



SWOT ANALYSIS

Skechers 2024

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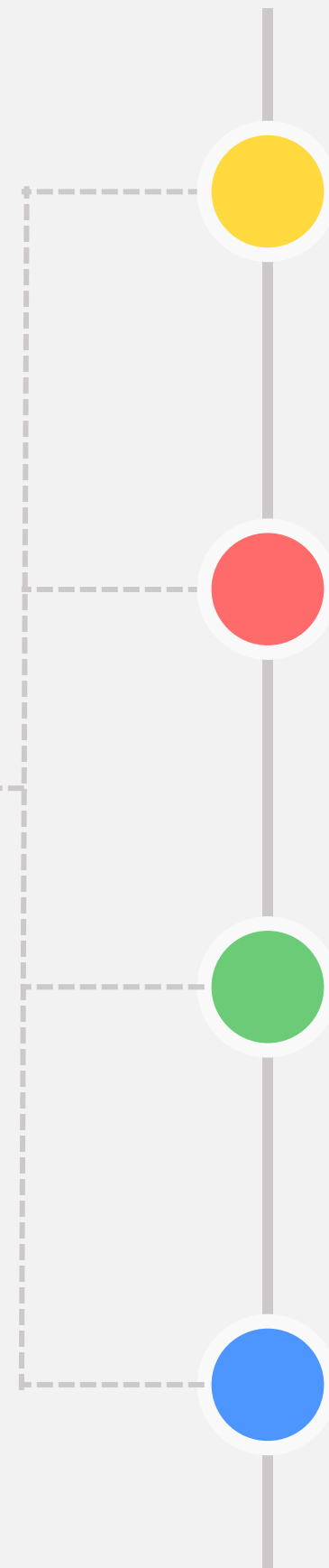




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STRENGTHS

WEAKNESSES

OPPORTUNITIES

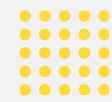
THREATS



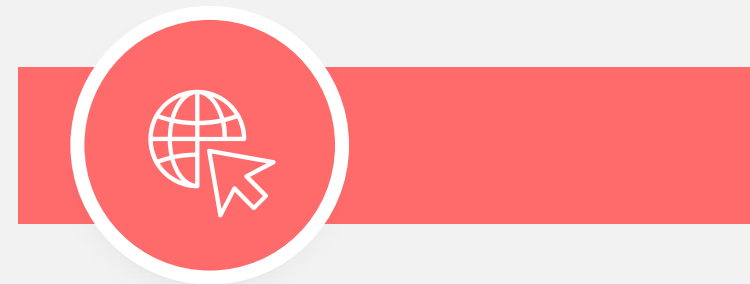
SWOT ANALYSIS – Skechers 2024



STRENGTHS



- Recognized globally for casual, athletic, and work footwear.
- Offers a diverse range of products across lifestyle, performance, work, and kids.
- Innovates with new comfort technologies.
- Broad distribution network in over 180 countries with nearly 3,000 retail stores.



WEAKNESSES



- Overly dependent on the footwear segment, lacking in category diversification.
- Subject to the whims of fashion trends and consumer preferences.
- Some international markets have low brand awareness, presenting expansion opportunities.
- History of product safety issues and recalls.



OPPORTUNITIES



- The global footwear market is growing, especially in developing countries.
- Increased consumer emphasis on health, wellness, and comfort.
- Rising demand for sustainable materials and ethical production practices.
- Opportunities for digital commerce expansion and market share growth with new products and technologies.



THREATS



- Faces intense competition from major brands like Nike, Adidas, and Under Armour.
- Increased production and transport costs could impact profit margins.
- Risk of design and style imitation by competitors.
- Vulnerable to foreign currency fluctuations and global economic challenges affecting consumer spending.

