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MATTEL SWOT & PESTLE ANALYSIS

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Company Name : Mattel

Company Sector : Toys and Games

Operating Geography : United States, North America, Global

About the Company :

Mattel, Inc. designs, manufactures, and markets a range of toy products around the world. Headquartered in El Segundo, CA and headed by Ynon Kreiz, the company's segments are North America, which consists of the United States and Canada; International, and American Girl. Founded by Elliot Handler, Ruth Handler and Harold Matson as a family-owned business in 1945, it has grown to become a premium global leader in the industry. Currently, it employs approximately 36,300 people in 40 countries and sells its products in more than 150 nations. According to The NPD Group, a global information research company, Barbie was named the top global toy property for 2020 and 2021 and Hot Wheels was named the top-selling toy worldwide for 2019, 2020, and 2021. At the annual ceremony held by The Toy Association honouring the most outstanding, distinctive, and imaginative toy introductions from the previous year, Mattel was recognised with four Toy of the Year (TOTY) Awards in 2021. It included Action Figure of the Year for Fisher-Price® #ThankYouHeroes Line, Doll of the Year for Barbie® Color Reveal , Infant/Toddler Toy of the Year for Fisher-Price® Laugh & Learn® Grow-the-Fun Garden to Kitchen playset and the Plush Toy of the Year for Star Wars: The Mandalorian The Child 11" Plush. In July 2022, Mattel announced that it had signed a multi-year deal with SpaceX to develop and market toys that encourage collectors and kids to embrace their inner explorers.

The USP of Mattel is that in terms of revenue, it is the second-largest toy manufacturer in the world. Mattel's vision as per their company website is "To Create Innovative Products and Experiences that Inspire, Entertain and Develop Kids through Play."

Revenue :

US\$5,457.7 million - FY ended Dec 31st 2021

US\$4,588.4 million - FY ended Dec 31st 2020

SWOT Analysis :

The SWOT Analysis for Mattel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Brand Portfolio and licensing agreements 2.Highly-diversified sales mix both by brand and by region 3.Broad franchise management consisting of iconic brands 4.Employee benefits amongst the best in the industry 	<ul style="list-style-type: none"> 1.Product safety issues in the past 2.High seasonality of the business 3.Heavy Long-term debt of the company 4.Slow to pivot to digital demand creation 5.Highly dependent on its three major customers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Tapping opportunities in the Chinese toy market 2.Fisher-Price could solidify its position in emerging markets 3.Creating opportunities beyond toys and games 4.Partnership with Balmain to launch NFTs 	<ul style="list-style-type: none"> 1.Free-to-play gaming becoming the dominant activity in kids' free time 2.Potential impact of global trade barriers and tariffs 3.Emergence of private-labels are a risk to manufacturers and brands

PESTLE Analysis :

The PESTLE Analysis for Mattel is given below:

Political	Economical
1.Political instability in major markets	1.High demand fluctuations in the toy industry 2.Supply chain disruption due to Covid-19 3.Fluctuations in foreign currency exchange impact financials of the company
Social	Technological
1.Disruptive fads - fastest growth segment 2.Addressing social stigma towards women 3.Using educational toys to encourage girls to STEM fields 4.Improving demographics in emerging markets will lead the toy industry	1.Popularity of digital technology in gaming sector 2.Risks associated with technology products
Legal	Environmental
1.Compliance to consumer laws and regulations 2.Impact from Infringement Claim	1.Initiatives to reduce plastic as well as recycle toy materials 2.Impact of global operations and environmental compliance

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Client Support:
support@swotandpestle.com