
S&P TEST

SWOT & PESTLE.com

HONDA MOTOR 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 : Honda Motor

Company Sector : Automobiles

Operating Geography : Asia, Japan, Global

About the Company :

Honda Motor Co. is one of the largest manufacturers of automobiles and motorcycles globally. Established in 1948, the company has its headquarters located in Tokyo, Japan. The company's business can be divided into the segments of Automobile, Motorcycle, Financial Services, Power Product and Other Businesses. In the Automobile segment, it produces passenger cars, light trucks, and mini vehicles. The company also provides financial services like retail lending and leasing services and wholesale financing to dealers as a part of its Financial Services. For its Power Product and Other Businesses segment, the company sells power products comprising general purpose engines, portable battery inverter power sources, lawn mowers, riding mowers, snow blowers, outboard marine engines and more. The most significant product of this segment is its HondaJet, a cheaper alternative to private flying. The company's assembly plants are located all over the globe in China, the United States, Pakistan, Canada, England, Japan, Belgium, Brazil, México, New Zealand, Malaysia, Indonesia, India, Philippines, Thailand, Vietnam, Turkey, Taiwan, Perú and Argentina. As of early 2023, Honda Motor employed more than 2,00,000 people.

The USP of Honda Motors lies in it being one of the biggest automobiles in Asia. Honda Motor's Vision is to "Serve people worldwide with the "joy of expanding their life's potential"". The company's USP is that it is the world's largest manufacturer of internal combustion engines.

Revenue :

\$127.74 billion - FY ended March 31st, 2022 (year-on-year growth of 3.96%)

\$122.87 billion - FY ended March 31st, 2021

SWOT Analysis :

The SWOT Analysis for Honda Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global presence in terms of employees, manufacturing units and markets 2.World's top motorcycle brand & leading Car manufacturer 3.Huge Focus on Research & Development leading to innovative products 4.Diversified product portfolio providing synergies 5.High Brand Equity resulting in higher brand recall and sales 	<ul style="list-style-type: none"> 1.Recall of cars due to Takata airbag inflators impacting Brand and sales 2.Over reliance on North American Sales can hurt as that market is saturated 3.Slash production plans by up to 40 percent in Japan due to persistent supply chain and logistical issues.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Electric and Hybrid Cars - the next big segment 2.Huge potential for sales in the developing markets 3.Global automotive Industry growing at a steady rate 4.Self-driving market is experiencing a boom 	<ul style="list-style-type: none"> 1.Intense Competition can threaten to decrease sales and profitability 2.Increase in use of public transport modes by people 3.Increasing Fuel Prices can hurt vehicular sales 4.Environmental and global regulations by Governments 5.Facing Large Recall Due to Faulty Pedals 6.Price hike from January 2023

PESTLE Analysis :

The PESTLE Analysis for Honda Motor is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Favourable currency effects 2.Japan's cold political relations with China 3.Suspension of automobile, motorcycle exports to Russia 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Emerging markets to witness strong economic growth 2.Decoupling supply chain from China
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumer preferences for environmentally friendly transportation 2.Women being allowed to drive in Saudi Arabia top open up the market for Honda 3.Consumer's increasing preference towards electric vehicles 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.MyHonda Connected Car Platform' to enhance user experience 2.Two-motor hybrid system is an innovative solution to the need for low-emissions and high fuel economy
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Inconsistent regulations regarding autonomous and hybrid vehicles 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Goal of reducing environmental impact from automobiles 2.Producing EVs to aid sustainability

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

The complete report for **Honda Motor** SWOT & PESTLE Analysis is a paid report at **12.53 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)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