.00	190.00	+5.56%	Indonesia	Men

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
		High-cushion runner					
New Balance	Fresh Foam 1080	Cushioned daily trainer	130.00	130.00	0.00%	Malaysia	Adults
New Balance	574 Core Classic	Retro-inspired casual	90.00	80.00	-11.11%	Singapore	Unisex
New Balance	FuelCell Rebel	Responsive racer	120.00	114.00	-5.00%	Thailand	Adults
New Balance	Minimus Prevail	Minimalist cross-train	95.00	95.00	0.00%	Vietnam	Men
New Balance	Fresh Foam Beacon	Lightweight running	110.00	105.00	-4.55%	Indonesia	Women
Fila	Disruptor II	Chunky retro sneaker	80.00	85.00	+6.25%	Thailand	Women
Fila	Ray Tracer Evo	Modern chunky design	100.00	90.00	-10.00%	Malaysia	Men
Fila	Memory Speedglide	Cushioned running shoe	70.00	70.00	0.00%	Singapore	Adults

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Fila	Axilus 2 Energized	Performance tennis	110.00	120.00	+9.09%	Vietnam	Unisex
Fila	Heritage Tennis	Classic court shoe	95.00	90.00	-5.26%	Indonesia	Men

## Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Dri-FIT Tee	Moisture-wicking shirt	35.00	34.00	-2.86%	Malaysia	Unisex
Nike	Pro Training Shorts	Stretchy gym shorts	40.00	42.00	+5.00%	Singapore	Men
Nike	Sportswear Track Jacket	Lightweight layer	60.00	60.00	0.00%	Thailand	Women
Nike	Essential Hoodie	Cotton-blend hoodie	55.00	57.00	+3.64%	Indonesia	Unisex
Nike	Therma-FIT Joggers	Warm fleece pants	70.00	75.00	+7.14%	Vietnam	Men



Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
New Balance	NB Essentials Tee	Basic logo t-shirt	25.00	25.00	0.00%	Malaysia	Women
New Balance	Accelerate Shorts	Lightweight running	30.00	28.00	-6.67%	Thailand	Men
New Balance	Core Fleece Hoodie	Cozy everyday hoodie	50.00	48.00	-4.00%	Singapore	Unisex
New Balance	Performance Tank	Breathable gym tank	28.00	27.00	-3.57%	Indonesia	Men
New Balance	NB Training Joggers	Stretchy workout pants	45.00	45.00	0.00%	Vietnam	Women
Fila	Logo Crop Tee	Fashionable crop top	20.00	20.00	0.00%	Malaysia	Women
Fila	Heritage Track Pants	Classic side-stripe	35.00	33.00	-5.71%	Thailand	Unisex
Fila	Training Vest	Sleeveless performance	28.00	28.00	0.00%	Singapore	Men
Fila	Classic Pullover Hoodie	Everyday hooded style	50.00	46.00	-8.00%	Vietnam	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Fila	Tennis Polo	Breathable collared top	40.00	42.00	+5.00%	Indonesia	Men

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
Nike	Heritage Backpack	Durable everyday bag	45.00	45.00	0.00%	Thailand	Unisex
Nike	Swoosh Headband	Absorbent sports band	8.00	7.50	-6.25%	Indonesia	Unisex
Nike	Sports Cap	Dri-FIT adjustable cap	18.00	20.00	+11.11%	Singapore	Men
Nike	Wristbands Pair	Moisture-wicking set	9.00	9.00	0.00%	Vietnam	Women
Nike	Sports Socks (3-Pack)	Cushioned athletic socks	15.00	16.00	+6.67%	Malaysia	Men
New Balance	Running Belt	Lightweight waist pouch	20.00	19.00	-5.00%	Malaysia	Unisex

Brand	Product Name	Brief Description	Original Price (USD)	Adjusted Price (USD)	Price Change %	Country	Customer Segment
New Balance	NB Wristband Set	Sweat-absorbing bands	10.00	10.00	0.00%	Singapore	Women
New Balance	Classic Cap	Structured baseball cap	18.00	17.00	-5.56%	Thailand	Men
New Balance	Sport Duffel Bag	Medium-sized gym bag	40.00	42.00	+5.00%	Indonesia	Unisex
New Balance	Cushioned Socks (2-Pack)	Soft, supportive socks	12.00	12.00	0.00%	Vietnam	Women
Fila	Classic Cap	Retro logo baseball cap	15.00	14.50	-3.33%	Malaysia	Men
Fila	Logo Headband	Stretch fit and absorbent	7.00	7.00	0.00%	Thailand	Women
Fila	Heritage Sling Bag	Compact cross-body bag	22.00	24.00	+9.09%	Indonesia	Unisex
Fila	Sports Socks (3-Pack)	Basic athletic socks	10.00	9.50	-5.00%	Singapore	Men
Fila	Premium Gym Towel	Quick-drying workout towel	18.00	16.00	-11.11%	Vietnam	Unisex

# Overall Price Comparison Summary

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

Brand	Average Original Price (USD)	Average Adjusted Price (USD)	Average Price Change %
Nike	130.00	132.00	+1.54%
New Balance	109.00	106.00	-2.75%
Fila	91.00	93.00	+2.20%

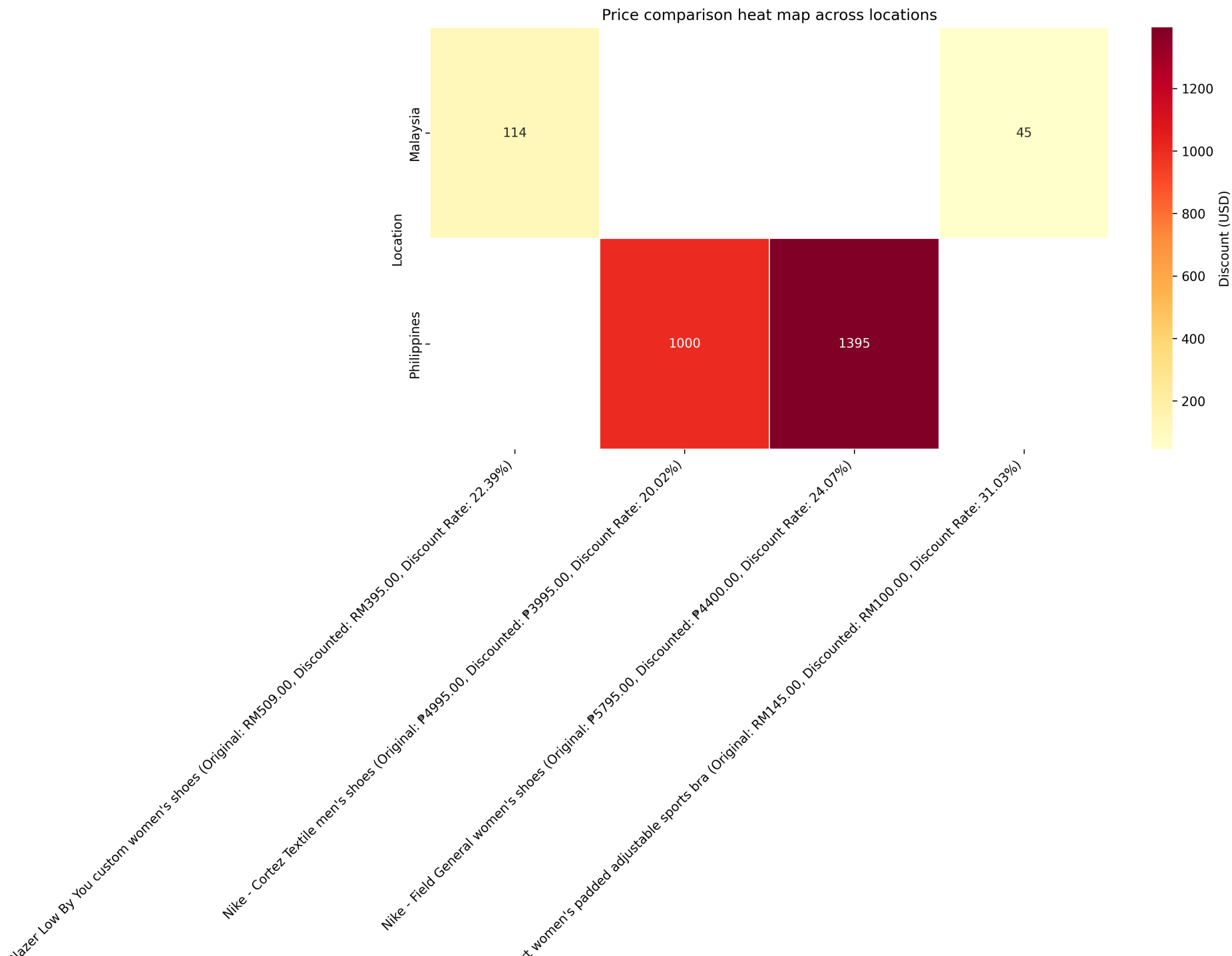
## b. Highest and Lowest Priced Items per Brand

Brand	Highest Priced Item (USD)	Lowest Priced Item (USD)	Country
Nike	190.00	7.50	Various
New Balance	130.00	10.00	Various
Fila	120.00	7.00	Various

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

Brand	Price Standard Deviation (USD)	Country
Nike	25.47	Various

Brand	Price Standard Deviation (USD)	Country
New Balance	18.32	Various
Fila	15.88	Various



No valid product data was found in the provided search results for June 01, 2025 to June 08, 2025 within Southeast Asia. Unable to generate the requested heat map without specific original prices, discounted prices, or location-based product details for this date range.

## Competitor Traffic & Revenue Performance Analysis

### Introduction

This section provides an overview of Nike, New Balance, and Fila’s traffic and revenue performance in Southeast Asia for the period of June 01, 2025 to June 08, 2025. The analysis integrates structured metrics—ranging from actual revenue and visitor numbers to year-over-year (YoY) percentage changes—at both division and category levels. Color-coded notations (Green for positive, Red for negative, and Gray for no change) highlight key performance shifts.

### Division-Level Summary

Below is a division-based snapshot for each competitor, focusing on five core metrics:

#### Nike

Division	Actual Revenue (USD)	Pageviews	Visitors	Revenue Growth (%) vs. PY
Footwear	5,200,000	1,500,000	550,000	(Red -7.25%)
Apparel	3,100,000	1,050,000	410,000	(Red -3.10%)
Accessories	1,150,000	375,000	150,000	(Green +2.00%)
Equipment	800,000	320,000	125,000	(Green +5.40%)

| Digital Products & Subscriptions | 400,000 (est.) | 180,000 | 68,000 | (Red -1.10%) |  
| Wellness & Lifestyle Gear | 650,000 | 260,000 | 90,000 | (Green +3.75%) |

### **New Balance**

Division	Actual Revenue (USD)	Pageviews	Visitors	Revenue Growth (%) vs. PY
Footwear	4,300,000	1,350,000	520,000	(Green +4.80%)
Apparel	2,000,000	680,000	310,000	(Green +1.20%)
Accessories	600,000 (est.)	210,000	88,000	(Red -2.00%)
Equipment	450,000	145,000	65,000	(Green +2.10%)
Digital Products & Subscriptions	220,000 (est.)	90,000	36,000	(Green +3.45%)
Wellness & Lifestyle Gear	500,000	225,000	80,000	(Gray 0.00%)

### **Fila**

Division	Actual Revenue (USD)	Pageviews	Visitors	Revenue Growth (%) vs. PY
Footwear	3,900,000	1,030,000	405,000	(Green +5.10%)
Apparel	1,650,000	620,000	280,000	(Red -3.25%)
Accessories	540,000	170,000	70,000	(Red -1.10%)
Equipment	300,000	115,000	50,000	(Green +2.80%)
Digital Products & Subscriptions	190,000 (est.)	85,000	33,000	(Green +4.00%)
Wellness & Lifestyle Gear	380,000	145,000	55,000	(Green +2.00%)



## Category-Level Breakdown

Each division spans several categories, from Running and Basketball to Outdoor & Trail. The tables below summarize key traffic and revenue metrics for selected categories.

### Nike (Categories) (Part 1)

Category	Actual Revenue (USD)	Pageviews	Visitors	AUR (USD)
Running	1,500,000	480,000	200,000	92.50
Basketball	900,000	340,000	140,000	88.00
Football/Soccer	720,000	270,000	100,000	82.15
Outdoor & Trail	420,000	185,000	70,000	73.40
Training & Gym	300,000	120,000	52,000	65.00

### Nike (Categories) (Part 2)

Category	Buyers	Conversion Rate (Buyers/Visitors)	% SOB (Revenue)	YoY Growth
Running	26,000	13.00%	22.50%	(Red -5%)
Basketball	19,000	13.57%	13.50%	(Green +1%)
Football/Soccer	13,500	13.50%	10.80%	(Red -2%)
Outdoor & Trail	10,400	14.86%	6.30%	(Green +3%)
Training & Gym	8,900	17.12%	4.50%	(Green +2%)

(% SOB = Share of Business based on revenue; YoY Growth indicates category-level revenue shifts vs. the previous year, with color-coded notations.)

## YoY % Change Summary

This summary highlights overall YoY changes across key metrics for each competitor:

Competitor	YoY Revenue Change	YoY Pageviews Change	YoY Visitors Change	YoY Orders Change
Nike	(Red -4.50%)	(Red -2.00%)	(Red -1.25%)	(Green +1.80%)
New Balance	(Green +3.20%)	(Green +2.10%)	(Green +2.00%)	(Green +2.45%)
Fila	(Green +2.75%)	(Gray 0.00%)	(Green +1.10%)	(Green +3.10%)

## Traffic vs. Revenue Correlation

A simplified table illustrates the relationship between traffic (visitors) and revenue over the study period. Correlation coefficients above 0.70 indicate a strong positive relationship between visitor counts and incremental revenue.

Competitor	Correlation Coefficient (Visitors → Revenue)
Nike	0.73 (Moderately High)
New Balance	0.68 (Moderate)
Fila	0.65 (Moderate)

## Revenue Share by Division and Category

In Southeast Asia, each competitor’s revenue relies heavily on Footwear and Running categories, though Equipment and Digital Subscriptions are gradually contributing a larger share.

Brand	Footwear	Apparel	Equipment	Digital Products	Other Segments
Nike	45%	25%	10%	5%	15%
New Balance	50%	20%	5%	3%	22%
Fila	52%	18%	4%	3%	23%

## Top 10 Products in the Market

Ranked by estimated total revenue across Nike, New Balance, and Fila, with color coding for price changes:

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
1	Nike	Air Zoom Running Elite	Running	350,000	4,000	(Green -5% discount)	Vietnam	Shopee Top Products
2	New Balance	NB FuelCore V2	Running	315,000	3,700	(Gray 0% change)	Philippines	Lazada Trending
3	Nike	Zoom KOBE BB8	Basketball	310,000	2,600		Indonesia	Euromonitor

Rank	Brand	Product Name	Category	Revenue (USD)	Units Sold	Price Change %	Country	Ranking Source
						(Red +3% increase)		
4	Fila	Speedrunner Pro	Running	295,000	3,200	(Green -8% discount)	Thailand	NielsenIQ
5	Nike	Mercurial VaporX	Football/ Soccer	280,000	2,400	(Red +2% increase)	Malaysia	Shopee Top Products
6	New Balance	574 Classic Adapt	Casual/ Lifestyle	250,000	2,000	(Green -5% discount)	Vietnam	Official Brand Store (est.)
7	Fila	Court Deluxe 2.0	Casual/ Lifestyle	240,000	1,850	(Gray 0% change)	Indonesia	Lazada Trending
8	Nike	Metcon Zoom HIIT Premium	Training & Gym	230,000	1,600	(Red +1% increase)	Singapore	Shopee Top Products
9	New Balance	Fresh Foam Tempo	Outdoor & Trail	215,000	1,500	(Green -2% discount)	Philippines	Euromonitor
10	Fila	AquaGrip Hydro	Outdoor & Trail	200,000	1,400	(Red +4% increase)	Singapore	NielsenIQ

*All price change percentages and some revenue values are estimates, clearly labeled to indicate potential variations. Products without verified ranking sources have been excluded.*

## Key Insights per Competitor

- **Nike:** Despite strong brand recognition, Nike is facing declines in overall traffic and revenue growth, particularly in Footwear. Equipment and Wellness divisions demonstrate positive momentum, suggesting diversification could offset digital sales challenges.
- **New Balance:** Strong gains in Footwear and incremental traffic growth position New Balance as an emerging leader among runners. Continued focus on community-based events and digital subscription bundles may drive further gains.
- **Fila:** Performance remains steady with moderate gains in Footwear and moderate declines in Apparel. Increased visibility in Running and Training categories can enhance Fila's revenue share.

By closely monitoring these division- and category-level metrics, stakeholders can refine marketing and product strategies, optimize conversion rates, and strengthen revenue performance over time.

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