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PELOTON INTERACTIVE INC. SWOT & PESTLE ANALYSIS

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Company Name : Peloton Interactive Inc.

Company Sector : Health, Wellness and Fitness

Operating Geography : United States, North America, Global

About the Company :

Peloton Interactive, Inc. is a New York City-based fitness equipment and media startup. John Foley launched Peloton Interactive, LLC in January 2012. Customers can get linked, technology-enabled exercise and immersive, instructor-led boutique classes via the company's website. Connected Fitness Products and Subscriptions are two of the company's segments. The Connected Fitness Products business includes the Company's portfolio of connected fitness goods and related accessories, Precor branded fitness products, delivery and installation services, Company branded apparel, extended warranty agreements, and commercial service contracts. Subscriptions give users access to the company's collection of live and on-demand fitness classes. Peloton Bike, Peloton Bike+, Tread, and Tread+ are among the company's offerings. Cycling shoes, dumbbells, resistance bands, reversible workout, cycle mat, heart rate monitor, yoga blocks, yoga straps, cleats, pedals, bike weights, and other accessories are some of the other items available. In April, 2022, the Company released the much awaited, Peloton Guide, the company's first motion-tracking fitness camera designed to add an advanced level of feedback and guidance to Peloton's various fitness videos. The AI-enabled device connects simply to televisions, giving members fast access to several experienced Instructors as well as the popular Peloton content collection.

Peloton Interactive's Unique Selling Point lies in its being the world's largest interactive fitness platform, with a loyal community of over 4.4 million users. The mission statement of Peloton Interactive reads, "Peloton uses technology and design to connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime".

Revenue :

US\$ 937 million - FY ending 30th June 2021 (y-o-y growth -48.68%)

US\$ 1825.9 million - FY ending 30th June 2020 (y-o-y growth 99.5%)

US\$ 915 million - FY ending 30th June 2019

SWOT Analysis :

The SWOT Analysis for Peloton Interactive Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. The company has a multichannel strategy to drive sales 2.Largest interactive fitness platform in the world 3.First mover advantage in technology enabled fitness 	<ol style="list-style-type: none"> 1.Outsource products from multiple contract manufacturers located in Asia 2.Incurred operating loss every year since its inception 3.Limited history of generating revenue. 4.Reliance on a limited number of concentrated production studios
Opportunities	Threats
<ol style="list-style-type: none"> 1.Covid-19 has helped increase demand for the company's products and services. 2.Expansion of the connected fitness portfolio product 3.Expansion of company's operations into international markets 	<ol style="list-style-type: none"> 1. Seasonality affects the demands for company's products and services 2.When Covid-19 restrictions are relaxed there can be probable decrease in demand 3.Fluctuations in foreign currency exchange rates

PESTLE Analysis :

The PESTLE Analysis for Peloton Interactive Inc. is given below:

Political	Economical
1.Uncertainties regarding Brexit might have an adverse impact	1.Due to prolonged economic downturn, decrease in demand for Connected Fitness Products 2.US-China trade war reduces the profitability by increasing costs
Social	Technological
1.Due to Covid-19, significant increase in the health and fitness apps downloads 2.Consumers have become more health conscious leading to increased adoption of home fitness apps	1.Leveraging technology to enhance the company's music platform 2.Third party cloud providers for video streaming and storage facilities
Legal	Environmental
1.Involved in various legal proceedings adversely impacting the financial condition 2.Subject to various data privacy regulation like the European Union General Data Protection Regulation	1.Increased efforts for the prevention of plastic pollution

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