
S&P TEST

SWOT & PESTLE.com

AMERICAN EAGLE OUTFITTERS 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 : American Eagle Outfitters

Company Sector : Fashion & Lifestyle

Operating Geography : United States, North America, Global

About the Company : American Eagle Outfitters, Inc. is an American company which was founded in 1977. The company has its headquarters located in Pittsburgh, Pennsylvania, USA. It is an American lifestyle, clothing, and accessories retailer which was originally formed as a subsidiary of Retail Ventures Jerry and Mark Silverman. The company manufactures outfits that are mainly suitable for university and high school students. The outfit range includes Apparel including jeans, polo shirts, graphic T-shirts, accessories, lingerie, personal care and footwear. The company is also the parent company of Aerie which launched its new fitness range "Offline" in July 2020. Martin + Osa, 77kids and Tailgate are some of the other notable subsidiaries of the company.

The first company store was opened in Novi, Michigan in 1977. The company now has over 940 American Eagle stores, 148 Aerie stand-alone stores, 5 Tailgate stores, and two Todd Snyder stores located in US, Canada, Mexico, China and Hong Kong (as per February 2020 records). It also has stores located in several key cities around the world and also offers its products to around 81 countries all over the world through its websites ae.com, aerie.com, and ToddSnyder.com.

The company employs around 46000 people as of early 2020. The mission statement of American Eagle Outfitters reads, "To not only continue to lead the 15 — 25-yearold lifestyle retail market, but to be a part of that lifestyle beyond just fashion. The USP or unique selling proposition of American Eagle Outfitters lies in the fact that it presents high-quality merchandise at affordable prices.

Revenue :

USD 4,308 million – FY ended 1st February 2020 (y-o-y increase of 3%)

USD 4,036 million – FY ended 1st February 2019

SWOT Analysis :

The SWOT Analysis for American Eagle Outfitters is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of highly recognized and trusted brands 2.Wide customer reach through digital, omni and retail 3.Robust track record of top line growth and profitability 4.Inventory rationalization and supply chain innovation 5.Dominating a large portion of the teen clothing wallet 	<ul style="list-style-type: none"> 1.Merchandise sourced from suppliers concentrated in Asia 2.Unsatisfactory environmental and labour ratings
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leveraging technology to provide a more convenient consumer experience 2.Tapping into the progressive social leanings of Generation Z 	<ul style="list-style-type: none"> 1.Risk of mall traffic headwinds on merchandise margins 2.Trade tensions arising from US-China trade war 3.Highly competitive business and significant pricing pressures from existing and new competitors

PESTLE Analysis :

The PESTLE Analysis for American Eagle Outfitters is given below:

Political	Economical
1.US-China trade war leading to imposition of import duties on foreign imports 2.Leveraging political activism as part of everyday marketing strategy	1.Economic downturn due to pandemic to impact consumer income
Social	Technological
1.Changing customer preferences leading to increased penetration into online retail forefronts 2.Progressive social mindset of Generation Z affecting consumer preferences	1.Supporting the omni-channel platform with key global digital partnerships 2.Optimizing consumer experience by interactive fitting rooms and recognition technology
Legal	Environmental
1.Heavy settlement over class action lawsuit for spam text messages	1.Long strides towards circular economy by promoting reduce and reuse 2.Reducing environmental footprint by reducing water, saving energy and improving materials

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **American Eagle Outfitters** SWOT & PESTLE Analysis is a paid report at **14.53 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)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