



SWOT ANALYSIS

Uniqlo 2024

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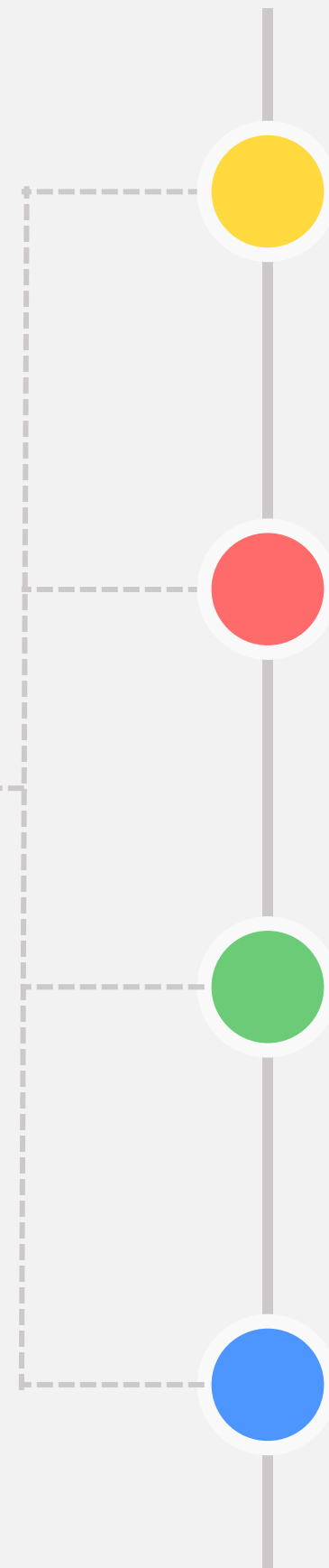




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

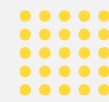
THREATS



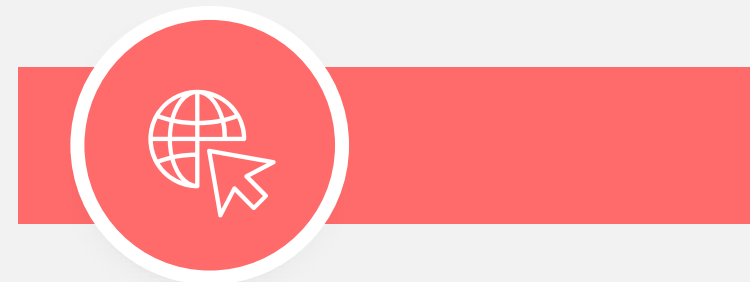
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STRENGTHS



- **Value-Driven Brand:** Emphasis on simplicity, quality, and affordability.
- **Innovative Tech:** Unique textiles like HeatTech.
- **Efficient Supply Chain:** SPA model for rapid restocking.
- **Global Expansion:** Growing presence in new markets.



WEAKNESSES



- **China Dependence:** Significant sales share from China.
- **Inventory Management:** Challenges in demand forecasting.
- **E-Commerce Lag:** Limited online sales growth.
- **Brand Perception:** Lacks fast fashion appeal in some markets.



OPPORTUNITIES



- **Market Expansion:** Potential in North America and Europe.
- **Diversification:** New categories like sportswear.
- **Sustainability:** Focus on attracting younger consumers.
- **Digital Push:** Enhancing online and omnichannel experiences.



THREATS



- **Intense Competition:** Pressure from fast fashion rivals.
- **Rising Costs:** Inflation and supply chain challenges.
- **Recession Risk:** Economic downturn impacts on spending.
- **Geopolitical Tensions:** Supply chain disruptions.

