
S&P TEST

SWOT & PESTLE.com

WOLVERINE WORLD WIDE 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 : Wolverine World Wide

Company Sector : Apparel

Operating Geography : United States, North America, Global

About the Company : Wolverine World Wide Inc is an American footwear manufacturer headquartered in Rockford, US. It was founded in 1883 and is famous for its own brand Wolverine Boots and Shoes. It is a leading designer, marketer and licensor of a broad range of quality casual footwear and apparel. Its offerings also include performance outdoor, athletic footwear and apparel, kids' footwear, industrial work boots and apparel and uniform shoes and boots. The company was founded in order to create good products for good people and now has expanded to approximately 170 countries and territories worldwide. With the global expansion and huge infrastructure Wolverine Worldwide has expanded its portfolio to include multiple brands like bates, Chaco, Hush Puppies, Sperry etc. The brands portfolio is organized into 2 operating segments: Wolverine Michigan Group and Wolverine Boston Group. The company employs around 4000 people at the start of 2020 and considers its employee relations to be good. The company holds itself responsible to highest standards of human and environmental health and safety. The company's contemporary styled products with proprietary technologies which are designed to provide maximum comfort and performance remain its USP. The company's vision reads "To build a family of the most admired performance and lifestyle brand on earth."

Revenue :

US\$ 2.27 billion – FY ending 28th Dec, 2019 (year-on-year growth of 2.3%)

US\$ 2.23 billion – FY ending 29th Dec, 2018

SWOT Analysis :

The SWOT Analysis for Wolverine World Wide is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of performance and lifestyle brands. 2.Broad distribution base for domestic sales 3.Successful international operations and global licensing 4.Strong financial performance over years. 	<ul style="list-style-type: none"> 1.No long-term contract with wholesale customers 2.Embroided in major water contamination lawsuit
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing athletic wear craze among the health-conscious consumers 2.Growth in global footwear market 3.Leveraging data and digital technologies to optimize business decision making 4.Growing demand for eco-friendly apparels by consumers 	<ul style="list-style-type: none"> 1.Global footwear industry \u2013 an increasingly competitive business 2.Business and operations to be impacted by COVID-19 outbreak

PESTLE Analysis :

The PESTLE Analysis for Wolverine World Wide is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of geopolitical events such as Brexit on the company's business 2.Increase in costs due to US-China trade war 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of decreasing disposable income of consumers 2.Fluctuations in foreign currency exchange rate 3.Disruptions in global capital market
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing awareness about sports footwear amongst health-conscious customers 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Innovation and style in sports lifestyle being driven by technology 2.Use of multiple technologies for better customer experience
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Federal lawsuit with townships over contaminated water 2.Changes in tax legislations to impact financials 3.Vulnerable to any change in tax laws, duties, quotas, tariffs and other trade restrictions due to global operations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Reducing environmental impact caused by internal operations

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Wolverine World Wide** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

[**Buy Now**](#)

* 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