

SWOT Analysis on DICK'S Sporting Goods

1. Strengths

- a. DICK'S Sporting Goods has been in business since 1948 and has built a strong reputation as the premier destination for athletes. With nearly 900 stores across the U.S., DICK'S Sporting Goods is the most accessible sporting goods store in the nation, featuring a variety of equipment for lesser-played sports such as cricket and archery. Accessibility and recognition are the brand's greatest assets to potential customers who mainly consist of families and young athletes.
- b. In recent years, DICK'S Sporting Goods has made significant efforts to branch out from a retail business to a global lifestyle brand through marketing and sponsorship approaches. The 2025 launch of DICK'S in-house media production studio, Cookie Jar & A Dream, emphasizes the company's prioritization of brand storytelling and increasing brand awareness amongst an oversaturated industry of sports retailers and brands.
- c. Through the DICK'S Sporting Goods Foundation and the Sports Matter initiative, DICK'S Sporting Goods has built a strong reputation for being socially responsible, philanthropic, and environmentally conscious. The business has donated over \$110 million to communities in the U.S. to fund local sports and encourage youth sports participation. This creates a positive connection between the brand and customers who can see that DICK'S is actively supporting them and their community.

2. Weaknesses

- a. Ultimately, DICK'S Sporting Goods is a retail chain. The one clear goal of the company is profit and business expansion, and customers are aware of that. A weakness that DICK'S has is criticism about its retail stores, including inconsistent customer experiences and fleeting inventory.
- b. DICK'S Sporting Goods has a heavy identity as a sports equipment store. This silos the company as a retail chain rather than an overall destination for all things sports, including everything related to sports culture and conversation. Younger generations do not see DICK'S as a valuable contributor to sports culture because of the brand's lack of culture.

3. Opportunities

- a. With the upcoming slate of global sporting events coming to the U.S., DICK'S has the opportunity to expand its brand identity from sports equipment and consumer goods to include lifestyle, fashion, and popular culture through marketing and media presence.
- b. The acquisition of Foot Locker presents the opportunity to leverage its thousands of stores around the globe and introduce DICK'S Sporting Goods into the thriving world of sneakerhead and streetwear culture.
- c. A major marketing trend right now is mobile activations and pop-up events. Although DICK'S Sporting Goods has hosted fan-focused events in its stores before (for example, athlete meet-and-greets or equipment signings), it needs to increase exclusive pop-up events focused on sports culture to attract Gen-Z and younger audiences in-store.

4. Threats

- a. DICK'S Sporting Goods is best known for its brick-and-mortar retail stores and less for its e-commerce business. Customers who shop online want their orders immediately and will shop at e-commerce giants like Amazon because it has hundreds of fulfillment warehouses compared to DICK'S. The external pressure of customers' increased online retail habits presents challenges to DICK'S business operations, as it does not have the capability to prioritize e-commerce at the moment.
- b. External economic conditions, like rising costs of living and rising costs of gasoline, may cause a slowdown in DICK'S Sporting Goods' business because sporting equipment and sporting attire are not essential goods. The average American family will not have any discretionary spending on sports at this time.

Strategic Insights

1. **Expand the DICK'S Sporting Goods brand from a retailer to a global lifestyle brand through more Gen-Z targeted approaches (Opportunity)**

- a. **Rationale:** With the upcoming slate of global sporting events coming to the U.S. (i.e., FIFA World Cup, 2028 Olympics in Los Angeles), DICK'S needs to reach Gen-Z consumers by implementing more mobile activations/pop-up events across the country and becoming an active contributor and commentator of sports culture rather than simply a sporting goods supplier. By partnering with and sponsoring professional athletes/teams and releasing limited edition merchandise, DICK'S

can insert itself into the bustling social conversation surrounding these major sports moments.

- b. **Measurable KPIs:** increase of 20% in Gen-Z social media engagement with DICK’S Sporting Goods (and all of its entities, including Foot Locker) by the end of FY26; 150,000 cumulative attendees at pop-up activations at local DICK’S retail stores and nearby sporting venues across the U.S. in FY26Q3.

2. Increase marketing for the DICK’S Sporting Goods Foundation to highlight community engagement and athlete journeys (Strength and Opportunity)

- a. **Rationale:** By utilizing Cookie Jar & A Dream, the company’s in-house media studio, DICK’S can highlight its philanthropic efforts (that are lesser known to the public) through promotional marketing and media. DICK’S can create social media content, long-form videos, blog posts, and even in-person events for the communities the DICK’S Sporting Goods Foundation has aided, collaborating directly with DICK’S consumers. There is even potential to “scout” young athletes in these local communities that DICK’S can sponsor with gear as they grow and play as an official “DICK’S Sporting Goods Athlete.” Alongside increasing media presence and building brand storytelling, promoting the DICK’S Sporting Goods Foundation will increase positive sentiment for the brand and overall awareness of the company’s philanthropic efforts.
- b. **Measurable KPIs:** increase the amount of content produced by Cookie Jar & A Dream by 33% by the end of FY26.

3. Operate as one “DICK’S Sporting Goods Family” omnichannel by integrating Foot Locker into the company’s business landscape (Opportunity)

- a. **Rationale:** With the 2025 acquisition of Foot Locker, DICK'S now owns thousands of physical Foot Locker stores in over 20 countries, stepping into an international business that was not possible before. By fully integrating and marketing the Foot Locker brand and its stores into DICK'S Sporting Goods, DICK'S is introducing itself to sneaker culture and sports fashion through the pre-existing Foot Locker fanbase. Combined with DICK'S House of Sport and other specialty stores around the U.S., DICK'S can become the ultimate destination for all sporting needs (including equipment, apparel, footwear, and sports culture).
- b. **Measurable KPIs:** increase social conversation about Foot Locker joining the DICK'S Sporting Goods Family by 60% in FY26; increase marketing about DICK'S Sporting Goods being the one-stop destination for all sporting needs by 40% in FY26 using marketing, advertising, and earned media.