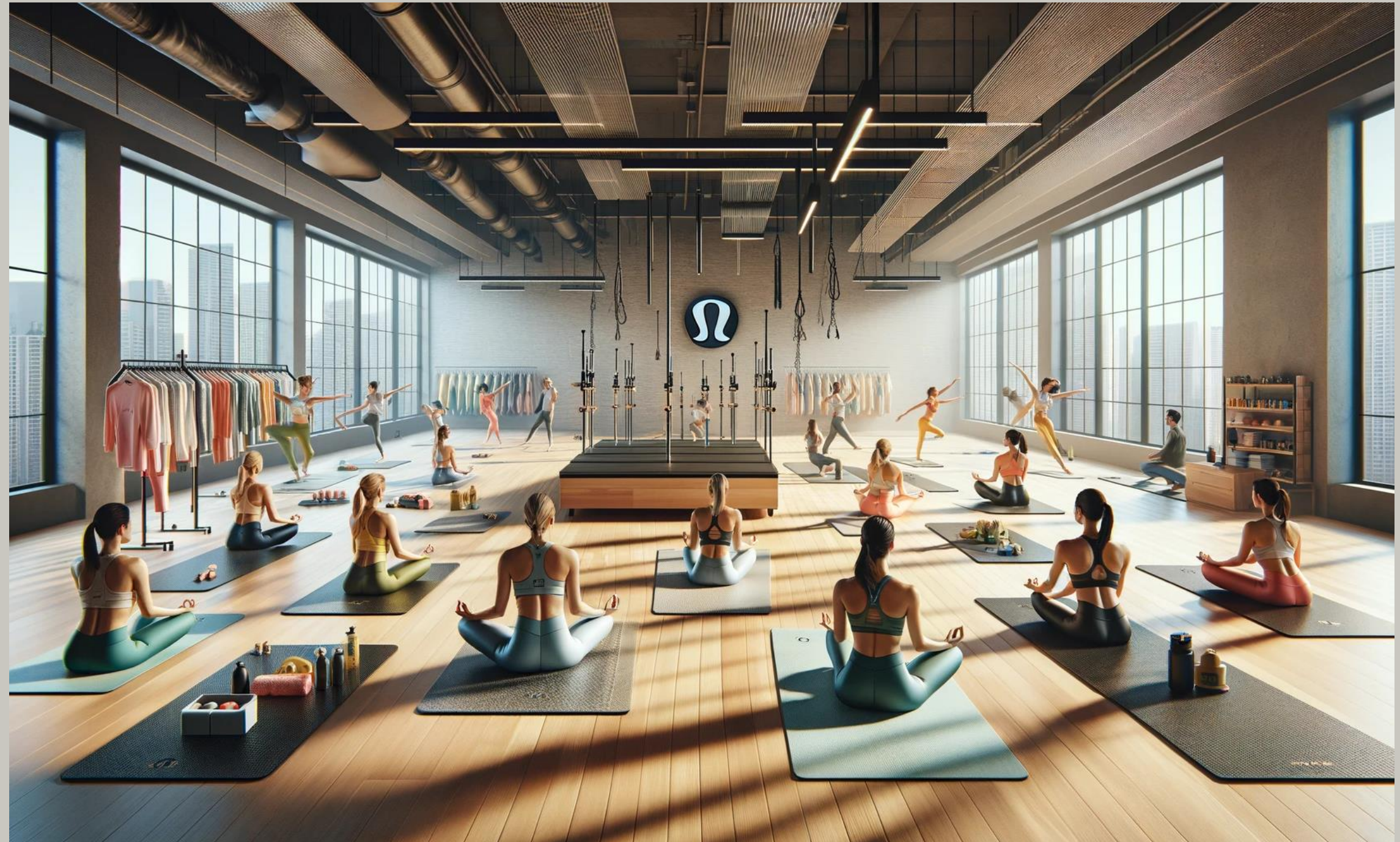




# SWOT ANALYSIS

# Lululemon 2024

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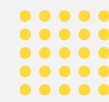




# SWOT ANALYSIS – Lululemon 2024



## STRENGTHS



- High brand loyalty with quality yoga and athletic wear.
- Omnichannel strategy offers customer convenience.
- Regular product innovation maintains brand freshness.
- Vertical integration controls quality and demand response.



## WEAKNESSES



- Reliance on female yoga wear limits market scope.
- High prices reduce broader market appeal.
- Physical store dependence risky amid changing shopping habits.
- Offshore production and executive turnover pose operational risks.



## OPPORTUNITIES



- Growth potential in men's athleticwear.
- Opportunity to expand product lines and categories.
- Untapped markets in China and Europe.
- Digital expansion and strategic partnerships can boost sales.



## THREATS



- Intense competition from established and niche brands.
- Athleisure market saturation pressures pricing.
- Changing consumer habits among younger generations.
- Economic downturns and global risks could affect performance.

