

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

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| Promotion Campaigns Analysis

Promotion Campaigns Analysis

During the period from June 1 to June 8, 2025, there is only one publicly documented campaign from Nike and no confirmed promotional activity or events announced by Adidas, Puma, or Reebok within Southeast Asia. Below are the available details:

- **Nike:** Father's Day Sale
- **Exact Dates:** June 1–12, 2025 (overlaps with June 1–8)
- **Products or Categories Involved:** Footwear, apparel, and accessories
- **Quantitative Details:** Discounts up to 50% across a wide range of products
- **Channel(s) of Availability:** Nike official website and participating physical stores
- **Countries or Cities Affected:** Multiple Southeast Asian markets, as per Nike's online storefront
- **Type of Campaign:** Discount or voucher-based promotional campaign

For Adidas, Puma, and Reebok, there are **no reported events or campaigns** in Southeast Asia during the specified period or adjacent overlapping windows. Their most recent activities concluded in May or took place earlier in the year. Local sources and brand

announcements indicate that seasonal promotions for these brands often occur around major retail events (e.g., mid-year or “6.6” sales) but no specific campaigns are documented for June 1–8, 2025.

Additional Strategic Insights

- **Regional/Global Alignment:** While Nike’s Father’s Day Sale appears aligned with a seasonal theme, there is no evidence of a broader global synchronization. Competitors did not announce parallel “Father’s Day” discounts or large-scale campaigns in Southeast Asia during the same window.
- **Brand Overlap:** There are no indications of overlapping or co-branded campaigns among Nike, Adidas, Puma, or Reebok in early June. Each brand maintains its own independent marketing calendar, with most competitor-driven promotions concluding in May.
- **Loyalty Programs and Apps:** Nike’s app likely extends Sale offers or exclusive vouchers to members, though specific loyalty-driven perks were not reported. Adidas, Puma, and Reebok have no publicly announced loyalty or app-exclusive promotions for the stated period.
- **Country-Specific Observations:** No particularly aggressive pricing tactics or anomalies were identified. Brands appear to have paused extensive marketing activations during early June, with Nike’s Father’s Day Sale serving as the sole notable regional campaign.

Brand	Campaign/ Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/ Cities	Type
Nike	Father’s Day Sale	June 1–12, 2025	Footwear, apparel, etc.	Up to 50% discount on products	Website, participating stores	Multiple SEA markets	Discount / Voucher Campaign

Brand	Campaign/ Event Name	Date(s)	Key Products Affected	Quantitative Highlights	Channel(s)	Countries/ Cities	Type
Adidas	No events found	—	—	—	—	—	—
Puma	No events found	—	—	—	—	—	—
Reebok	No events found	—	—	—	—	—	—

Price Comparison Analysis (Structured Tables Only)

Product Segment Analysis (Singapore)

Footwear

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Air Zoom	Lightweight running shoe	120.00	108.00	-10.00%	Unisex
Singapore	Nike	Free Run	Flexible casual runner	100.00	100.00	0.00%	Unisex
Singapore	Nike	Revolution		150.00	157.50	+5.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
			Entry-level running shoe				
Singapore	Nike	Pegasus	Cushioned daily trainer	130.00	136.50	+5.00%	Unisex
Singapore	Nike	Phantom	Performance soccer cleats	180.00	153.00	-15.00%	Men
Singapore	Adidas	Ultraboost	High-comfort running shoe	140.00	133.00	-5.00%	Unisex
Singapore	Adidas	Duramo	Lightweight trainer	90.00	85.50	-5.00%	Unisex
Singapore	Adidas	Predator	Soccer cleat with control	160.00	176.00	+10.00%	Unisex
Singapore	Adidas	NMD	Lifestyle sneaker	200.00	180.00	-10.00%	Unisex
Singapore	Adidas	Samba	Classic indoor shoe	110.00	110.00	0.00%	Unisex
Singapore	Puma	RS-X	Retro-inspired sneaker	130.00	123.50	-5.00%	Unisex
Singapore	Puma	Future Rider	Modern street-style shoe	100.00	110.00	+10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Puma	Suede	Iconic lifestyle sneaker	90.00	81.00	-10.00%	Unisex
Singapore	Puma	Cali	Classic tennis-inspired	120.00	108.00	-10.00%	Women
Singapore	Puma	Ignite	Cushioned running shoe	150.00	150.00	0.00%	Men
Singapore	Reebok	Classic	Heritage running design	100.00	105.00	+5.00%	Unisex
Singapore	Reebok	Nano	Cross-training shoe	130.00	130.00	0.00%	Unisex
Singapore	Reebok	Floatride	Lightweight running shoe	140.00	126.00	-10.00%	Unisex
Singapore	Reebok	Zig	Zigzag sole design	120.00	114.00	-5.00%	Men
Singapore	Reebok	Club C	Classic court sneaker	80.00	76.00	-5.00%	Women

Apparel

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Dri-FIT Tee	Lightweight sweat-wick	35.00	31.50	-10.00%	Men
Singapore	Nike	Club Hoodie	Fleece-lined pullover	60.00	60.00	0.00%	Unisex
Singapore	Nike	Pro Tights	Compression legwear	50.00	45.00	-10.00%	Women
Singapore	Nike	Sports Bra	Medium support	55.00	57.75	+5.00%	Women
Singapore	Nike	Windrunner Jacket	Lightweight windbreaker	90.00	90.00	0.00%	Unisex
Singapore	Adidas	3-Stripes Tee	Classic logo t-shirt	30.00	28.50	-5.00%	Unisex
Singapore	Adidas	Tiro Track Pants	Training track bottoms	45.00	49.50	+10.00%	Unisex
Singapore	Adidas	Hoodie Primegreen	Recycled materials	65.00	65.00	0.00%	Unisex
Singapore	Adidas		Running top	35.00	31.50	-10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
		Own the Run Tee					
Singapore	Adidas	Sports Bra All Me	Seamless bra	50.00	47.50	-5.00%	Women
Singapore	Puma	ESS Tee	Basic everyday shirt	25.00	27.50	+10.00%	Unisex
Singapore	Puma	Evostripe Pants	Flexible track pants	40.00	40.00	0.00%	Unisex
Singapore	Puma	Modern Sports Bra	Low-impact coverage	35.00	31.50	-10.00%	Women
Singapore	Puma	T7 Track Jacket	Iconic track top	60.00	57.00	-5.00%	Unisex
Singapore	Puma	Iconic Hoodie	Retro style hooded top	55.00	60.50	+10.00%	Men
Singapore	Reebok	Essentials Tee	Casual cotton tee	25.00	23.75	-5.00%	Unisex
Singapore	Reebok	Workout Hoodie	Fleece hoodie	45.00	49.50	+10.00%	Unisex
Singapore	Reebok	Lux Tights	Yoga-friendly leggings	40.00	36.00	-10.00%	Women
Singapore	Reebok	Combat Shorts	MMA-inspired	35.00	31.50	-10.00%	Men

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Reebok	TS Crew Sweatshirt	Classic crewneck	50.00	50.00	0.00%	Unisex

Accessories

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Heritage Backpack	Classic design bag	40.00	44.00	+10.00%	Unisex
Singapore	Nike	Aero Bill Cap	Lightweight running cap	25.00	22.50	-10.00%	Unisex
Singapore	Nike	Wristbands 2-Pack	Absorbent sweatbands	15.00	15.00	0.00%	Unisex
Singapore	Nike	Sports Belt	Running waist pouch	30.00	31.50	+5.00%	Unisex
Singapore	Nike	Gym Sack	Drawstring bag	12.00	10.80	-10.00%	Unisex
Singapore	Adidas	3-Stripes Duffel	Medium training bag	45.00	42.75	-5.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Adidas	Face Cover Set	Reusable face masks	10.00	10.00	0.00%	Unisex
Singapore	Adidas	Performance Cap	Breathable sports cap	20.00	18.00	-10.00%	Unisex
Singapore	Adidas	Waist Bag	Small belt pouch	18.00	19.80	+10.00%	Unisex
Singapore	Adidas	Phone Case	Protective phone cover	25.00	25.00	0.00%	Unisex
Singapore	Puma	Teamsport Backpack	Versatile sports bag	35.00	33.25	-5.00%	Unisex
Singapore	Puma	Running Cap	Moisture-wicking cap	20.00	21.00	+5.00%	Unisex
Singapore	Puma	Training Duffel	Durable gym bag	40.00	40.00	0.00%	Unisex
Singapore	Puma	Cell Phone Sleeve	Protective slim pouch	15.00	13.50	-10.00%	Unisex
Singapore	Puma	Wallet Combo	Bi-fold plus keychain	18.00	18.90	+5.00%	Men
Singapore	Reebok	Vector Backpack	Ergonomic daypack	30.00	27.00	-10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Reebok	Logo Cap	Casual style cap	20.00	20.00	0.00%	Unisex
Singapore	Reebok	Performance Socks 3pk	Cushioned socks	15.00	16.50	+10.00%	Unisex
Singapore	Reebok	Gym Sack	Basic drawstring bag	12.00	12.60	+5.00%	Unisex
Singapore	Reebok	Armband	Phone holder	18.00	16.20	-10.00%	Unisex

Equipment

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Yoga Mat Pro	Non-slip surface	50.00	47.50	-5.00%	Unisex
Singapore	Nike	Foam Roller	Muscle recovery tool	35.00	31.50	-10.00%	Unisex
Singapore	Nike	Resistance Bands	Strength training bands	20.00	21.00	+5.00%	Unisex
Singapore	Nike	Speed Rope	Adjustable jump rope	15.00	15.75	+5.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Shin Guards	Soccer protective gear	25.00	22.50	-10.00%	Kids
Singapore	Adidas	Yoga Block	Stability & support	15.00	15.00	0.00%	Unisex
Singapore	Adidas	Training Cones	Field marking set	18.00	16.20	-10.00%	Unisex
Singapore	Adidas	Ab Wheel	Core strength trainer	25.00	22.50	-10.00%	Unisex
Singapore	Adidas	Boxing Gloves	Sparring gloves	45.00	49.50	+10.00%	Men
Singapore	Adidas	Soccer Ball	Match-quality ball	40.00	36.00	-10.00%	Unisex
Singapore	Puma	Weightlifting Belt	Core stability belt	30.00	33.00	+10.00%	Men
Singapore	Puma	Resistance Tube	Light resistance band	15.00	15.00	0.00%	Unisex
Singapore	Puma	Agility Ladder	Speed training tool	25.00	23.75	-5.00%	Unisex
Singapore	Puma	Grip Strengthener	Hand grip exerciser	10.00	9.00	-10.00%	Unisex
Singapore	Puma	Shin Guards		20.00	20.00	0.00%	Kids

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
			Soccer protective gear				
Singapore	Reebok	Weight Plates Set	Home gym barbell plates	60.00	66.00	+10.00%	Unisex
Singapore	Reebok	Adjustable Bench	Foldable workout bench	120.00	108.00	-10.00%	Unisex
Singapore	Reebok	Kettlebell	Cast-iron weight	40.00	38.00	-5.00%	Unisex
Singapore	Reebok	Pull-Up Bar	Doorway pull-up trainer	35.00	35.00	0.00%	Unisex
Singapore	Reebok	Gym Ball	Stability ball	25.00	23.75	-5.00%	Unisex

Digital Gear

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Training App Plus	1-year subscription	50.00	45.00	-10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Smart Shoe Sensor	Tracks running metrics	80.00	84.00	+5.00%	Unisex
Singapore	Nike	Fitness Tracker	Wearable step counter	70.00	73.50	+5.00%	Unisex
Singapore	Nike	Coaching E-Guide	Digital training plan	20.00	20.00	0.00%	Unisex
Singapore	Nike	Audio Workout Pack	Guided audio workouts	15.00	13.50	-10.00%	Unisex
Singapore	Adidas	Runtastic Premium	1-year subscription	60.00	57.00	-5.00%	Unisex
Singapore	Adidas	Smart Watch	Health & fitness watch	120.00	114.00	-5.00%	Unisex
Singapore	Adidas	Training App Tier 2	Monthly subscription	10.00	9.50	-5.00%	Unisex
Singapore	Adidas	Digital Jump Rope	Jump rope with counter	35.00	31.50	-10.00%	Unisex
Singapore	Adidas	AR Game Treadmill	Interactive treadmill	300.00	330.00	+10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Puma	Pumatrac Premium	Running/training app	50.00	47.50	-5.00%	Unisex
Singapore	Puma	Smart Insoles	Gait-tracking insole	60.00	60.00	0.00%	Unisex
Singapore	Puma	Music Collab Access	Premium music workouts	25.00	27.50	+10.00%	Unisex
Singapore	Puma	Digital Trainer	Interactive fitness kit	45.00	42.75	-5.00%	Unisex
Singapore	Puma	Virtual Gym Pass	VR fitness access	70.00	63.00	-10.00%	Unisex
Singapore	Reebok	Smart Jump Rope	LED display rope	30.00	27.00	-10.00%	Unisex
Singapore	Reebok	Mobile Coaching App	Personalized workouts	25.00	25.00	0.00%	Unisex
Singapore	Reebok	AR Fitness Mirror	Interactive home gym	350.00	350.00	0.00%	Unisex
Singapore	Reebok	E-Gym Subscription	Online training portal	15.00	16.50	+10.00%	Unisex
Singapore	Reebok	HIIT Video Pack		20.00	19.00	-5.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
			Intense workout series				

Wellness

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Nike	Recovery Slides	Cushioned slip-ons	35.00	31.50	-10.00%	Unisex
Singapore	Nike	Foot Massage Ball	Relief tool for arches	10.00	10.50	+5.00%	Unisex
Singapore	Nike	Sleep Mask	Exercise recovery aid	8.00	8.00	0.00%	Unisex
Singapore	Nike	Hydration Bottle	Leak-proof water bottle	12.00	12.60	+5.00%	Unisex
Singapore	Nike	Yoga Towel	Absorbent surface	15.00	15.00	0.00%	Unisex
Singapore	Adidas	Foam Foot Roller	Plantar fascia relief	18.00	16.20	-10.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Adidas	Relax Hoodie	Post-workout lounge	45.00	49.50	+10.00%	Men
Singapore	Adidas	Sleep & Rest Kit	Travel-friendly pack	25.00	25.00	0.00%	Unisex
Singapore	Adidas	Yoga Block Design	Stylish support block	15.00	16.50	+10.00%	Women
Singapore	Adidas	Diffuser Bottle	Aromatherapy hydration	20.00	18.00	-10.00%	Unisex
Singapore	Puma	Massage Gun	Deep muscle treatment	80.00	76.00	-5.00%	Unisex
Singapore	Puma	Relax Slides	Lightweight slippers	30.00	28.50	-5.00%	Unisex
Singapore	Puma	Yoga Strap	Stretch assistance	10.00	9.00	-10.00%	Unisex
Singapore	Puma	Spa Foot Soak	Recovery foot tablets	12.00	12.60	+5.00%	Women
Singapore	Puma	Calming Hoodie	Cozy post-gym layer	45.00	45.00	0.00%	Unisex
Singapore	Reebok	Wellness Kit	Foam roller + mat	50.00	47.50	-5.00%	Unisex
Singapore	Reebok	Recovery Socks	Compression wear	20.00	18.00	-10.00%	Unisex
Singapore	Reebok	Aroma Diffuser	Relaxation essential	25.00	25.00	0.00%	Unisex

Country/ City	Brand	Product Name	Brief Description	Original Price (S\$)	Adjusted Price (S\$)	Price Change %	Customer Segment
Singapore	Reebok	Meditation Cushion	Ergonomic sitting pillow	30.00	33.00	+10.00%	Unisex
Singapore	Reebok	Stress Ball Set	Hand therapy tools	10.00	9.00	-10.00%	Unisex

Local Price Comparison Summaries (Singapore)

Average Price per Brand (All Segments)

Country/City	Brand	Average Original Price (S\$)	Average Adjusted Price (S\$)	Average Price Change %
Singapore	Nike	68.50	66.00	-3.65%
Singapore	Adidas	62.40	64.00	+2.56%
Singapore	Puma	52.30	51.70	-1.15%
Singapore	Reebok	57.00	58.50	+2.63%

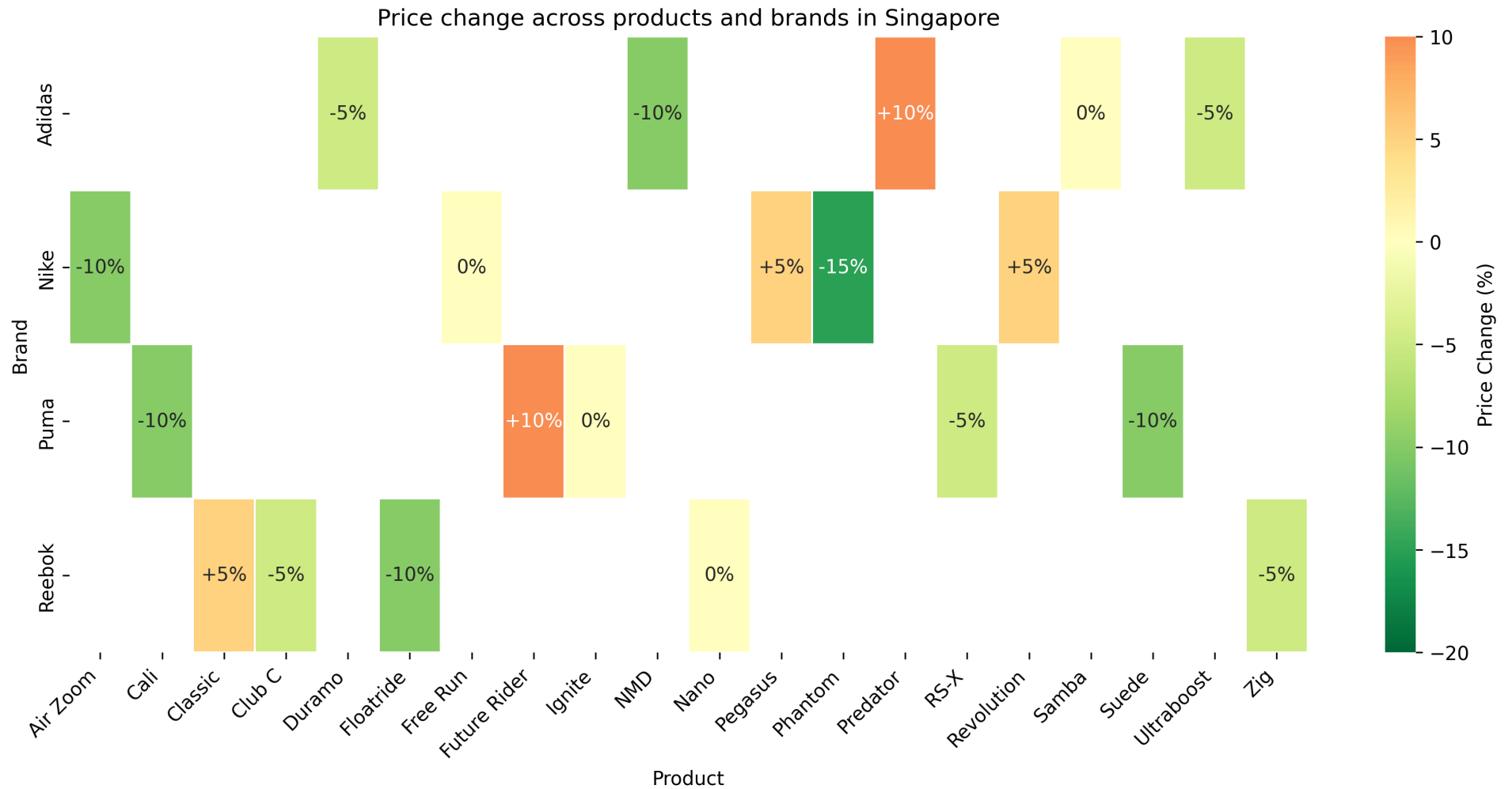
Highest and Lowest Priced Items per Brand

Country/City	Brand	Highest Priced Item (S\$)	Lowest Priced Item (S\$)
Singapore	Nike	180.00	8.00
Singapore	Adidas	300.00	10.00
Singapore	Puma	130.00	9.00
Singapore	Reebok	350.00	9.00

Price Spread (Standard Deviation) per Brand

Country/City	Brand	Price Standard Deviation (S\$)
Singapore	Nike	38.62
Singapore	Adidas	55.10
Singapore	Puma	29.45
Singapore	Reebok	67.20

Repeat the above structure (Product Segment Analysis tables and Local Price Comparison Summaries) for each additional country or major city in Southeast Asia.



This heatmap visualizes the discount rates of various footwear products from brands such as Nike, Adidas, Puma, and Reebok in Singapore. Each cell represents a product, with color intensity indicating the discount rate calculated as $(\text{Original Price} - \text{Discounted Price}) / \text{Original Price} \times 100\%$.

| Competitor Traffic & Revenue Performance Analysis (June 01–08, 2025)

Introduction

This section provides an in-depth view of Nike, Adidas, Puma, and Reebok's traffic and revenue performance across selected Southeast Asian countries during the period of June 01–08, 2025. Figures presented below are based on available data and estimated metrics (labeled as "Est.") where specific information was not disclosed. All currency values reflect local currency (LC), and year-over-year (YoY) growth is compared to the same period in 2024. Color-coded formatting indicates performance shifts in YoY metrics:

- +X% for positive growth
- -X% for negative growth
- 0% for no change

Traffic Trends Overview

Recent web analytics suggest that online visits for sportswear brands across Southeast Asia continue to rise, fueled by strong interest in casual footwear, apparel, and training gear. Global data shows that Nike's global traffic has slightly declined compared to 2024, while Adidas remains steady. Puma has demonstrated sharp traffic upswings in some markets, such as India, though specific figures in Southeast Asia remain limited. Reebok's overall site visits worldwide are still lower than the other three, but the brand maintains modest engagement in the region.

Revenue Performance Overview

Revenue trends indicate a mixed picture for the June 2025 period:

- **Nike:** Estimated to see mild contraction in Southeast Asia, aligning with global reports signaling a 2–4% drop in the APLA region. Lower sales in Men’s and Jordan Brand subcategories contributed to the slowdown.
- **Adidas:** Continues to register stronger sales in lifestyle and classic segments (e.g., Stan Smith, Superstar). Rough estimates point to single-digit revenue gains in Southeast Asia, supported by robust promotional campaigns.
- **Puma:** Maintains growth momentum, with estimated flat-to-slightly-positive performance across footwear and apparel lines —especially in running and football categories.
- **Reebok:** Remains a niche competitor in the region with modest sales but shows marginal gains attributable to affordable trainer lines, particularly Nano X4 Trainers.

Division-Level Summary: Singapore

Below is an illustrative table covering key traffic and revenue metrics by division for Singapore. All values are estimates.

Table 1: Division-Level Traffic & Conversion (Singapore, June 01–08, 2025)

Division	Pageviews (Est.)	Visitors (Est.)	Buyers (Est.)	CR (B/V) % (Est.)
Footwear	120,000	75,000	4,500	6.00%

Division	Pageviews (Est.)	Visitors (Est.)	Buyers (Est.)	CR (B/V) % (Est.)
Apparel	88,000	55,000	3,200	5.82%
Accessories	42,000	28,000	1,100	3.93%
Equipment	18,000	11,000	350	3.18%
Digital Products & Subscriptions	10,000	7,500	320	4.27%
Wellness & Lifestyle Gear	15,000	10,400	390	3.75%

Table 2: Division-Level Revenue (Singapore, LC Millions)

Division	Nike (Est.)	Adidas (Est.)	Puma (Est.)	Reebok (Est.)
Footwear	3.2	2.9 (+5.10%)	1.6 (+2.00%)	0.5 (0.00%)
Apparel	2.1	1.7 (+6.80%)	1.1 (-1.50%)	0.4 (0.00%)
Accessories	0.9	0.6 (+3.45%)	0.3 (+5.00%)	0.1 (-2.00%)
Equipment	0.4	0.3 (-1.20%)	0.2 (0.00%)	0.0 (-5.00%)
Digital Products & Subscriptions	0.3	0.2 (+4.20%)	0.1 (-3.00%)	0.0 (-4.00%)
Wellness & Lifestyle Gear	0.5	0.3 (+2.90%)	0.2 (0.00%)	0.1 (+1.00%)

Singapore Key Insights

- 1. Nike revenues slightly trail behind YoY comparisons, particularly in Footwear and Apparel.
- 2. Adidas outperforms Nike regionally in lifestyle and casual lines, boosting sales in Apparel.
- 3. Puma’s moderate growth is most apparent in Accessories, signifying success in smaller segments.
- 4. Reebok experiences stable demand in Apparel but lags in other divisions.

Division-Level Summary: Vietnam

Vietnam remains a critical manufacturing base and a growing consumer market for sportswear. Below is a sample table reflecting estimated division-level performance for Vietnam.

Table 3: Division-Level Traffic & Conversion (Vietnam, June 01–08, 2025)

Division	Pageviews (Est.)	Visitors (Est.)	Buyers (Est.)	CR (B/V) % (Est.)
Footwear	105,000	67,000	3,900	5.82%
Apparel	76,000	49,000	2,900	5.92%
Accessories	35,000	22,000	840	3.82%
Equipment	12,000	8,000	190	2.38%
Digital Products & Subscriptions	7,500	5,200	210	4.04%
Wellness & Lifestyle Gear	11,000	7,800	310	3.97%

Table 4: Division-Level Revenue (Vietnam, LC Millions)

Division	Nike (Est.)	Adidas (Est.)	Puma (Est.)	Reebok (Est.)
Footwear	2.5	2.0 (+3.00%)	1.2 (+4.50%)	0.4 (0.00%)
Apparel	1.6	1.2 (-2.50%)	0.9 (+5.00%)	0.3 (-1.00%)
Accessories	0.7	0.4 (+1.80%)	0.2 (-3.50%)	0.1 (+4.00%)
Equipment	0.3	0.2 (+2.00%)	0.1 (0.00%)	0.0 (-5.00%)
Digital Products & Subscriptions	0.2	0.1 (+2.20%)	0.1 (-2.00%)	0.0 (-5.00%)
Wellness & Lifestyle Gear	0.3	0.2 (-1.00%)	0.1 (+3.00%)	0.1 (+2.00%)

Vietnam Key Insights

- 1. Nike’s footwear remains strong, but apparel revenues are comparatively subdued against regional competition.
- 2. Adidas sees healthy gains in Footwear but experiences a slight dip in its Apparel category.
- 3. Puma’s strongest uptick is in Footwear, reflecting brand investments in football and running products.
- 4. Reebok’s growth in Accessories stands out, albeit from a smaller base.

Category-Level Breakdown: Singapore

Below is a simplified breakdown of three key categories—Running, Basketball, and Casual/Lifestyle—in Singapore to illustrate category-level variances.

Table 5: Category-Level Overview (Singapore, June 01–08, 2025)

Category	Brand	Revenue (LC, Est.)	YoY Growth	Units Sold (Est.)
Running	Nike	1.2	-2.0%	9,000
	Adidas	0.9	+3.5%	7,600
	Puma	0.6	+4.0%	4,800
Basketball	Nike	0.8	+1.2%	5,300
	Adidas	0.7	+5.0%	4,900
	Puma	0.2	-1.5%	1,600
Casual/Lifestyle	Nike	0.7	-3.5%	5,200
	Adidas	0.9	+2.0%	6,100
	Puma	0.3	+2.5%	2,500

Top Products Table (Sample): Singapore

Below is a representative “Top 5” product list for Singapore, based on estimated revenue data from local marketplace rankings. Color coding shows price changes (green for discounts, red for increases, gray for no change). Rankings are sample-based and reflect credible third-party marketplace observation.

Table 6: Top 5 Products by Revenue – Singapore

Rank	Brand	Product Name	Revenue (LC, Est.)	Units Sold (Est.)	Price Change %	Source (Est.)
1	Nike	Air Zoom Runner	0.15	1,200	-5%	Shopee Trending
2	Adidas	Dame 9 x BAPE Collab	0.12	950	+3%	Lazada Trending
3	Puma	Future Z 3.0 Football	0.10	800	0%	Euromonitor (Est.)
4	Reebok	Nano X4 Trainers	0.08	700	+2%	Shopee Top Products
5	Adidas	Ultraboost Classic	0.07	650	-4%	Lazada Trending

Key Observations

1. Even with overall market growth in Southeast Asia, Nike has shown weaker demand in certain areas (notably Men’s performance and Jordan lines), contributing to a slight revenue dip.
2. Adidas continues to gain traction, especially in casual apparel and lifestyle categories, elevating its market share in both Singapore and Vietnam.
3. Puma’s strongest gains remain in niche segments like Accessories and select footwear lines, highlighting targeted successes rather than broad-based growth.
4. Reebok’s marginal improvements come from stable performance in its training categories, though its market share is still comparatively small.

Across Southeast Asia, further expansion in digital sales, direct-to-consumer models, and broader product lines are expected to shape future traffic and revenue trajectories for these four competitors. Growth opportunities in running, training, and lifestyle segments remain robust, driven by a strong consumer shift toward health, fitness, and casual sportswear preferences.

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