



# SWOT ANALYSIS

**Netflix**  
**2024**

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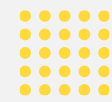




# SWOT ANALYSIS – Netflix 2024



## STRENGTHS



- **Global Brand:** Renowned in on-demand streaming.
- **Large Subscriber Base:** Economies of scale benefits.
- **Personalization:** Advanced recommendation system.
- **Original Content:** Popular, exclusive shows.



## WEAKNESSES



- **Debt Load:** \$14 billion impacting profits.
- **Rising Content Costs:** \$17 billion yearly, squeezing margins.
- **Account Sharing:** \$6 billion annual loss.
- **Limited Owned Content:** Reliance on external studios.



## OPPORTUNITIES



- **Emerging Markets:** Growth potential in new regions.
- **Diverse Formats:** Expansion beyond video streaming.
- **Tiered Pricing:** Ad-supported subscription options.
- **Strategic Acquisitions:** Increase owned content.



## THREATS



- **Fierce Competition:** Rivals boosting content investments.
- **Market Saturation:** Limited growth in developed markets.
- **Economic Risks:** Recession impacting consumer spending.
- **Content Cost Inflation:** Rising talent and license costs.

