

THE ORIGINAL OATLY! SWOT ANALYSIS

Strengths

- **Brand Recognition:** Oatly is a leading brand in the oat milk industry and is viewed as a pioneer in the plant-based milk category.
- **Brand Image:** Oatly is known for its sustainable efforts and ethical business practices.
- **Social Presence:** They have a strong online social media presence where they showcase their unique brand personality and interact with their customers.
- **Diverse Products:** The brand has a diverse product portfolio that they are continuously expanding upon.
- **International Market Presence:** Oatly has expanded its distribution channels globally and is available online, in stores, and in coffee shops worldwide.

Weaknesses

- **Product Price:** Oatly's products are priced higher than cows' milk, which could limit their appeal towards customers.
- **Supply Chain Issues:** In the past, the company has struggled with supply issues and struggling to meet demands.
- **Brand Perception:** Some of Oatly's marketing strategies have involved controversial messaging that has impacted people's perception of the brand.

Opportunities

- **Market Expansion:** An opportunity that Oatly should capitalize on is to expand their presence in emerging markets. The demand for plant-based products continues to grow, and they should really lean into that.
- **New Products:** With interest in plant-based products on the rise, it would be smart for Oatly to leverage that by creating a bigger array of products.
- **Innovative Partnerships:** By creating out of the box partnerships, they will be able to strategically explore and reach a new space.
- **Sustainability:** Consumer interest in sustainability efforts is continuously growing. By focusing on leveraging their sustainable efforts, they will appeal to environmentally conscious people.

Threats

- **Emerging Competition:** With interest in plant-based products on the rise, more established food/beverage brands could step into the space. Also, new brands that enter the industry pose a great threat to Oatly.
- **Economic Trends:** Any negative economic trends could be detrimental to Oatly because if consumer spending habits change, they are going to be looking for areas of cutbacks.
- **Negative Consumer Backlash:** Oatly has faced backlash many times in the past few years. The company faced criticism in 2020, when Blackstone Group, which has tie to Donald Trump, bought a stake in the company. They also faced boycotts, lawsuits, and controversies.