
S&P TEST

SWOT & PESTLE.com

REVOLVE GROUP INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Revolve Group Inc.

Company Sector : E-commerce, Discretionary

Operating Geography : United States, North America, Global

About the Company : Revolve Group Inc. is a Millennial and Generation Z-focused online fashion company headquartered in California, United States. The business was established in 2003. REVOLVE and FORWARD are the two business segments of the company. REVOLVE features a highly curated selection of fashion, footwear, accessories, and cosmetic goods. The FORWARD section features a variety of high-end brands. There are roughly 49,000 garments, footwear, accessory, and beauty styles in the Company's product mix. It sells items from a variety of brands and product types. It sells a combination of third-party and owned brands on its site. Its network connects over 1,000 brands to a community of customers and global fashion influencers. Active wear, denim, dresses, jackets and coats, jumpsuits, lingerie and sleepwear, loungewear, pants, shorts, skirts, tops, sweaters and knits, swimsuits and cover-ups, and rompers are among the apparel offered by the company. The company employs 1008 people as of early 2022.

Revolve Group, Inc.'s USP is that it has a dynamic network that links millions of consumers, thousands of global fashion influencers, and more than 500 developing, established, and owned brands. The mission statement of Revolve Group reads, “ To provide the highest quality online shopping experience, severing the style-savvy consumer with impeccable customer service.”

Revenue :

\$580.6 million - FY ending 31st December 2020 (y-o-y growth -3.4%)

\$601.0 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Revolve Group Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Targeted consumer base and data-driven merchandising 2.Leading destination for online fashion in the US 3.Excellent marketing strategy using social media 4.Strong financial performance and continually rising sales 	<ol style="list-style-type: none"> 1.Fall in company valuation post-IPO 2.Slow-moving inventory affecting consumer interests 3.High dependence on third-party vendors and manufacturers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increase penetration in beauty segment 2.Accelerate international expansion in emerging markets 3.Increase assortment of brands and undertake strategic acquisitions 	<ol style="list-style-type: none"> 1.Supply chain disruptions due to COVID-19 2.Highly competitive market with many new entrants 3.Restrictions on transactions with Tencent Holdings 4.Cyber-attacks may lead to consumer and company data breaches

PESTLE Analysis :

The PESTLE Analysis for Revolve Group Inc. is given below:

Political	Economical
1.Ban on marketing and transactions using Chinese social media platforms 2.New US-Canada agreement may change tariffs and trade policies	1.Fall in consumer discretionary spending
Social	Technological
1.Growth of digital sales over physical purchases 2.Rising proportion of millennials and gen-Z joining workforce 3.Increasing demand for size-inclusive fashion	1.International expansion increases regulatory requirements 2.Beauty products subject to FDA approvals 3.Rising number of consumer data protection laws ","
Legal	Environmental
1.Transition to paperless invoices and box-free packaging 2.Using sustainable and eco-friendly materials"]	1.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.
 The complete report for **Revolve Group Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com