

---

# S&P TEST

SWOT & PESTLE.com

---

## WIX.COM 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 :** Wix.com

**Company Sector :** IT Industry

**Operating Geography :** Israel, Asia, Global

**About the Company :** Wix.com Ltd. is an Israeli based software company whose headquarters are located in Tel Aviv. The company was founded in 2006 by Avishai Abrahami, Nadav Abrahami, and Giora Kaplan. The company mainly deals in cloud-based web development and assists customers in creating HTML5 websites and mobile sites through options like web templates, web editor, web builder, search engine optimization tools, logo maker, web hosting, and electronic mail marketing services. Other services offered by the company include the use of Wix developed software and third-party applications that allow users to complete activities like adding social plug-ins, conducting online marketing and e-commerce, creating community forums, engaging in e-mail marketing and creating contact forms. The company has offices located in Brazil, Ireland, USA, Canada, Ukraine, Germany, India, and Lithuania. As of June 2020, the company has over 180 million registered users from 190 countries across the world.

The website development tool of Wix is essentially free, with the company earning its revenues through upgrades to Premium accounts. The company has an employee count of around 3200 people. Endurance International, GoDaddy and Web.com are some of the primary competitors of the company. The mission statement of Wix.com reads, “To give everyone the ability, right, and opportunity to grow, succeed, make a meaningful impact and have fun doing it.” The USP of the company lies in the fact that it empowers anyone from anywhere with the ability to build a website from scratch.

**Revenue :**

USD 761.088 million – FY ending 31st December 2019 (y-o-y increase of 26.1%)

USD 603.704 million – FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Wix.com is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Robust and diverse portfolio of product mix</li> <li>2. Strong and continuous history of product innovations</li> <li>3. Continuous growth in financial parameters such as average Annual Revenue per Subscription (ARPS)</li> <li>4. Well-built and efficient infrastructure for scalable and flexible operations</li> <li>5. Guild team structure enhances employee accountability and accelerates learning</li> </ul>	<ul style="list-style-type: none"> <li>1. Heavy reliance on a specific component of revenue streams</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Entry into Japan by partnership with GMO Epsilon for enhanced payment solutions</li> <li>2. Extensive promotional activities like partnering with Marvel to launch Wix Turbo</li> <li>3. Intensive investments in R&amp;D activities</li> <li>4. Driving growth through product development</li> </ul>	<ul style="list-style-type: none"> <li>1. Impact of the recent outbreak of Covid-19 pandemic on business</li> <li>2. Fluctuations in macroeconomic factors such as currency exchange rate</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Wix.com is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Political instability affecting business such as platform access blocking in Middle East</li> <li>2.Military obligations of personnel at times of hostilities such as Gaza Strip conflicts</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Macroeconomic factor changes such as currency exchange rates impacting revenues</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Gradual increase in the digital landscape like increase in tendency towards APIs</li> <li>2.Increased adoption of freemium model for customer acquisition</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Entrepreneur-friendly platform with tools like Wix Fitness</li> <li>2.Launch of website creation platforms</li> <li>3.Transition into cloud-based platforms</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Subjected to data privacy and security laws and regulations like GDPR</li> <li>2.Regulations for the protection of intellectual property</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Focusing on building sustainable data centres</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Wix.com** SWOT & PESTLE Analysis is a paid report at **27 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)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](mailto:support@swotandpestle.com)