



SWOT ANALYSIS

Zara
2024

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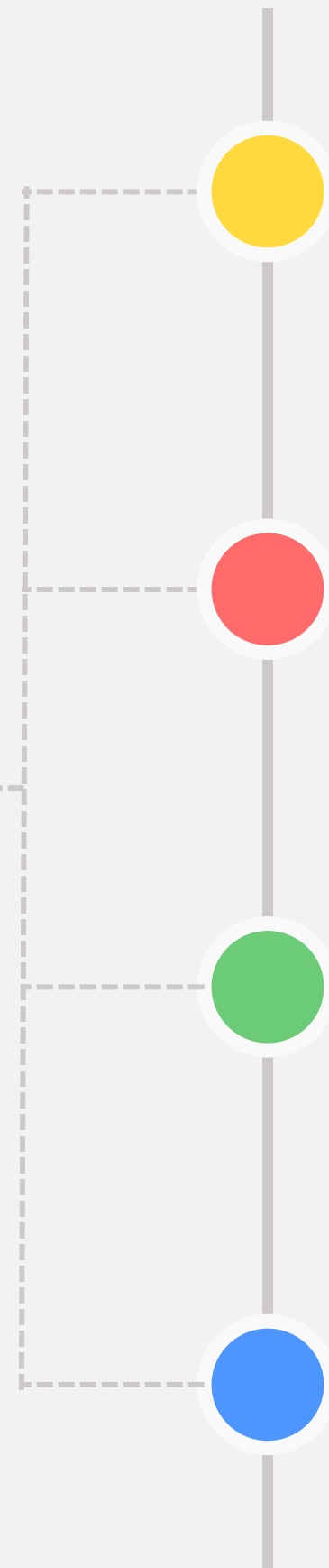




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

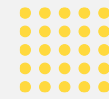
THREATS



SWOT ANALYSIS – Zara 2024



STRENGTHS



- **Rapid Fashion Cycle:** Quick design-to-store process for trending items.
- **Affordable Prices:** Balances trendiness with value, boosting customer loyalty.
- **Wide Global Reach:** Over 2,200 stores worldwide, insightful into global trends



WEAKNESSES



- **Sustainability Concerns:** High environmental impact and ethical issues in production.
- **Weak Online Presence:** Online sales and digital experience lag behind competitors.
- **Limited Marketing Efforts:** Minimal investment in advertising and social media.



OPPORTUNITIES



- **Sustainable Practices:** Potential growth through sustainable materials and methods.
- **E-Commerce Expansion:** Room to enhance online shopping experience and sales.
- **Growth in Emerging Markets:** Opportunities in countries with rising consumer demand.



THREATS



- **Competitive Market:** Challenged by fast-fashion and online retail brands.
- **Cost Fluctuations:** Vulnerable to raw material cost changes affecting prices.
- **Economic Instability:** Risks from global economic downturns and currency shifts.

