



# SWOT ANALYSIS

## Under Armour 2024

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## STRENGTHS

- Pioneering in technical fabrics for enhanced athletic performance.
- Established grassroots credibility among young athletes.
- Extensive global distribution in over 50 countries.
- Ownership of MyFitnessPal and MapMyFitness communities.



## WEAKNESSES

- Stagnating growth in a saturated North American market.
- Challenges with retail inventory management and surplus stock.
- Recent instability in executive leadership.
- Narrow footwear range compared to Nike and Adidas.



## OPPORTUNITIES

- Rising sportswear market in China with increased consumer spending.
- Expanding demand for athleisure wear.
- Potential for strategic partnerships and Gen Z-targeted influencer collaborations.
- Opportunities for wearable tech integration in product lines.



## THREATS

- Nike's dominance and strong brand loyalty worldwide.
- Adidas's growth in North America fueled by retro trends.
- Entry of direct-to-consumer brands like Lululemon into the market.
- Supply chain issues and inflation impacting profit margins.