# SWOT ANALYSIS

# H&M
# 2024

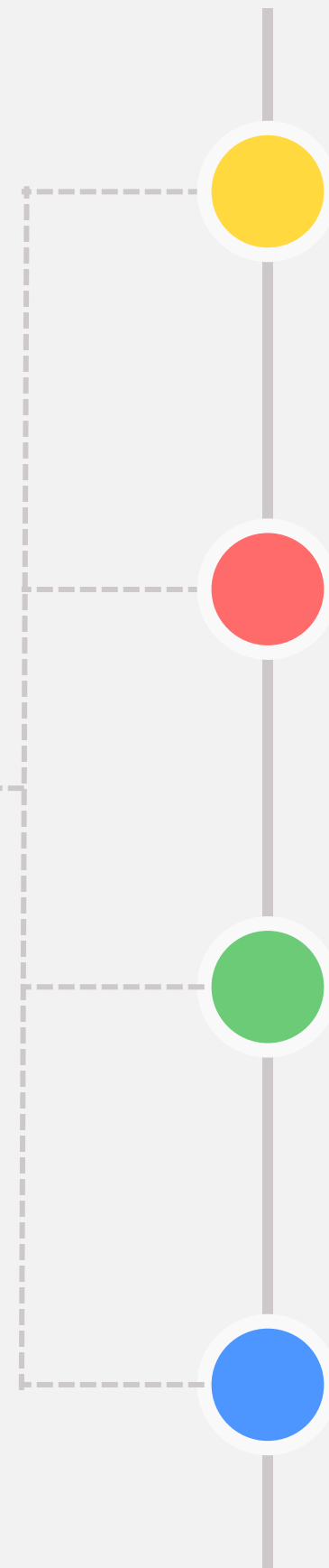# SWOT ANALYSIS

## H&M 2024

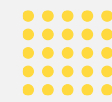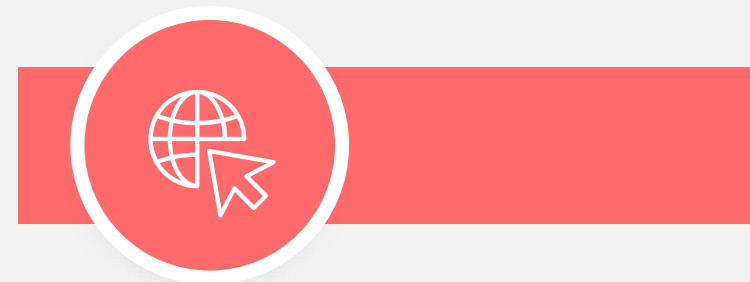- STRENGHTS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

# SWOT ANALYSIS – H&M 2024

## STRENGTHS

- **Global Scale:** Extensive global presence with efficient supply chain.
- **Brand Recognition:** Well-known for trendy, affordable fashion.
- **Responsiveness:** Rapid trend adaptation and product turnover.
- **Omnichannel Retailing:** Seamless in-store and online shopping integration.

## WEAKNESSES

- **Narrow Focus:** Limited to fast fashion, potentially lower perceived quality.
- **Supply Chain Dependency:** Reliance on Asian manufacturing, susceptible to disruptions.
- **Sustainability Issues:** Criticism over environmental impact.
- **Intense Competition:** Rivals like Zara and SHEIN pose challenges.

## OPPORTUNITIES

- **E-commerce Expansion:** Growing online sales potential.
- **Product Customization:** Differentiation through personalized fashion.
- **Sustainability Focus:** Attract eco-conscious consumers with green initiatives.
- **Market Expansion:** Potential growth in emerging economies.

## THREATS

- **Economic Sensitivity:** Impacted by downturns and inflation.
- **Online Competitors:** Threat from fast, online fashion retailers.
- **Regulatory Pressure:** Increasing demands for sustainable practices.
- **Labor Challenges:** Staffing difficulties and rising wage costs.