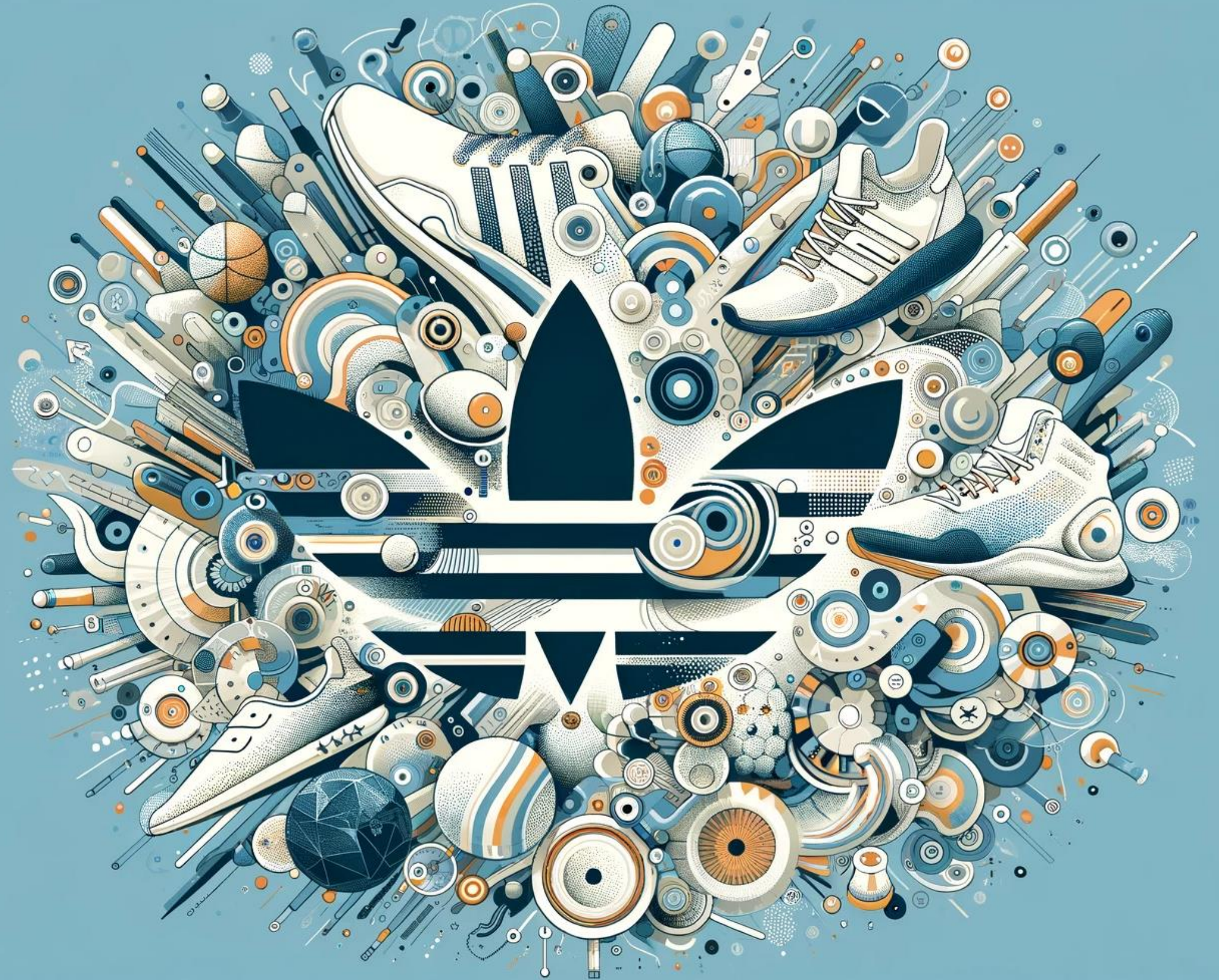




# SWOT ANALYSIS

adidas  
2024

[www.strategypunk.com](http://www.strategypunk.com)



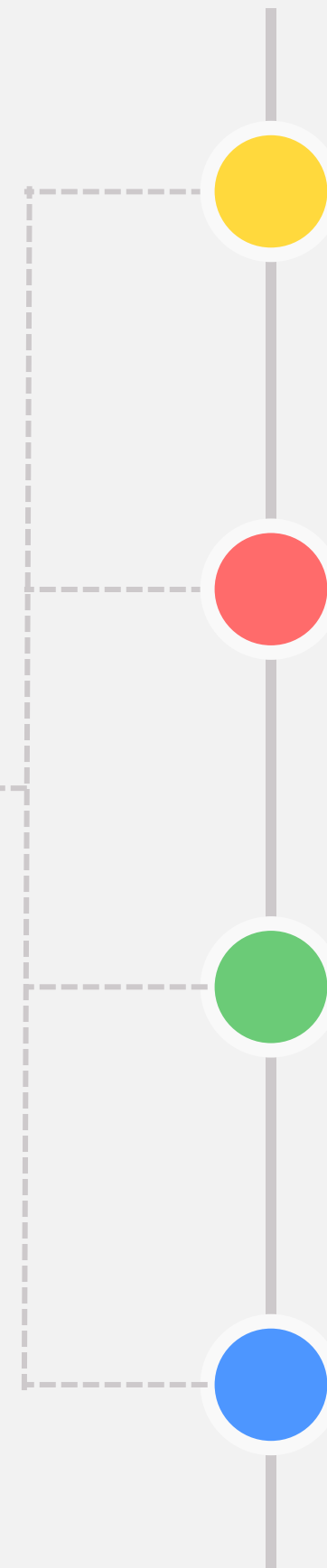




# SWOT ANALYSIS

adidas  
2024

[www.strategypunk.com](http://www.strategypunk.com)



**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



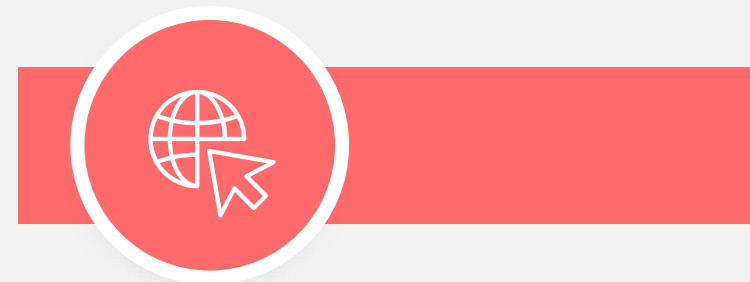
# SWOT ANALYSIS – adidas 2024



## STRENGTHS



- **Global Brand & Innovation:** Highly recognized brand with innovative products like Boost cushioning.
- **Global Reach:** Extensive production and distribution network in over 160 countries.
- **Vertical Integration:** Full control from design to distribution, ensuring stability and margin protection.



## WEAKNESSES



- **Market Concentration:** Overdependence on developed markets, mainly Europe and North America.
- **Retailer Reliance:** High reliance on third-party retailers, less direct-to-consumer engagement.



## OPPORTUNITIES



- **E-commerce Growth:** Significant increase in online sales, offering expansion and consumer insight opportunities.
- **Sustainability Focus:** Aligning with rising consumer preference for sustainable products.
- **Category Expansion:** Opportunities in growing categories like running and training.



## THREATS



- **Intense Competition:** Rising competition from brands like Nike and Lululemon.
- **Economic Vulnerability:** Potential impact from economic downturns in key markets.

