



SWOT ANALYSIS

Nike 2024

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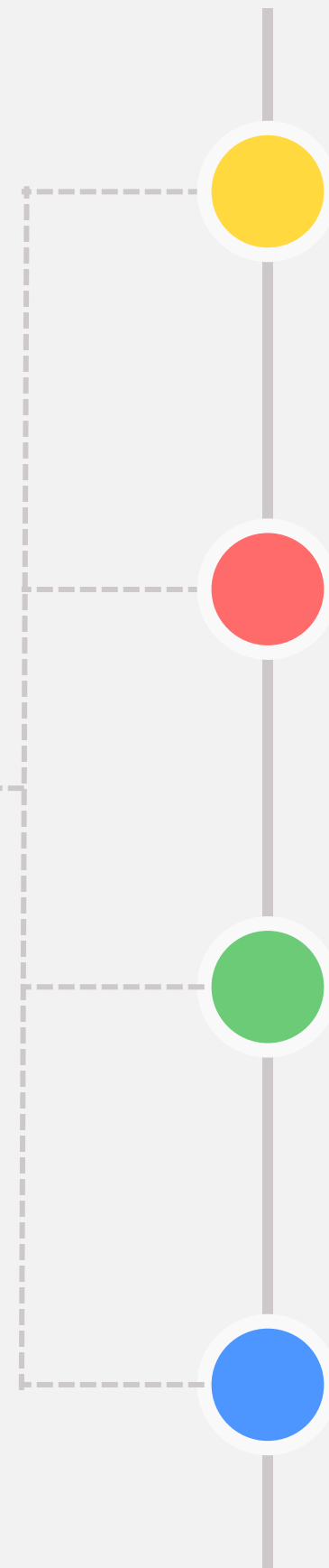




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

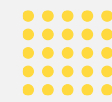
THREATS



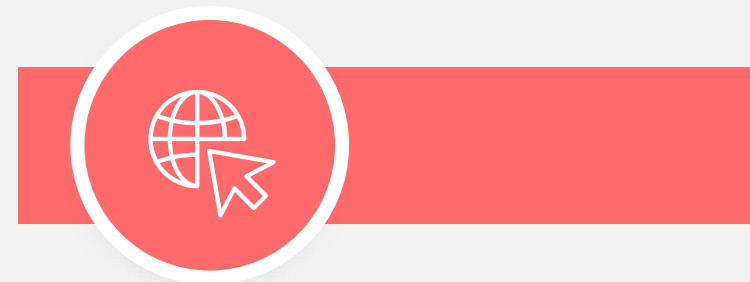
SWOT ANALYSIS – Nike 2024



STRENGTHS



- **Global Brand:** Iconic logo and slogan with worldwide recognition.
- **Innovation:** Ongoing advancements in product and digital technology.
- **Financial Stability:** Consistent revenue growth and high-profit margins.
- **Global Supply Chain:** Efficient production and distribution network.



WEAKNESSES



- **Footwear Dependence:** Over 60% of sales from footwear, limited diversification.
- **Retailer Reliance:** Heavy dependence on third-party wholesalers.
- **Organizational Agility:** Challenges in rapid response to market shifts.



OPPORTUNITIES



- **Direct Sales Growth:** Expanding online and retail stores for direct consumer sales.
- **Product Expansion:** Diversifying into new sports equipment and niche markets.
- **Emerging Markets:** Growth potential in regions like China, India, and Latin America.



THREATS



- **Competitive Market:** Strong rivalry from Adidas, Under Armour, and others.
- **Cost Pressures:** Risks from input costs and currency fluctuations.
- **Counterfeiting:** Brand impact due to global counterfeit sales.

