



SWOT ANALYSIS

Li Ning
2024

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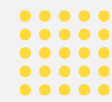




SWOT ANALYSIS – Li Ning 2024



STRENGTHS



- Rapid sales growth in China over 30%
- Strong brand equity and customer loyalty domestically
- Cutting-edge proprietary technology and innovative products
- Sponsorship of popular athletes, sports teams and events
- Omni-channel sales model with over 8,000 retail stores



WEAKNESSES



- Limited brand awareness and appeal abroad
- Lagging R&D investment under 3% of revenue
- Weak marketing capability in global e-commerce channels



OPPORTUNITIES



- Expanding middle-class and sports participation in China
- Growing anti-Western sentiment among Chinese consumers
- Untapped demand for sportswear in second-tier Chinese cities
- Global sponsorship and partnerships to boost international presence



THREATS



- Intensifying competition from Nike, Adidas, and Under Armour
- Trade tensions and political risks in key China market
- Pressure from knockoffs and counterfeits
- Rising costs of labor, materials, and inventory

