

---

# S&P TEST

SWOT & PESTLE.com

---

## PAYPAL 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. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** PayPal

**Company Sector :** Financial Services, Payments

**Operating Geography :** United States, Global

**About the Company :** PayPal Holdings, Inc. with PayPal, PayPal Credit, Braintree, Venmo, Xoom, and Paydiant as its products is global technology platform for digital payment and online transactions. It was founded by Elon Musk, Peter Theil, Max Levchin, Ken Howery, Luke Nosek and Yu Pan in 1998 at its headquarters in San Jose, CA, USA. In 2002, it became a wholly owned subsidiary of eBay which got spilt off in 2014. The current CEO of PayPal is Daniel H. Schulman who assumed office in July 2015. PayPal is trusted by over 200 million customers worldwide for their online payment operations and employees around 18000 people across the globe. It one of the largest financial service providers and the world's biggest online payment system.

**Revenue :**

US \$15.45 billion (FY ended Dec 31st 2018) (year-on-year growth of 18%)

US \$13.09 billion (FY ended Dec 31st 2017) (year-on-year growth of 20.77%)

US \$10.84 billion (FY ended Dec 31st 2016)

## SWOT Analysis :

The SWOT Analysis for PayPal is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Ease of access</li> <li>2.Strong International Presence</li> <li>3.Innovation to stay secure and ahead of the competitors</li> <li>4.Largest customer base in the segment, helping it market itself</li> <li>5.Successful track record of Mergers and Acquisitions</li> <li>6.Broad range of partners and alliances</li> </ul>	<ul style="list-style-type: none"> <li>1.Multiple complains of undue freezing of accounts and lack of efficient and satisfactory communication</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Emerging Markets of developing nations.</li> <li>2.Huge internet user base with higher spending power waiting to be tapped into.</li> </ul>	<ul style="list-style-type: none"> <li>1.Regional laws and issues</li> <li>2.International and Regional Competitors</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for PayPal is given below:

Political	Economical
1.Government's digital initiatives and nationalism 2.Global political instability	1.Increase in disposable income 2.Regional economic conditions
Social	Technological
1.Impact of Social Media 2.Social welfare impact 3.Rapid growth and adoption of e-commerce	1.Rise of mobile usage 2.Protection of data and cybersecurity
Legal	Environmental
1.Government agencies and their regulations	1.Environmental laws 2.Environmental initiatives and material assessment

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

The complete report for **PayPal** 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](http://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](mailto:support@swotandpestle.com)**