
S&P TEST

SWOT & PESTLE.com

CANADA GOOSE 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 : Canada Goose

Company Sector : Winter Apparel and Retail

Operating Geography : Canada, North America, Global

About the Company :

Canada Goose Holdings, Inc. is a Canadian holding company of winter clothing manufacturers. The company was founded in 1957 by Sam Tick. It is headquartered in Ontario, Canada. It markets a wide range of jackets, parkas, vests, hats, gloves and shells and other apparel through various avenues, both wholesale and direct to customer. Through its wholesale segment, the company sells to retail partners and distributors across countries. The company's direct to customer segment comprises of sales through its e-commerce sites and retail stores. It has around 4,745 employees as of early 2023. The company has used Hollywood to promote its products. The jackets have been worn in several films, starting with The Day After Tomorrow.

Canada Goose Holding's mission statement reads, "We've kept 100% of our production at home in Canada because we are committed to outstanding craftsmanship. We believe it's critical to the integrity of Canada Goose and the quality of our products. We believe that no one can do it better." Its vision is, "To free people from the cold and creating an immersive culture of great values — entrepreneurship, accountability, passion, respect and innovation. Its USP lies in its momentous growth from a small warehouse in Toronto into one of the world's leading makers of luxury apparel with over six decades of experience and expertise in this field.

Revenue :

\$1098.4 CAD millions – FY ending 31st March 2022

\$903.7 CAD millions – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Canada Goose is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Widely recognized in film and entertainment industry 2. Expansion through multichannel distribution 3. Authentic and strong brand recognition 4. Legendary workmanship with strong focus on quality 5. Good performance in developing major international markets 6. Continued leadership and innovation in parkas and lightweight-down jackets 	<ul style="list-style-type: none"> 1. Concentrated on a single category i.e. premium outerwear 2. Reliance on small number of suppliers for raw materials
Opportunities	Threats
<ul style="list-style-type: none"> 1. Pursuing growth across global markets with strong potential in China 2. Enhancing product offering by giving customers new ways to experience the brand 3. Driving higher global penetration through DTC rollout 	<ul style="list-style-type: none"> 1. Increasing counterfeit products would damage the brand reputation 2. Highly competitive market 3. Global climate change trends 4. Increase in trade tensions with China

PESTLE Analysis :

The PESTLE Analysis for Canada Goose is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political uncertainty with increasing trade protectionism 2. Manufacturing jackets in Canada instead of outsourcing overseas 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of fluctuations in foreign currency exchange rates and inflation
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Growing concerns against the use of animal fur 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Use of advanced technology for better products 2. Focus on customer experience using in-store technology to drive sales
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Compliance with laws related to customer information use, e-commerce initiatives 2. Protestors and activists working against the use of animal products 3. Change in tax laws and regulations or trade policies 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Multiple initiative for sustainable internal operations 2. Using down \u2013 a renewable natural resource in jackets

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Canada Goose** 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