

## DICK'S Sporting Goods SWOT Analysis

### STRENGTHS

- **Established brand image:** DICK'S Sporting Goods was established in 1948 by young entrepreneur Dick Stack, who had a relentless work ethic and a vision to create an iconic brand in sports and culture (DSG About Us, 2026). The authentic, purpose-driven brand voice lives on with DICK'S commitment to high-quality products and giving back to communities and the planet.
- **Strong product portfolio:** DICK'S large product assortment includes in-house global brands and labels that represent 13% of sales, valued at \$1.7 billion. Its product offerings in various clothing and equipment categories give the company a leading 9% position in the U.S. sporting goods market while generating steady sales growth (Porter's Five Forces, 2025).
- **Experiential marketing strategies:** DICK'S participates in large-scale experiential retail with the House of Sport and Dick's Field House locations. These stores, which offer immersive experiences such as climbing walls and batting cages, are a unique approach to the traditional in-store shopping experience (Porter's Five Forces, 2025).

### WEAKNESSES

- **Inconsistent image across sub-brands:** DICK'S has acquired various sub-brands, such as Golf Galaxy, Public Lands, GameChanger and House of Sport, but it lacks a unified narrative that is vital to an overarching brand image (Sheridan, 2026). Without an organized storytelling approach from DICK'S to communicate its brand ecosystem, consumers are unaware of the various subcategories or how to take advantage of each one.
- **Limited social media presence:** DICK'S social media presence does not align with Gen Z consumers, who value cultural integration and trend participation from brands (DSG Instagram, 2026). Without an effort to communicate using Gen Z social media language or feature popular

influencers and celebrities, DICK'S is overlooking a vital demographic of shoppers who live online.

- **Limited geographic presence:** Although DICK'S operates in North America, Europe, Asia and Australia, its experiential activations are limited to select states in the U.S. (DSG House of Sport, 2026). This limits DICK'S social and financial growth potential, impact and visibility, as the global sporting goods market and its marketing needs are rapidly expanding internationally.

## OPPORTUNITIES

- **Brand collaborations:** As a well-established brand, DICK'S can collaborate with other major retailers in sports and streetwear to create limited-time drops or iconic capsule collections. The company currently has launches with brands such as Nike, On Cloud and HOKA, but the potential for unexpected partnerships with fashion-forward brands is limitless.
- **Influencer marketing:** Social media continues to offer opportunities for paid and unpaid influencer partnerships that help brands target specific audiences who naturally become fans. DICK'S can amplify large-scale campaigns, paid advertising or organic reviews in exchange for free products from influencers who align with the brand and have loyal followers.
- **Women's sports sponsorships:** The rise of women's sports viewership and engagement offers a unique opportunity for DICK'S to become a major sponsor and champion of professional female athletes. The women's 2026 Olympic hockey game between the USA and Canada, for example, was the most-watched women's hockey game in history, with around 5.3 million viewers (Nielsen, 2026). DICK'S can increase product placement visibility by incorporating itself into this cultural phenomenon.

## THREATS

- **Competitors:** DICK'S competes with well-established public sports retailers, including Academy Sports and Outdoors, Big 5 Sporting Goods, Walmart and Amazon (StockJabber, 2026). Walmart

and Amazon are major threats because they offer a one-stop shop for a variety of consumers' needs with affordable prices for quality sporting goods.

- **Evolving consumer trends:** The fashion industry rapidly evolves as consumer preferences and trends change. DICK'S must compete with brands such as Lululemon and Alo, which offer practical yet stylish and trend-setting athletic wear.
  - **Cancel culture:** Risk assessments for brand-influencer partnerships in 2026 warn that a viral scandal in a million-dollar deal can result in major reputational damage for both parties (Forbes Council, 2026). Brands must take extra caution that the celebrity or influencers' values align with their own, that there are no harmful political or social transgressions and that they are up-to-date with audience perceptions in popular culture.
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## Strategic Insights

### **Strategic Initiative 1: Launch a 2028 Summer Olympics campaign**

- **Rationale:** A partnership with the USA Olympic team would amplify DICK'S support of women's sports, differentiate it from competitors and provide an opportunity for unified storytelling for its sub-brands. DICK'S can provide travel gear and select pieces, such as sports bras and leggings sets, for the women's USA team. Part of the initiative can be sponsoring a new underfunded girls youth sports organization. The campaign can incorporate mentions of DICK'S sub-brands, such as GameChanger and Golf Galaxy, by highlighting why they are part of the DICK'S family and how they give back to the community. Campaign materials can feature female star athletes, such as Caitlin Clark and Katie Ledecky, as the brand ambassadors who also align with the youth sports initiative. Target audiences include women's sports and Olympics fans from every demographic. Media selections include Instagram, TikTok, Facebook, X and traditional media such as magazines and newspapers.

- Success metrics in 2028: Gain media coverage in at least 20 fashion, sports and popular culture publications, such as People, BuzzFeed, the Los Angeles Times and Variety. Increase share of voice, brand visibility and positive sentiment of DICK'S by 40%.

### **Strategic Initiative 2: Release a brand collaboration with Stüssy**

- Rationale: Stüssy, a widely popular streetwear brand for men and women, is a great partner for DICK'S to adapt to evolving consumer trends and increase its use of influencer marketing. DICK'S and Stüssy can launch a new line of trendy apparel, including hats, t-shirts, cargo pants and sweatshirts, that incorporates Stüssy's unique designs with DICK'S comfort and range. For the influencer marketing portion of the campaign, the collaboration could utilize smaller talent such as Zoi Lerma (@zoifish) with 560K followers, as well as bigger names such as Dominic Fike (@dominicfike) with 3M followers. With both of them popular among Gen Z and fitting the fun, skateboard-inspired style and aesthetic, they would be great for this drop. Target audiences include Gen Z and Millennials who embody sport, streetwear and California-rooted culture. Media selections include Instagram, TikTok, Snapchat, email newsletters and out-of-home advertising.
- Success metrics: Garner a 60% increase in online sales and 30% increase in overall website traffic for DICK'S at the end of the campaign.

### **Strategic Initiative 3: Launch a pop-up activation in London**

- Rationale: An interactive pop-up activation in a major city such as London would increase DICK'S' limited social media and geographic presence. Part of DICK'S House of Sport experiences is an ice skating rink at select stores in the U.S. DICK'S is also a retailer of ice, hockey, inline and figure skates. A winter ice rink pop-up in London, where consumers can test DICK'S skates and enjoy free hot chocolate, is a great way to make DICK'S experiential marketing international. The weekend-long pop-up would garner significant earned, owned and

shared social media coverage of families, couples, friends and more enjoying this unique opportunity. Target audiences include global sports retail consumers who are active and enjoy outdoor activities. Media selections include Instagram, TikTok, Facebook, YouTube and traditional media.

- Success metrics: Increase social media engagement and following from Gen Z, Millennials and Gen X by 50%. Garner 70% organic earned and shared media value on social media during the activation.