



SWOT ANALYSIS

Ralph Lauren 2024

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STRENGTHS

- Iconic brand with over 50 years of history.
- Leader in luxury apparel and lifestyle goods.
- Strong brand building and customer experience focus.
- Integrated supply chain for quality and responsiveness.



WEAKNESSES

- Declining physical store traffic and sales.
- Limited presence in casualwear and athleisure.
- Inadequate engagement with Gen Z and millennials.
- Complex and globalized supply chain.



OPPORTUNITIES

- Expansion in European and Asia-Pacific luxury markets.
- Growth in digital commerce and omnichannel strategies.
- New casualwear lines to attract younger consumers.
- Emphasizing sustainability and social impact.



THREATS

- Slowing luxury market due to inflation and spending shifts.
- Increased competition from fast fashion brands.
- Rising costs in sourcing, materials, and labor.
- Pressure to accelerate DE&I and ESG initiatives..