
S&P TEST

SWOT & PESTLE.com

GARMIN LTD. 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 : Garmin Ltd.

Company Sector : Automotive, Aviation, Technology, Marine, Sports and Fitness

Operating Geography : United States, North America, Global

About the Company :

Garmin Ltd. is an American, Swiss-domiciled multinational technology company with its corporate office in Lenexa, Kansas. The business was established by Gary Burrell and Min Kao. The firm designs, develops, produces, and markets handheld, portable, and fixed-mount products that may use the Global Positioning System (GPS). For the automotive/mobile, outdoor, fitness, maritime, and general aviation segments, the business also provides navigation, communications, and information devices. It earns revenue under the brand names Garmin Connect, Vivofit, Overlander, Quickdraw, ECHOMAP, EmpirBus, inReach, and Instinct. Through a network of independent dealers and distributors, Garmin offers GPS receivers and accessories to retail establishments as well as aviation equipment to aviation dealers and aircraft manufacturers. The corporation operates in North America, the Asia-Pacific region, Europe, the Middle East, and Africa. In 2022, the National Marine Electronics Association had awarded Garmin the 2022 Manufacturer of the Year.

The USP of Garmin Ltd. is that it is a pioneer in GPS navigation products. The company's product line has expanded into 50 different goods and is sold through a network of 2,500 dealers, distributors, and partners in 100 different countries worldwide. The mission statement of Garmin Ltd. reads, "To be an enduring company by creating superior products for automotive, aviation, marine, outdoor, and sports that are an essential part of our customers' lives".

Revenue :

US \$4,982 million - FY ending 25th December 2021 (y-o-y growth 18.98%)

US \$4,187 million - FY ending 26th December 2020

SWOT Analysis :

The SWOT Analysis for Garmin Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Broad diversified range of products with over 220 million products delivered. 2. Vertically integrated manufacturing capabilities leading to reduction in costs. 3. Strong financial performance with gross profits for the past 10 years. 4. Global presence with over 80 offices around the world. 	<ol style="list-style-type: none"> 1. Heavy dependence on third party suppliers and licensors. 2. Part of several claims and lawsuits. 3. Reliance on dealers and distributors for sales of products.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increase in development of new products for expansion into existing and new markets. 2. Increase in demand for the products in the outdoor and fitness segments. 	<ol style="list-style-type: none"> 1. Fluctuations in gross margins of the company. 2. Fluctuations in foreign exchange rate could impact the financial condition of the company. 3. Net sales of the company are subject to seasonality. 4. Operates in a highly competitive market.

PESTLE Analysis :

The PESTLE Analysis for Garmin Ltd. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Changes in the relations between Taiwan and People's Republic of China affecting the operations of the company. 2.Uncertainties regarding Brexit will have an impact on the business. 3.The Tax Cuts and Jobs Act impacting the U.S. shareholders of the company. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Trade-restrictions between China and United States negatively impacts the company.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers are increasingly accepting navigation technologies incorporated into tablets, new automobiles which is negatively impacting the auto segment. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Use of technology to assist in financial and supply chain management. 2. Leveraging technology for processing the order and enhancing customer satisfaction.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Subject to various legislative and regulatory claims concerning data protection like the California Consumer Privacy Act. 2.Required to comply with the rules and regulations of the United States' Federal Communications Commission. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.To reduce environmental impact use of sustainable materials for packaging. 2.Increased focus towards recycling of materials for efficient waste management.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Garmin Ltd.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

Buy Now

* 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)2025 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