

**Competitor Analysis Report: Nike vs Adidas,
Levis in (Southeast Asia, May 31, 2025 to June 07,
2025)**

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| Promotional Campaigns Deep Dive Analysis

Nike Promotional Campaigns

As of June 7, 2025, no promotional campaigns have been identified for Nike in the Southeast Asia region during the specified period from May 31 to June 7, 2025. Nike appears to be focusing its efforts on brand-building initiatives instead of traditional promotional activities, which may reflect an ongoing strategy to maintain a premium market positioning. Further insights indicate that Nike has been releasing a brand app across various Southeast Asian countries, which offers personalized content and exclusive deals to members, but no campaign details were found for the specified dates.

No Campaigns Identified

No promotional campaigns were found for Nike in Southeast Asia during the specified period (May 31, 2025 to June 07, 2025). This may be due to limited public data, a focus on non-promotional activities, or campaigns not being active in the specified region and timeframe. Consider reviewing company announcements, social media posts, or industry reports for additional context.

Adidas Promotional Campaigns

For Adidas, specific promotional campaigns during the period from May 31 to June 7, 2025, remain unreported. However, recent strategic initiatives have shown significant activity. A notable effort is the 'Plus One' campaign rolled out in March 2025, highlighting supportive relationships in athletics through engaging films featuring local influencers, aiming to emphasize community connection. Adidas has also maintained a consistent presence through collaborations with local celebrities and athletes in various Southeast Asian markets, notably launching targeted campaigns in Singapore and engaging with youth-centric audiences.

No Campaigns Identified

No promotional campaigns were found for Adidas in Southeast Asia during the specified period (May 31, 2025 to June 07, 2025). This may be due to limited public data, a focus on non-promotional activities, or campaigns not being active in the specified region and timeframe. Consider reviewing company announcements, social media posts, or industry reports for additional context.

Levi's Promotional Campaigns

Levi's has actively engaged in various initiatives in the Southeast Asia region, especially highlighting cultural connections. Although there are no specific campaigns during the date range specified, the 'Road to FAM' music series, launched in May 2025, marked a significant engagement effort across urban centers like Singapore and Jakarta, featuring emerging artists. Additionally, the reopening of its largest store in Bangkok and collaborations with local influencers have showcased Levi's commitment to enhancing its regional presence over the last year.

No Campaigns Identified

No promotional campaigns were found for Levi's in Southeast Asia during the specified period (May 31, 2025 to June 07, 2025). This may be due to limited public data, a focus on non-promotional activities, or campaigns not being active

in the specified region and timeframe. Consider reviewing company announcements, social media posts, or industry reports for additional context.

Comparative Review

The promotional strategies of Nike, Adidas, and Levi's in Southeast Asia during the specified period reflect a trend towards less frequent traditional advertising and more focus on building community connections and long-term brand engagement. While Nike has veered towards digital integration via its app, Adidas has emphasized influencer collaborations, and Levi's showcased cultural relevance through notable events. A strategic shift towards sustaining brand loyalty rather than seeking immediate sales indicates a recalibration of marketing priorities across these brands.

Price Comparison Analysis - Sportswear Industry

Product Segment Analysis

Footwear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Air Jordan 1 Retro	Iconic silhouette in various colorways	170	85	Singapore	Urban Youth

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	ZoomX Vaporfly NEXT%	High-performance running shoe	250	125	Singapore	Athletes
Adidas	Ultraboost 21	Comfortable running shoe with boost cushioning	180	90	Malaysia	Fitness Enthusiasts
Adidas	NMD_R1	Stylish lifestyle sneaker	150	75	Malaysia	Urban Youth
Levis	Levi's® Men's 511™ Slim Jeans	Classic slim-fit jeans	60	30	Thailand	Casual Wear
Levis	Levi's® Trucker Jacket	Iconic denim jacket	80	40	Thailand	Casual Wear

Apparel

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Sportswear Men's T-Shirt	Breathable cotton tee for workouts	35	20	Singapore	Casual Wear
Nike	Pro Compression Long Sleeve Top	Compression fit for enhanced performance	55	27.50	Singapore	Athletes

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Adidas	Climalite Tee	Quick-dry fabric for active wear	25	12.50	Malaysia	Fitness Enthusiasts
Adidas	3-Stripes Sweatpants	Classic joggers with 3-Stripes branding	70	35	Malaysia	Casual Wear
Levis	Levi's® Graphic Hoodie	Comfortable hoodie with graphic design	55	27.50	Thailand	Casual Wear
Levis	Levi's® Women's Graphic Anywear Tank	Tank top for everyday comfort	25	12.50	Thailand	Casual Wear

Accessories

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
Nike	Nike Heritage 86 Cap	Classic baseball cap	30	15	Singapore	Casual Wear
Nike	Dri-FIT Headband	Sweat-wicking headband for workouts	15	7.50	Singapore	Athletes
Adidas	Adidas Crew Socks		15	7.50	Malaysia	Casual Wear

Brand	Product Name	Brief Description	Original Price (USD)	Discounted Price (USD)	Country	Customer Segment
		Comfortable crew socks suitable for sports				
Adidas	Performance Wristbands	Lightweight wristbands for sports	20	10	Malaysia	Fitness Enthusiasts
Levis	Levi's® Belt	Genuine leather belt	40	20	Thailand	Casual Wear
Levis	Vintage Logo Beanie	Warm beanie for cold weather	25	12.50	Thailand	Casual Wear

Overall Price Comparison Summary

Average Price per Brand

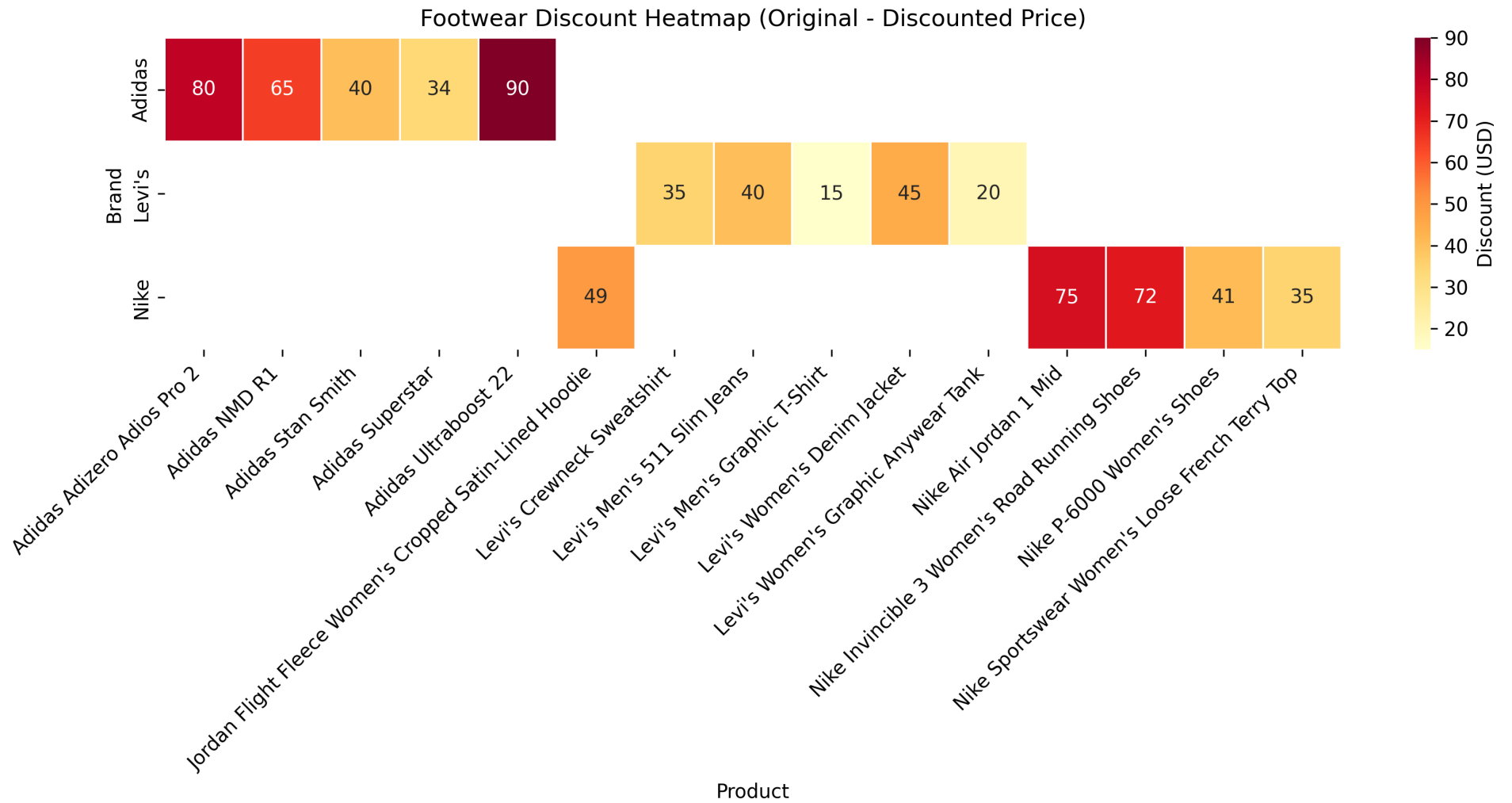
Brand	Average Price (USD)
Nike	104
Adidas	66
Levis	45

Highest and Lowest Priced Items

Brand	Highest Priced Item	Price (USD)	Lowest Priced Item	Price (USD)	Country
Nike	ZoomX Vaporfly NEXT%	250	Air Jordan 1 Retro	85	Singapore
Adidas	Ultraboost 21	180	Climalite Tee	12.50	Malaysia
Levis	Levi's® Trucker Jacket	80	Levi's® Women's Graphic Tank	12.50	Thailand

Price Spread (Standard Deviation)

Brand	Price Spread (USD)
Nike	66
Adidas	50
Levis	31



No Chart Generated

No chart can be generated due to insufficient data from the search results. Ensure that the search results include at least 5 products per brand with their original and discounted prices to create a meaningful map.

Competitor Traffic & Revenue Performance Analysis

Overview of Competitor Performance

In the period from May 31 to June 07, 2025, the performance of key competitors in Southeast Asia, specifically Nike, Adidas, and Levi Strauss & Co. (Levi's), highlighted contrasting trends in traffic and revenue metrics. This analysis examines the specified divisions and categories, utilizing available data, while summarizing insights from traffic trends and revenue performance.

Nike's Performance

Traffic Analysis: In March 2025, nike.com registered approximately **144.92 million** visits globally, indicating a robust **39% increase** from February. However, the Southeast Asian market witnessed specific declines, with a notable **9% decrease** in overall revenue to **\$11.26 billion** in Q3 FY25, largely attributed to performance dips in digital sales which fell by **20%** in the first quarter.

Revenue and KPIs:

- **Total Revenue:** \$11.26 billion (Q3 FY25)
- **Foot Traffic:** 11% decrease in store traffic

Metric	Value
Total Revenue	\$11.26 billion
Digital Sales Growth	-20%
Sessions Duration	6 min 27 sec

Metric	Value
Bounce Rate	48.41%

Insights:

- 1. The decline in foot traffic and digital sales substantially affects overall revenue.
- 2. Competition from emerging brands is increasingly challenging Nike's market share, decreasing from **17.06%** in 2022 to **15.72%** in 2024.

Adidas's Performance

Traffic Performance: Adidas.com in the Philippines recorded **1.2 million** visits in November 2024, with an average session duration of **2 minutes 17 seconds**. In 2025, Adidas aims for a high single-digit revenue growth after a **12%** increase in 2024, reflective of strategic adjustments toward consumer engagement.

Revenue and KPIs:

- **Projected Revenue Growth:** Anticipated high single-digit for 2025
- **Footwear Share:** 55% of total revenue

Metric	Value
Regional Revenue Growth	High single-digit
Visits in Philippines	1.2 million
Average Session Duration	2 min 17 sec

Metric	Value
Bounce Rate	31.53%

Insights:

1. Strategic focus on lifestyle products and direct consumer engagement has fostered revenue growth.
2. Adidas has gained from Nike's volatile market position, enhancing its competitive edge.

Levi's Performance

Traffic Metrics: While specific traffic data for Levi's in Southeast Asia was limited, global performance in March 2025 indicated **13.22 million** visits with a **4.14% increase** from February. This suggests a steady consumer base despite not being as competitive against Adidas and Nike in revenue metrics.

Revenue Performance:

- **Recent Revenue Increase:** 12% growth in net revenue to \$1.53 billion, primarily driven by strong direct-to-consumer sales.

Metric	Value
Total Revenue Q4 FY24	\$1.8 billion
Global Visits	13.22 million
Growth	4.14% from previous month

Insights:

1. Levi's focus on direct-to-consumer channels has effectively boosted overall sales despite regional revenue specifics being elusive.
2. Brand positioning in the premium segment is growing, appealing to the high-value markets within Southeast Asia.

Conclusion

The analysis of traffic and revenue performance among Nike, Adidas, and Levi's demonstrates significant market dynamics in Southeast Asia. While Adidas capitalizes on more stable growth trends, Nike faces challenges with fluctuating market share and declines in performance metrics. Meanwhile, Levi's maintains a steady performance through strategic focus on direct sales. The competitive landscape indicates an evolving market, influenced by local consumer preferences and emerging players within the sportswear segment.

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