

SWOT ANALYSIS

Puma 2024

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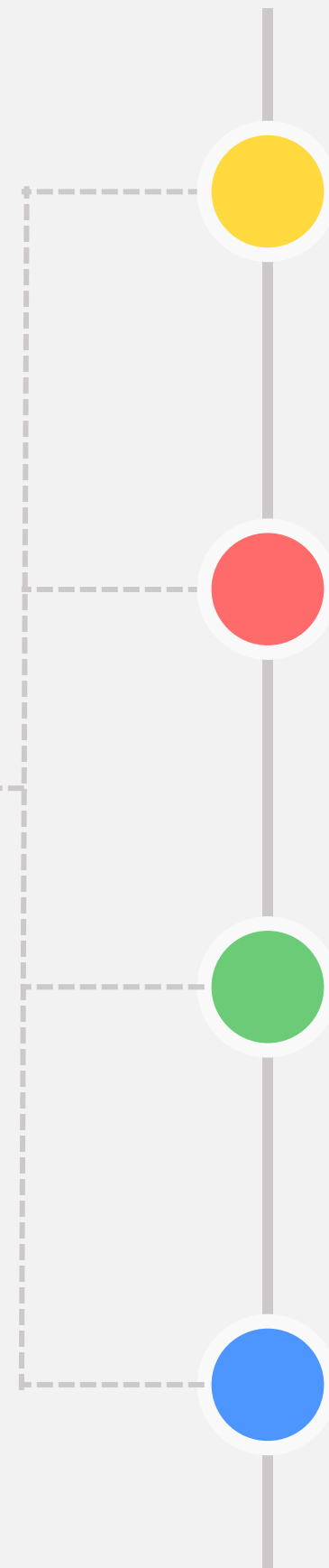




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

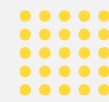
THREATS



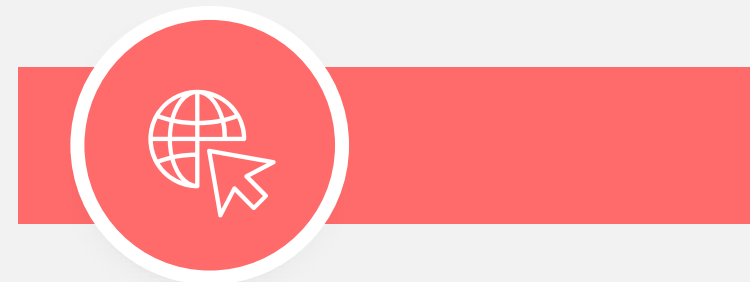
SWOT ANALYSIS – Puma 2024



STRENGTHS



- Iconic brand identity tied to sports performance
- Innovative product designs and technologies
- Global production and distribution infrastructure
- Strong financial position and profitability
- Strategic partnerships and sponsorships



WEAKNESSES



- Smaller scale than leading rivals Nike and Adidas
- Limited presence in crucial US market
- Dependence on independent manufacturers
- Fluctuating profit margins



OPPORTUNITIES



- Growing middle-class populations in emerging markets
- Expansion of e-commerce and digital marketing
- Increasing demand for athleisure/lifestyle apparel
- Focus on sustainable manufacturing



THREATS



- Intensifying competition for market share
- Political and economic uncertainty
- Rising production costs and inflation
- Counterfeiting of products

