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# S&P TEST

SWOT & PESTLE.com

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## ADIDAS SWOT & PESTLE ANALYSIS

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**Company Name :** Adidas

**Company Sector :** Sports Goods

**Operating Geography :** Europe, Germany, Global

**About the Company :**

Adidas, founded in 1924, by Adi Dassler, is a German multinational company, specializing in clothing, sports shoes and accessories. The company is headquartered in Herzogenaurach, Bavaria and has over 59,000 employees globally as of early 2020. Adidas was born after the split of the Dasler brother shoe factory, a political tension between the two brothers led to formation of two companies Adidas and Puma in the year 1947. Adidas is a brand that operates in one of the most attractive industry- sports, as it is one of the core aspects of society and harnessing sports in every individual will make their lives healthy and happy. This German sportswear manufacturer is deemed industry best in seven criteria namely, Innovation Management, Materiality, Supply Chain Management, Human Rights, Environmental Policy and Management Systems, Operational Eco-Efficiency and Social Reporting. As of early 2023, Adidas employed over 62,000 people.

The Unique Selling Proposition or USP of Adidas lies in being globally recognized and renowned apparel manufacturer of sporting goods, shoes, clothes and accessories that are appealing to a large group of audiences of varied demographics. Adidas's mission is "To be the best sports company in the world" and Adidas brand "To be the best sports brand in the world." Adidas vision statement reads "To enhance social and environmental performance in the company and the supply chain, thereby improving lives of people making our products."

**Revenue :**

21,234million - FY ending 31st December, 2021 (y-o-y growth of 16%)

18,435 million - FY ending 31st December, 2020

**SWOT Analysis :**

The SWOT Analysis for Adidas is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Consistently strong financials over a decade</li> <li>2.Constant Innovation and New Products</li> <li>3.Effective Point-of-Sale Network</li> <li>4.Strong and efficient distribution network</li> <li>5.Strong footwear sourcing of Adidas</li> </ul>	<ul style="list-style-type: none"> <li>1.Impact on business due to competitors' actions</li> <li>2.Highly dependent on sourcing from few Asian countries</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rise in Health and Fitness Trend</li> <li>2.Growth Opportunities in Asia</li> <li>3.E-commerce to be a major growth driver</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly dependent on sports segment</li> <li>2.Intense competition in sports and apparel segment</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Adidas is given below:

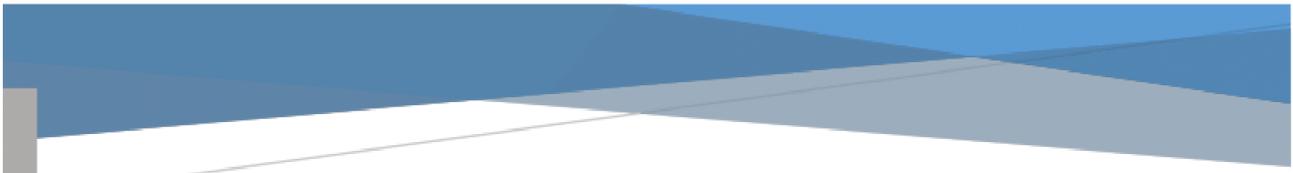
<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Potential trade war due to political differences</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Lack in domestic demand in Europe</li> <li>2.Impact of pandemic on economy and business</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increase in trends such as body fitness and yoga amongst millennials</li> <li>2.Usage of socially responsible materials in apparel</li> <li>3.Launch of period-proof products for girls</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Digital transformation accelerating the development of direct relationships with consumers</li> <li>2.Leveraging analytics for insight-driven decision-making</li> <li>3.Digital innovation and automated solutions to redefine manufacturing</li> <li>4.Leveraging technology to provide premium retail experiences</li> <li>5.Technological innovation in its products</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Impact of legislative and regulatory changes</li> <li>2.Implementation of technology solutions for regulatory compliance</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Managing environmental impact of operations</li> <li>2.Focus on developing sustainable products</li> <li>3.Collaborations for accelerating sustainable innovation</li> </ol>

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[support@swotandpestle.com](mailto:support@swotandpestle.com)