
S&P TEST

SWOT & PESTLE.com

BYTEDANCE 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 : ByteDance

Company Sector : Internet Technology

Operating Geography : China, Asia, Global

About the Company : ByteDance Ltd. is a multinational internet technology company. It is headquartered in Beijing and legally domiciled in the Cayman Islands. In March 2012, ByteDance was founded by Zhang Yiming, and it is best known for its mobile apps with entertainment value. It competes for head to head with other Chinese tech giants like Alibaba, Baidu and Tencent. Its current apps include TikTok, Helo (an Indian social media app), Vigo Video (Formerly Hypstar), Douyin (the Chinese version of TikTok), BaBe (a piece of Indonesian news and content app) and Huoshan (a Chinese short-form video app). ByteDance has over 60,000 employees and 15 research and development centres around the globe. ByteDance garners a major share of its revenue from advertising and it is in a nascent stage of tapping the potential of its popular application TikTok. Through its efforts and vision of offering premier Global Creation and Interaction Platforms, ByteDance is committed to making the digital life of billions of people more beautiful, efficient, and interesting. On 27 February 2021, the owner of the company announced that it will hire 10,000 educational professionals, including tutors and course designers, in China over the next four months, and will also hire at least 3,000 graduates as part of its expansion plan across 11 cities.

ByteDance's Unique Selling Proposition or USP lies in it being one of the most valued startup company and the top-funded AI company in the world. The company's mission statement reads, "We inform, entertain, and inspire people across language, culture, and geography".

Revenue :

\$37 billion -FY ending 2020

\$27 billion -FY ending 2019

SWOT Analysis :

The SWOT Analysis for ByteDance is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Exponential growth in userbase among teens and young adults 2.Powered by AI and Machine learning 3.Strong presence within China and across global markets 4.Presence in a wide spectrum of online services ranging from gaming, education, enterprise productivity, payments, and much more 	<ul style="list-style-type: none"> 1.Lower diversity of revenue from applications 2.Over dependency on Chinese economy 3.Allegations and concerns regarding user data security impacting growth
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing market share in digital advertising 2.Growing Chinese internet economy 3.Strengthening of portfolio with new launches 	<ul style="list-style-type: none"> 1.Stiff competition from domestic and international players 2.Under the scanner of content regulators and legislators across the globe 3.Data security and cyber threats

PESTLE Analysis :

The PESTLE Analysis for ByteDance is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of US China trade war and border conflicts with India</p> <p>2.Increasing efforts of the Chinese government towards digitalisation</p>	<p style="text-align: center;">Economical</p> <p>1.Increasing Influencer marketing and online advertising</p>
<p style="text-align: center;">Social</p> <p>1.Increasing millennials and Gen Z population surging social apps userbase</p> <p>2.Increasing mobile marketing and internet penetration</p>	<p style="text-align: center;">Technological</p> <p>1.Digital transformation in Marketing and Strategy</p> <p>2.Rise of social commerce</p> <p>3.Setting up mobile payments to grow online commerce business</p>
<p style="text-align: center;">Legal</p> <p>1.Operations in large complex international environment attracts regulators scrutiny</p> <p>2.Data privacy concerns and cyber risks</p>	<p style="text-align: center;">Environmental</p> <p>1.Endorsing community safety and social causes</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **ByteDance** SWOT & PESTLE Analysis is a paid report at **21.52 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)2023 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