
S&P TEST

SWOT & PESTLE.com

SWATCH GROUP 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 : Swatch Group

Company Sector : Consumer Goods, Watches

Operating Geography : Switzerland, Europe, Global

About the Company :

The Swatch Group Ltd is an international Swiss manufacturer of luxury watches and jewelry with its headquarters based in Biel, Switzerland. In 1998, SMH (Swiss Corporation for Microelectronics and Watch-making Industries Ltd.), was founded by Nicolas G. Hayek post the merger of Swiss watchmakers ASUAG and SSIH and was rebranded as the “The Swatch Group”. The leader, Nicholas G. Hayek, led the firm’s recovery from severe crisis and elevated the brand to being one of the most successful in the watch-making industry. As of 2020, the Company employs approximately 36100 people from over 50 countries. In addition to the Swatch product line, the Group also owns various other brands like Blancpain, Breguet, Omega, Tissot, Glashutte Original, Harry Winston and RADO. The Swatch Group is also actively invested in safeguarding the environment through their practice of sustainability and conservation. Moreover, measures to reduce energy and resource consumption are some of their seminal focus areas.

The Swatch Group’s unique selling proposition or USP lies in being the number manufacturer of finished watches in the world. Its mission statement reads,” The Swatch Group is dedicated to developing professional watchmakers and future sales service leaders for the Swiss watch industry.”

Revenue :

CHF 8243 million FY ended 31st Dec 2019

CHF 8475 million FY ended 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Swatch Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Portfolio of prestigious brands covering all price segments and consumer preferences 2.Strong store retail and digital presence 3.Country specific celebrity endorsement 4.Strong sports presence as sponsors 5.Harry Winston - most prestigious fine jewelry and timepiece brand 	<ul style="list-style-type: none"> 1.Production issues in Habillage sector 2.Major dependency on Chinese consumers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Entering the smartwatch and wearables market 2.Growth of luxury accessories market 	<ul style="list-style-type: none"> 1.Effect of Covid-19 hit major business in China. 2.Restrictions on movement manufacturer ETA. 3.Counterfeits and replica watches affecting brand reputation 4.High-end smartwatches and wearables eating into luxury watch market

PESTLE Analysis :

The PESTLE Analysis for Swatch Group is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Chinese crackdown on corruption impacting Swiss watch exports 2.Impact of political unrest in key market of Hong Kong 3.Decline in sales in France due to yellow vest protests 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Global recession due to coronavirus pandemic to impact luxury sector
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Chinese customers moving their attention to other brands 2.Consumer demand for smartwatches and wearables 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Innovation using Internet of Things (IOT) technology 2.Levering advanced robotics and new technologies in manufacturing
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Legal battle between Swatch Group and COMCO 2.Involved in lawsuit for trademark dispute 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Initiatives for sustainable practices in internal operations 2.Environmental and ethical considerations an integral part of the sourcing policy

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Swatch Group** SWOT & PESTLE Analysis is a paid report at **21 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