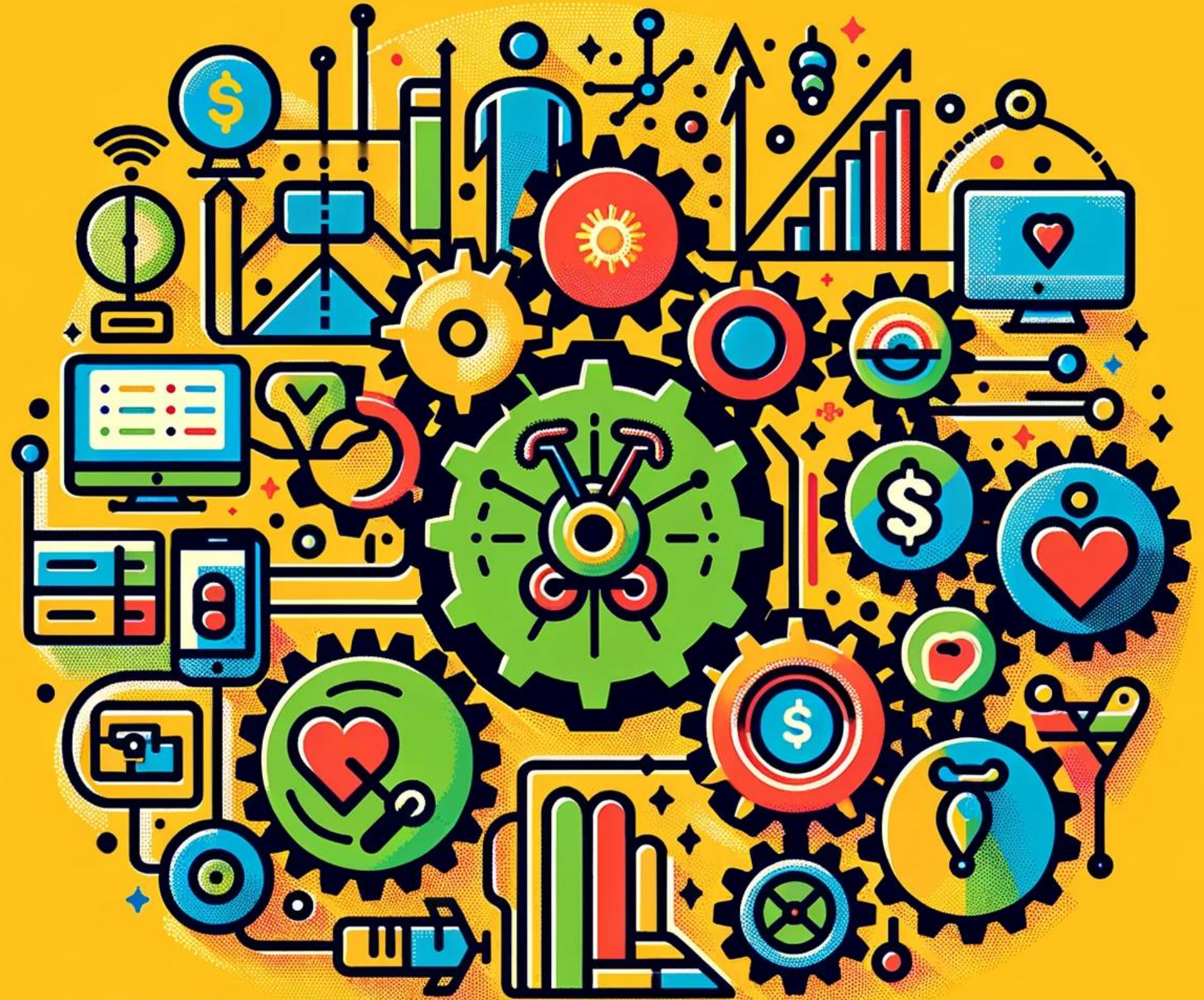




SWOT ANALYSIS

Peloton 2024

www.strategypunk.com

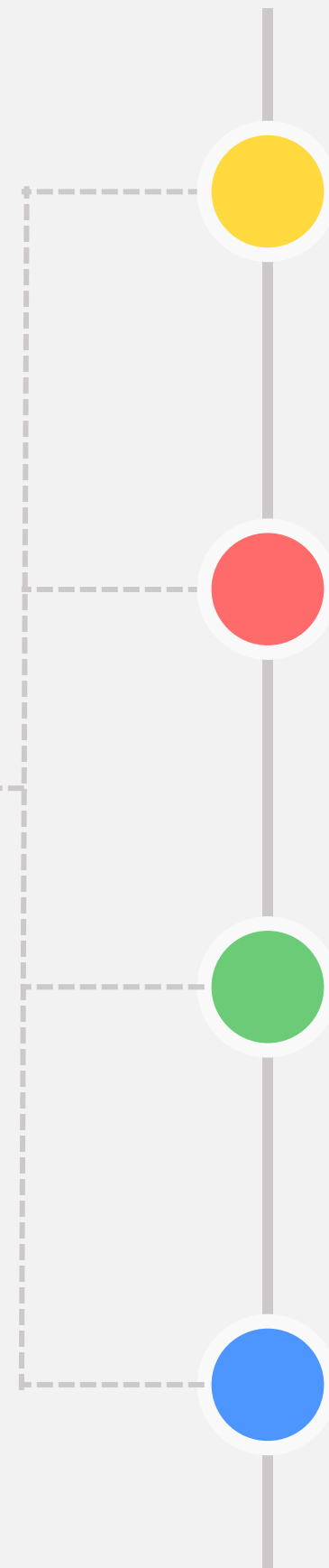




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

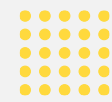
THREATS



SWOT ANALYSIS – Peloton 2024



STRENGTHS



- Category creator for connected home fitness experience
- Highly differentiated product portfolio
- Thriving instructor-led content ecosystem
- Strong brand awareness and member loyalty
- Robust data analytics on member workout patterns



WEAKNESSES



- Steep losses and negative cash flow
- Supply chain disruption risks
- High fixed costs and inventory glut
- Executive turnover and cost structure optimization challenges



OPPORTUNITIES



- International expansion with localized content
- New product introductions like Peloton Row
- Partnerships with hospitality, corporate wellness sectors
- Improving affordability for mass-market consumers



THREATS



- Slowing sales growth and market saturation
- Competition from lower-priced fitness tech alternatives
- Reduced consumer discretionary spending in economic downturns
- Ongoing post-pandemic normalization of gym demand

