

SWOT

STRENGTHS

- Nike is a very recognizable brand due to the popularity of its logo and slogan, “Just Do It.”
- Nike is known for collaborations with well-known athletes like, LeBron James, Serena Williams, Giannis Antetokounmpo, Naomi Osaka and others.
- Nike has been a partner with the NBA since 1992 and the WNBA since the start of the league in 1997.
- Nike is the largest supplier of sneaker wear and apparel in the U.S.

WEAKNESSES

- Nike’s classic sneaker look isn’t as popular anymore and isn’t selling as much.
- Nike consistently competes with Adidas and Under Armour because they sell similar products.
- Nike has been exposed for its sweatshop practices in Indonesia, China and Vietnam.
- Since Nike is popular in the U.S., it relies heavily on the US for revenue.

OPPORTUNITIES

- Nike should shift its focus from sneakerwear to other sectors, such as wellness, as many wellness brands are beginning to do.
- Nike should hire new sneaker designers to give their classic shoes a new fresh look.
- Nike should focus on the technology of its running shoes due to emerging running sneaker brands going viral.
- Nike should expand its market to reduce its heavy reliance on the U.S.

THREATS

- Nike's stock has a negative sentiment and isn't performing well in the market; investors are encouraging shareholders to sell.
- New brands emerging, like On and Hoka, selling running shoes puts Nike's running line at risk.
- Nike frequently faces supply chain problems, which hurt the brand's reputation.
- Nike has to deal with the counterfeit market, which could sell counterfeit versions of the sneakers, potentially hurting the brand.