SWOT ANALYSIS

Starbucks 2024

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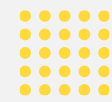- STRENGHTS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

SWOT ANALYSIS - Starbucks

STRENGTHS

- Iconic brand and loyal customer base.
- Largest coffeehouse chain globally.
- Leader in digital ordering and loyalty programs.
- Innovative in product offerings and customization.

WEAKNESSES

- Market saturation and cannibalization in the US.
- Increasing operational costs pressuring profitability.
- Limited presence in India and the Middle East.
- Heavy revenue reliance on the US market.

OPPORTUNITIES

- Expansion potential in China and Asia Pacific.
- New store formats for saturated markets.
- Diverse product innovation (health-focused, sustainability).
- Enhancements in digital and virtual brand experiences.

THREATS

- Competition from low-cost coffee chains.
- Appeal of independent, artisanal coffee shops.
- Rising operational costs due to inflation and supply chain issues.
- Vulnerability to economic downturns and reduced discretionary spending.

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