

Ralph Lauren

SWOT Analysis

Strengths

- **Brand Recognition:** Ralph Lauren has strong brand recognition, having been in business since 1967.
- **Quality and Value:** Ralph Lauren clothing and merchandise are generally deemed to be good quality and a good value.
- **Popularity:** Ralph Lauren is a popular brand, recently ranked among the top 24% of fashion brands in 2024.
- **Worldwide:** Ralph Lauren operates in more than 50 countries, allowing for multiple revenue streams that can help protect the company from one country's economic issues.

Weaknesses

- **Higher Price Points:** Ralph Lauren is considered to be a higher-end brand, so a higher price point or perception of the brand could cause individuals to be less likely to purchase their clothes.
- **Clothing Style:** While Ralph Lauren's clothing style is iconic (which could be a strength), it is also a weakness because it limits the customer base. If people are not fans of that particular style, they likely won't become customers in the future.
- **High Operational Costs:** As prices increase for resources, labor, and more, Ralph Lauren has experienced higher operational costs. This will likely continue to trend higher due to economic instability.

Opportunities

- **Sustainability:** There is an increased interest in brands that are environmentally conscious, with 62% of shoppers prioritizing sustainable products. Customer demand has grown for these products, opening up opportunities for brands to create sustainable clothing lines.
- **Online Presence:** Social media marketing provides significant room for growth. The global social media advertising market is projected to reach \$276.72 billion ad spend in 2025 and is expected to grow 9.38% annually through 2030. As social media continues to increase in popularity and influence, it offers opportunities for brands.
- **Gen Z:** Gen Z consumers are gaining more buying power (expected to grow at an annual growth rate of 4.02% over the next decade), thus becoming a more desirable market for brands. Leaning into Gen Z trends and aligning with celebrities popular among Gen Z would be a good opportunity to gain popularity with a growing customer base.

Threats

- **Economic Trends:** Due to the changing economic landscape in the United States and globally, it is possible that people will decide to cut back on new clothing purchases.
- **Resource and Supply Chain Issues:** Limited resources and supply chain issues can lead to the necessity to increase prices, potentially limiting customers.
- **Competition:** Other major fashion brands are increasing in popularity and online presence, creating a more competitive landscape.