



# NIKE: Dominating the Global Athletic Market

A Deep Dive into Their Strategy & Future Outlook



# SWOT Analysis Nike

Strengths, Weaknesses, Opportunities, and Threats



## Strengths

- ✓ World's leading athletic footwear and apparel brand
- ✓ Powerful brand equity and iconic swoosh logo
- ✓ Extensive global distribution network and retail presence
- ✓ Strong innovation in product design and technology
- ✓ Effective athlete endorsements and marketing campaigns

## Weaknesses

- ✗ High dependence on footwear category for revenue
- ✗ Premium pricing limits accessibility in price-sensitive markets
- ✗ Outsourced manufacturing creates supply chain vulnerabilities
- ✗ Past controversies regarding labor practices
- ✗ Limited product diversification beyond athletic wear

## Opportunities

- + Growing athleisure and wellness market trends
- + Expansion in emerging markets like India and Southeast Asia
- + Digital transformation and direct-to-consumer growth
- + Sustainable and eco-friendly product development
- + Wearable technology and smart footwear innovation

## Threats

- Intense competition from Adidas, Puma, and emerging brands
- Counterfeit products damaging brand reputation
- Economic downturns reducing consumer discretionary spending
- Changing consumer preferences and fashion trends
- Trade tensions and geopolitical uncertainties