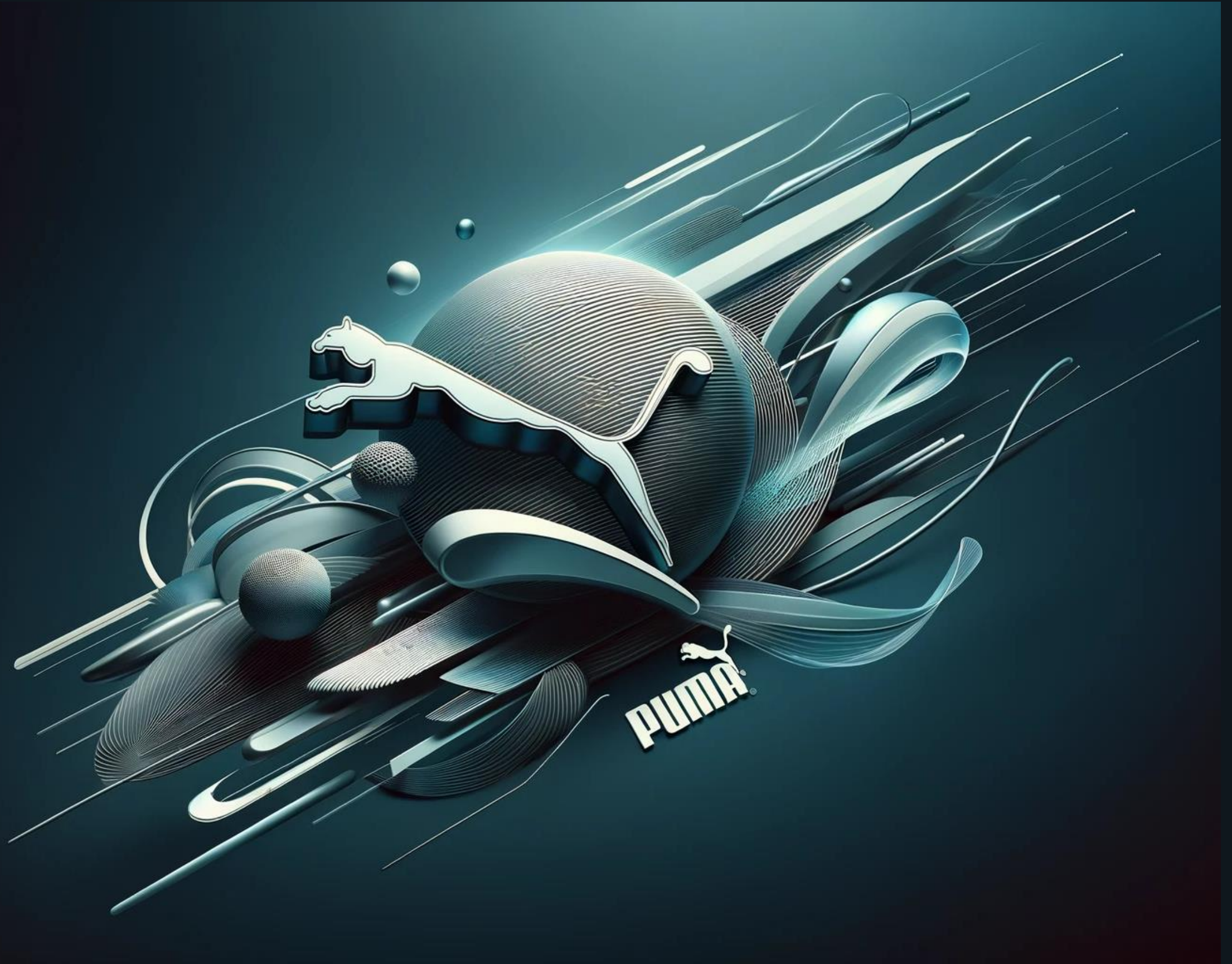




PESTLE ANALYSIS

PUMA 2024

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ENVIRONMENTAL

POLITICAL FACTORS

- Puma maintains healthy political relationships and engages in lobbying to create a positive brand image with governments
- Trade policies, tariffs, and regulations can impact Puma's global operations and supply chain
- Political stability in countries where Puma operates affects business continuity
- Government initiatives promoting sports and fitness can boost demand for Puma products



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ECONOMIC FACTORS

- **Global economic conditions, consumer spending, and discretionary income impact demand for Puma products**
- **Currency fluctuations affect Puma's international sales and profitability**
- **Labor and production costs in countries where Puma manufactures influence margins**
- **Intense market competition from rivals like Nike and Adidas impacts pricing and market share**

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SOCIAL FACTORS

- **Rising health consciousness and participation in sports and fitness activities drives demand**
- **Fashion and lifestyle trends, influenced by celebrities and social media, shape consumer preferences**
- **Changing demographics in emerging markets offer growth opportunities**
- **Increasing expectations for brands to embrace diversity, inclusion and social responsibility**



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TECHNOLOGICAL FACTORS

- Digital technologies enhance Puma's product development, supply chain, sales and marketing
- Ecommerce has become a major growth driver, requiring investments in digital platforms
- Innovative performance technologies incorporated into Puma products improve athletic performance
- Data analytics provide customer insights for personalization and decision-making

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ENVIRONMENTAL

LEGAL FACTORS

- Puma must comply with varied consumer protection, labor, data privacy, and advertising regulations across markets
- Intellectual property rights and patents are important to safeguard Puma's designs and innovations
- Puma's global supply chain must adhere to human rights, anti-corruption and fair labor standards
- Changing regulations around e-commerce, data and sustainability increases compliance complexity



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ENVIRONMENTAL FACTORS

- Puma has set sustainability targets to reduce its carbon footprint and environmental impact
- Initiatives focus on using more sustainable materials, improving circularity, and reducing waste
- Supplier standards and monitoring aim to ensure responsible chemical and resource management
- Eco-friendly stores and repair services support Puma's sustainability goals