

SWOT Analysis

Strengths

1. DICK'S is Number One
 - a. With over 888 total stores nationwide, DICK'S Sporting Goods holds the largest market share and is the leading sports retailer in the United States (Footlocker, 2026). Not only does this signal that the business continues to be profitable, but its strong presence in the market also serves as a key selling point to potential investors.
2. Enhancing the Retail Experience
 - a. DICK'S Sporting Goods has developed the DICK'S House of Sports and DICK'S Field House concepts, which provide an experiential shopping experience and have driven the company's profit upward.
3. Talking the Talk and Walking the Walk
 - a. DICK'S Sporting Goods has a profitable business model, and the company has also become dedicated to addressing current issues, such as sustainability and sports equity, through various initiatives, programs, and the DICK'S Sporting Goods Foundation.

Weaknesses

1. Outdated Brand
 - a. Since the inception of DICK'S Sporting Goods, there have been few to no changes to the brand identity, leaving a greater risk of losing relevancy, especially among younger audiences.
2. Sharing the Spotlight
 - a. Due to the diverse product portfolio at the sports retailer, the presence of competing brands like Adidas, New Balance, and Nike may dull the impact of the DICK'S Sporting Goods brand.

3. Prioritizing Multiple Target Audiences

- a. To appeal to an audience under 18 years old, DICK'S Sporting Goods highlights current cultural and sports icons. However, since parents often make consumer purchases for the household, there must be something appealing to them about the brand, as well.

Opportunities

1. The Health and Wellness Era

- a. Recently, there has been a societal shift toward achieving health and wellness, which may prompt the public to seek out apparel, footwear, and hardline products available at DICK'S Sporting Goods.

2. Stepping Up on the Global Stage

- a. In the next few years, many global sporting events will take place on U.S. soil, such as the FIFA World Cup and the Summer Olympics, which will drive higher interest and demand toward sports.

3. From Athlete to Influencer and Beyond

- a. The public perception of athletes has expanded, allowing them to be more widely integrated in the cultural zeitgeist and, at times, achieving a sort of celebrity status.

Threats

1. Lingering Effects of COVID-19

- a. At the height of the COVID-19 pandemic, the percentage of youth playing organized sports in the United States had fallen to 49%, and the federal government has desperately tried to increase that percentage ever since (Aspen Institute, 2025).

2. The Rise of Social Media E-Commerce

- a. Many people are actively on social media, and the integration of e-commerce on various platforms has made it easier for consumers to be directly connected to products and services they are interested in, which can result in less frequent in-person shopping.

3. Navigating Hard Times

- a. During times of financial uncertainty, many people begin to reprioritize their needs and wants, resulting in a possible decline in recreational activities such as sports.

Strategic Insights

1. Creating Financial Momentum by Remaining Committed to Community

- a. Currently, there is a need for third places amongst youth, which DICK'S Sporting Goods has begun to cater to through its House of Sports and Field House concepts. By increasing the number of these community-centered retail concepts, DICK'S Sporting Goods can capitalize on the continued interest in health while drawing people into its stores by giving them a unique way to connect with like-minded individuals. To measure the success of this endeavor, DICK'S Sporting Goods can compare the total revenue generated at the House of Sports and Field House concepts to the standard DICK'S Sporting Goods stores.

2. Going Global and Taking the World by Storm

- a. After acquiring Foot Locker, DICK'S Sporting Goods now has an increased global presence, which should be leveraged to generate public interest and revenue in previously untapped territories. Since the Foot Locker acquisition was recent, DICK'S Sporting Goods should focus on receiving media coverage about both brands, their diverse product portfolios, and their projected future together. This can be accomplished in a variety of ways, such as creating exclusive experiences and localizing their offerings to each

territory, with the goal of obtaining a 30% increase in article mentions across various global publications.

3. Tapping Into the E-Commerce Stratosphere

- a. In today's fast-paced world, the global e-commerce market is continuing to grow, and DICK'S Sporting Goods must adapt to the digital era. While one of the brand's strong suits (within the United States) is elevating the in-store shopping experience, some consumers value accessibility and convenience. DICK'S Sporting Goods must fortify its presence within the e-commerce market by integrating itself on various social media platforms and fortifying its direct-to-consumer model on its website. As a general guide, DICK'S Sporting Goods should aim to acquire a 20% increase in e-commerce sales over the course of six months. After this allotted time, they can take a closer look at what worked and make any needed adjustments.

Works Cited

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