

---

# S&P TEST

SWOT & PESTLE.com

---

## MATTEL 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](mailto:support@swotandpestle.com).

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

**PESTLE Analysis :**

The PESTLE Analysis for Mattel is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Political instability in major markets</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.High demand fluctuations in the toy industry</li> <li>2.Supply chain disruption due to Covid-19</li> <li>3.Fluctuations in foreign currency exchange impact financials of the company</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Disruptive fads - fastest growth segment</li> <li>2.Addressing social stigma towards women</li> <li>3.Using educational toys to encourage girls to STEM fields</li> <li>4.Improving demographics in emerging markets will lead the toy industry</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Popularity of digital technology in gaming sector</li> <li>2.Risks associated with technology products</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Compliance to consumer laws and regulations</li> <li>2.Impact from Infringement Claim</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Initiatives to reduce plastic as well as recycle toy materials</li> <li>2.Impact of global operations and environmental compliance</li> </ol>

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

The complete report for **Mattel** 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)