

# PUMA

## CONTEXT ANALYSIS

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MKT3014 CAMPAIGN PLANNING



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# INTRODUCTION

The following assignment is a visual report for MKT3014 Campaign Planning that evaluates PUMA's marketing communications and offers suggestions for future campaigns. Competing in a saturated marketplace such as global sportswear requires Puma to position itself equally between sports performance and high-end fashion. Utilising marketing communications planning frameworks is intended to build an influential relationship between businesses and consumers (Fill & Turnbull, 2016). This report mainly analyses the internal brand identity, external environmental pressures, competitive positioning, and evolving consumer behaviour, all of which shape communication effectiveness. Perceiving these contextual factors enables the development of integrated campaigns aligned with audience expectations and commercial conditions (Becker, S. et al., 2024).





## 2.0 INTERNAL CONTEXT





| <div>PHYSIQUE</div> <div> <ul style="list-style-type: none"> <li>PUMA’s physique is represented by the iconic leaping puma logo, symbolising speed, agility and athleticism.</li> <li>The brand positions itself as “the fastest sports brand,” reinforcing associations with enhanced athletic performance while maintaining a fashionable aesthetic (Iliushina, 2024).</li> <li>A hybrid identity is favoured among modern sportswear brands that aim to combine performance and fashion as part of their brand image (Becker, S. et al., 2024).</li> <li>Uniform visual branding across digital and traditional platforms can strengthen recognition and support integrated marketing communications (Fill &amp; Turnbull, 2019).</li> </ul> </div> | <div>PERSONALITY</div> <div> <ul style="list-style-type: none"> <li>PUMA projects a youthful and energetic personality centred on creativity, confidence and self-expression.</li> <li>Communicated through collaborations with celebrities and organisations such as Rihanna, Breanna Stewart and McLaren Racing (Porter’s Five Forces, 2026).</li> <li>This focus on individuality strengthens emotional connections with younger audiences aged 15–30</li> <li>Personality-driven branding improves engagement and loyalty within lifestyle markets such as sportswear (Verhoef et al., 2010).</li> <li>Social media storytelling reinforces this youthful identity through interactive dialogue between brand and consumers (Qin, 2020).</li> </ul> </div> |
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| <div>CULTURE</div> <div> <ul style="list-style-type: none"> <li>The culture reflects values of inclusivity, sustainability and innovation within the sportswear industry.</li> <li>The brand aligns with the growth of athleisure, a trend in which consumers combine athletic performance with everyday fashion (Becker, S. et al., 2024).</li> <li>Ethically sourced and sustainable initiatives respond to consumers' growing demand for environmentally responsible brands.</li> <li>Incorporating sustainability and lifestyle messaging into communications strengthens long-term brand value in B2C dynamics (Fill &amp; Turnbull, 2023).</li> </ul> </div> | <div>RELATIONSHIP</div> <div> <ul style="list-style-type: none"> <li>PUMA builds relationships through collaboration, community engagement, and the creation of a shared culture.</li> <li>The “Forever Faster” campaign is an adaptation philosophy that emphasises speed, ambition and athletic performance.</li> <li>Campaigns often involve co-creation with athletes, influencers, and musical celebrities to encourage participation across digital platforms and individual fan bases.</li> <li>These engagement-driven communication strategies are meant to increase loyalty by turning consumers into active brand participants (Verhoef et al., 2010).</li> <li>Social media platforms act as key touchpoints for continuous brand–consumer interaction (Arora &amp; Sanni, 2019).</li> </ul> </div> |
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| <div>REFLECTION</div> <div> <ul style="list-style-type: none"> <li>PUMA portrays its typical consumer as young, style-conscious and culturally engaged.</li> <li>Marketing communications often depict individuals balancing sport, creativity and urban lifestyles, such as going for a run after a long day at work.</li> <li>This aligns strongly with the Gen Z PUMA target audience, who are known to prioritise authenticity, inclusivity and cultural relevance when evaluating brands.</li> <li>Diverse representation helps PUMA maintain broad mainstream appeal rather than exclusive elite-athlete positioning.</li> </ul> </div> | <div>SELF-IMAGE</div> <div> <ul style="list-style-type: none"> <li>Enabling consumers to perceive themselves as energetic, expressive and culturally connected despite not having previously.</li> <li>Sportswear functions as a tool for identity expression and lifestyle communication.</li> <li>Research shows that emotional meaning and identity signalling strongly influence apparel purchasing decisions (Easey, 2009).</li> <li>PUMA therefore communicates both functional performance benefits and symbolic lifestyle value.</li> </ul> </div> |
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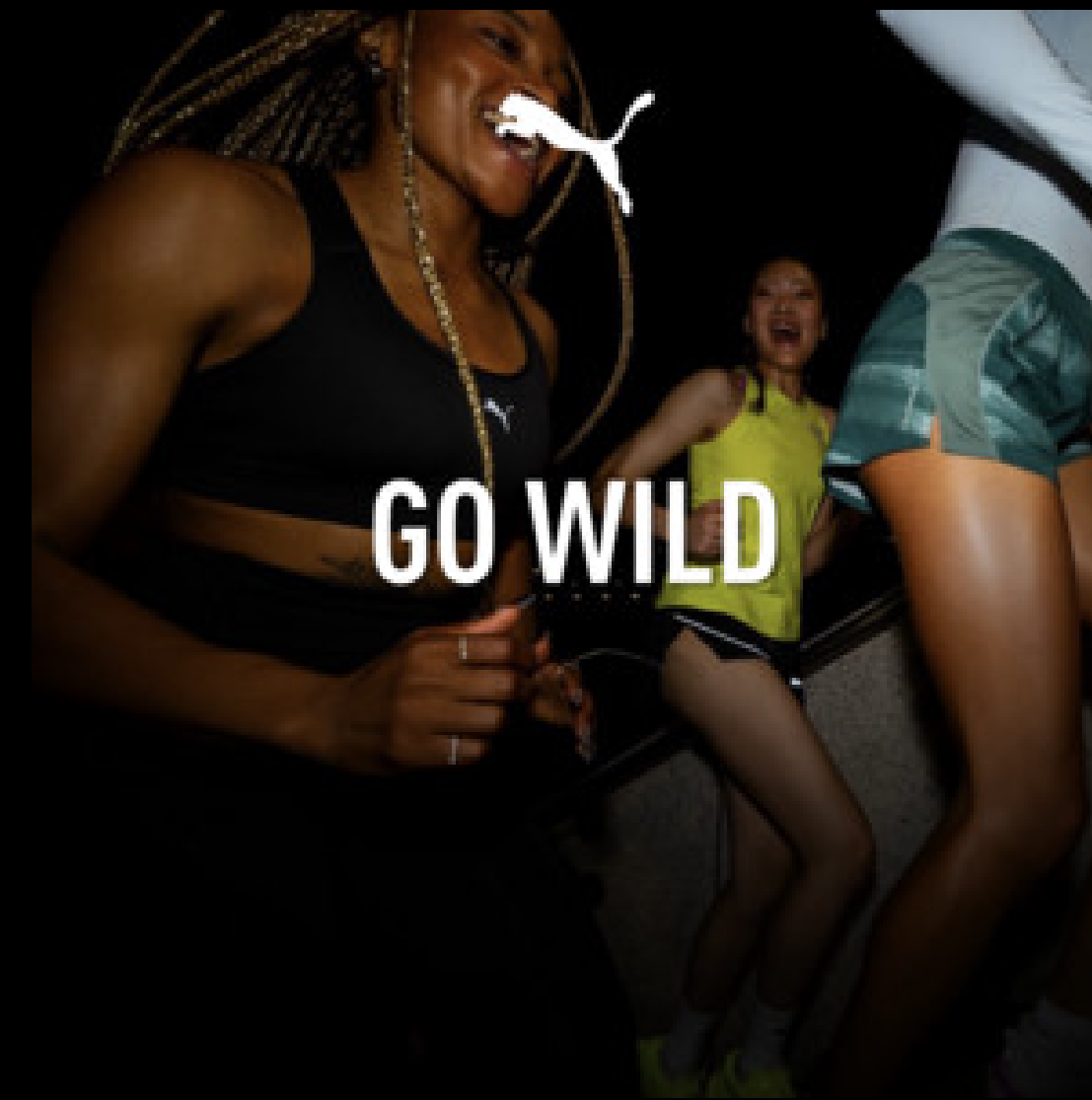
## 2.1 Brand Identity Analysis

Kapferer's brand identity prism outlines how a strong brand will integrate all six aspects to ensure a well-rounded brand image (Kapferer, 2012). PUMA's brand identity is centred on speed and athleticism, cultural influences, and the adaptation of athleisure. The company's marketing reiterates its slogan of 'fastest sports brand', a statement that links its products with athletic performance and modern fashionable styling (Iliushina, 2024). The sportswear industry is evolving, with consumers expecting brands to produce athletic clothing that is also acceptable in social settings. PUMA is working with this shift rather than fighting it. Research indicates a substantial connection between sports and fashion categories (Becker, S. et al., 2024). Generation Z culture revolves around media and prominent social figures, which drive the brand community to engage with brand communications. PUMA has capitalised on this approach through its collaboration with Rihanna, an iconic musician, and Breanna Stewart, a veteran of women's basketball. Young consumers are driven by the need to express their individuality and engage with healthy-lifestyle brands in the sportswear industry (Verhoef et al., 2010). PUMA runs campaigns across popular social media platforms such as Instagram and TikTok. Allowing direct conversation with audiences increases engagement (Qin, 2020). Sustainability also shapes brand identity. Consumers expect ethical production from sportswear companies. PUMA provides consumers with peace of mind by producing sustainable sourcing and responsible manufacturing. The Brand Identity Prism shows a clear position. PUMA links speed, youth culture, and athleisure lifestyle. Consistent communication across media strengthens this identity and supports an integrated marketing strategy (Fill & Turnbull, 2016).



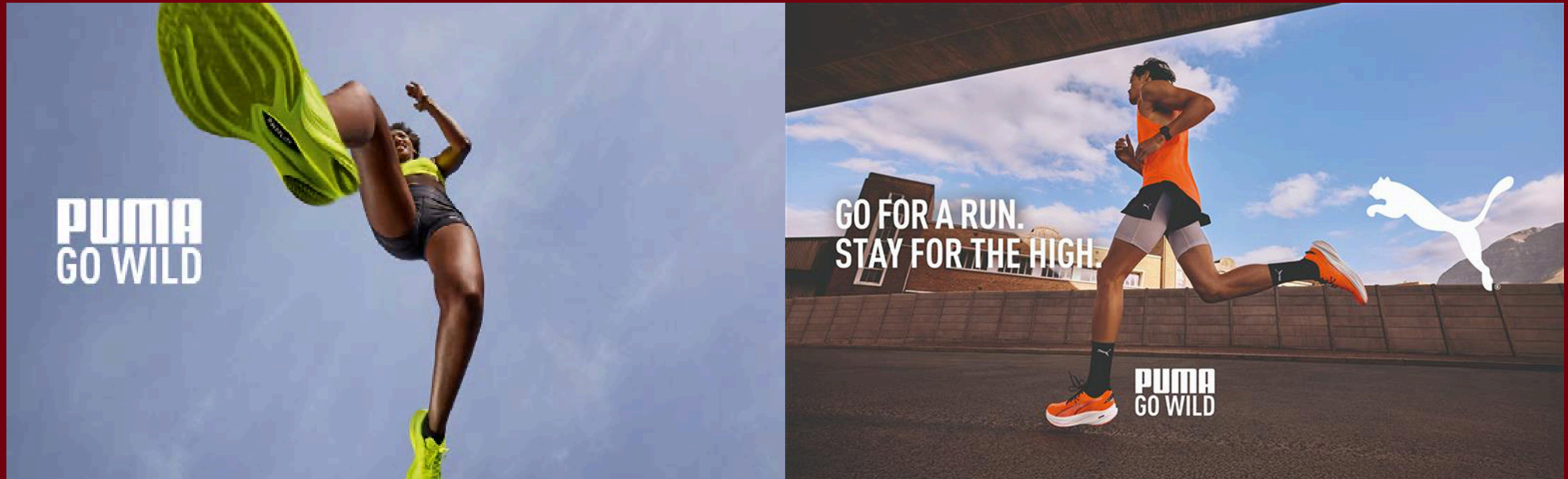
## 2.2 Current Marketing Campaigns

PUMA is a globally recognised brand that must create campaigns that are well received across different cultures, focusing on linking sports, Gen Z culture, and media. The brand focuses on speed, self-expression, and community. Campaigns use athletes, influencers, and social platforms to reach younger audiences. The social media platforms, including Instagram, TikTok, and YouTube, constantly distribute content to consumers. Each site makes short-form videos easily accessible and often has the potential to go viral. From behind-the-scenes of commercial shoots to day-in-the-life content from affluent influencers, these media platforms are the best form of marketing communications for PUMA. Since its debut in 2019, TikTok has gained around 5 million followers and over 55 million likes on its personal page, emphasising the need for brands to advertise on these popular media platforms (Ekren, 2026). This new-age media approach helps position the brand in the global athleisure market and strengthens its connections with its target audience.



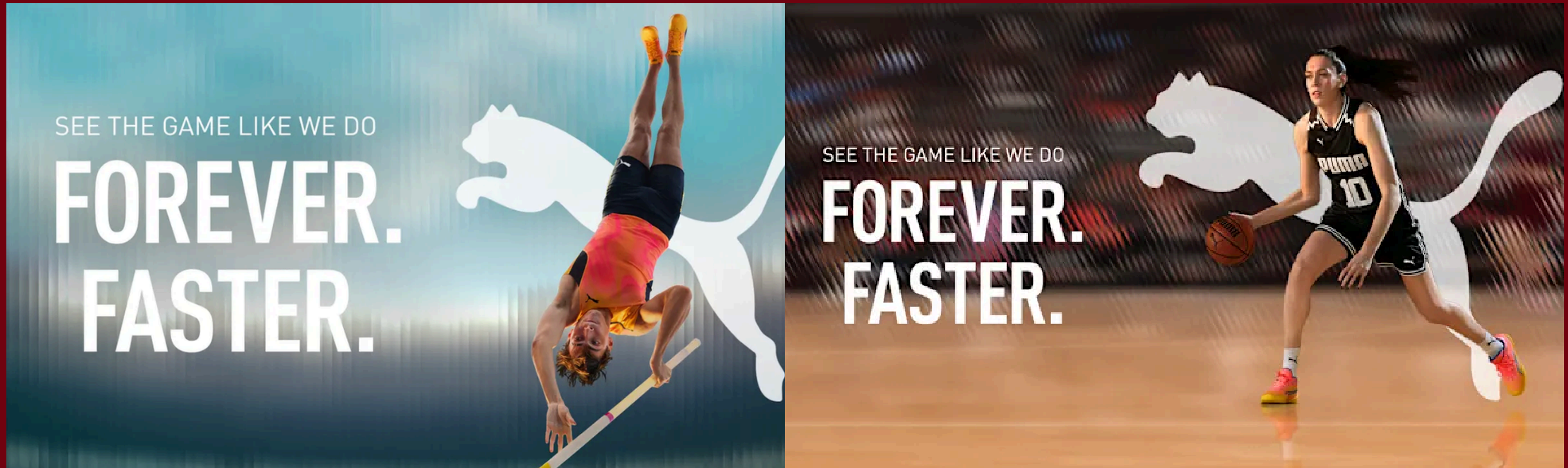


## “Go Wild”



The ‘Go Wild’ global brand campaign was created in 2025 in collaboration with the adam&eveDDB media company, with a 40% increase in PUMA's marketing investments (Havas Media Network, 2025). Aimed to redefine how a consumer understands performance through pathos. Encouraging individuals to express themselves via movement and performance, leaning into what is called a ‘runner's high’, the euphoric feeling one experiences when the body releases endorphins during exercise. Focusing on everyday runners and community participation rather than celebrities and professional athletes. This advertisement ranked in the top 1% for predicted long-term market share growth in key markets such as the United States and Germany (Havas Media Network, 2025).

## “Forever Faster”



In 2024, PUMA reemphasised its central brand messaging through its ‘Forever Faster’ campaign, originally released in 2014. This campaign had previously been the largest marketing investment into the brand until the 2025 ‘Go Wild’ movement. The messaging behind this campaign is to define PUMA as the world’s fastest sportswear brand and have consumers associate speed with performance and enjoyment in sports. Go Wild is being advertised across social media platforms, television, PR, OOH, and in retail environments. Celebrity athletes, including Neymar Jr., Breanna Stewart, and Mondo Duplantis, are featured in this campaign content to reinforce PUMA's association with performance (PUMA, 2024).



## “She Moves Us”



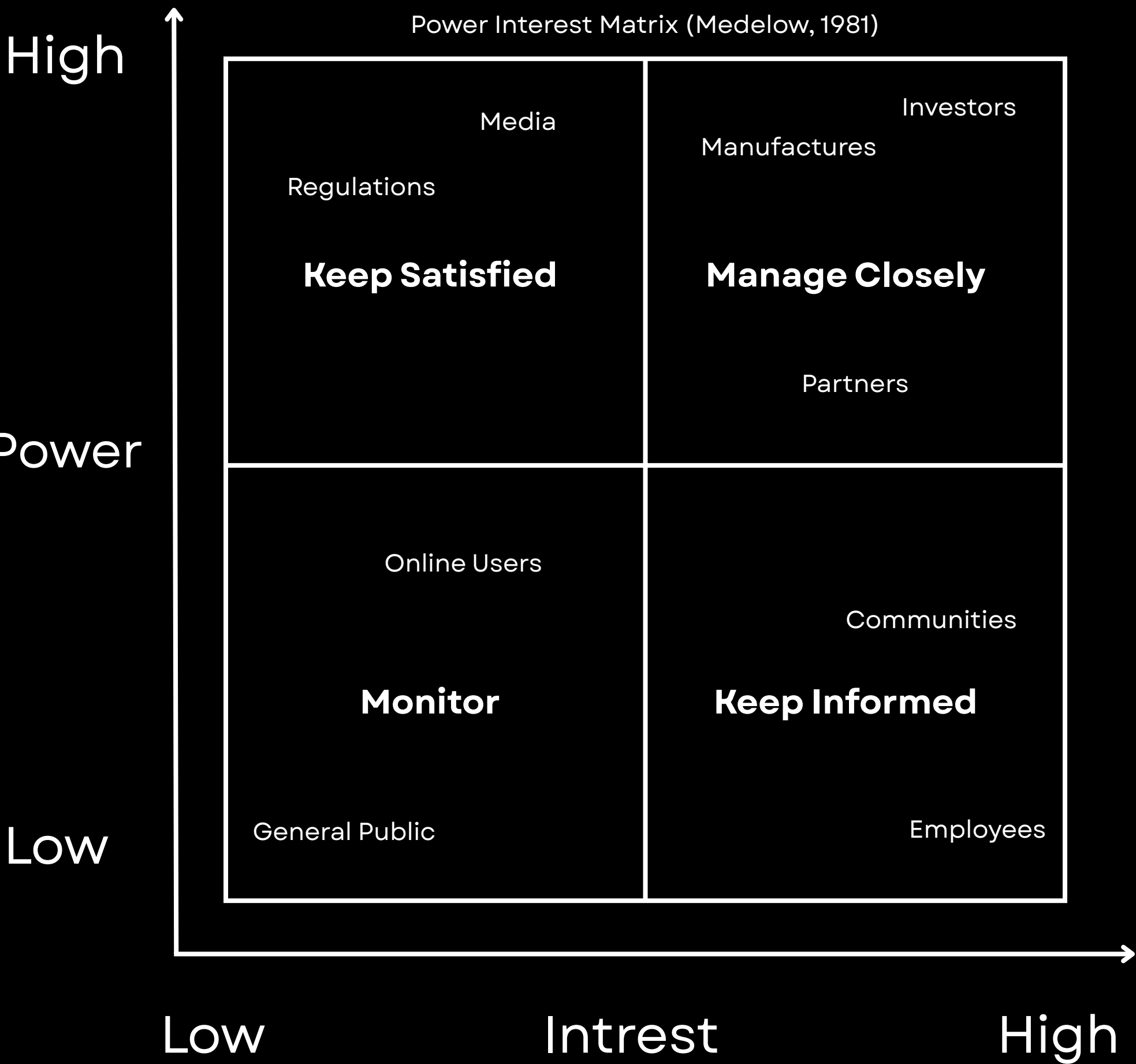
‘She Moves Us’ is the least recent campaign of the three examples, released in 2021; its main focus was supporting female athletes. The campaign features ambassadors, including Serena Williams and Dua Lipa, who share personal stories about achievement and resilience. The initiative builds brand awareness among women and positions PUMA as a brand that supports female athletes and cultural leaders (Ekren, 2026).

## 3.0 EXTERNAL CONTEXT





# 3.1 Power-Interest Matrix & Stakeholder Analysis



The Power-Interest Matrix is a model that separates stakeholders by their power in a company and their level of interest in the brand (Mendelow, 1981). The model helps you decide who requires close management and who requires regular updates (Fill & Turnbull, 2016). Stakeholders with high power and high interest include investors, manufacturers, and partners. This group influences financial decisions, brand strategy, and marketing investment, and often has regular contact with the brand. Stakeholders with high power and low interest include the media and regulatory bodies. These groups shape brand reputation and public perception. Public relations activity and influencer partnerships maintain positive relationships with the public. Stakeholders with lower power and high interest include communities and employees. These audiences closely follow product launches, campaigns, and collaborations. Digital platforms support engagement and strengthen relationships with these groups (Qin, 2020). Stakeholders with low power and low interest include online users and the general public. Supporting operational processes and influencing brand perception at a lower level. Effective stakeholder management aligns with stakeholder influence and supports an integrated marketing communications strategy (Fill & Turnbull, 2016).

# 3.2 PESTEL Analysis

| Factor    | Restraint or Opportunity | Level of Impact | Implication for PUMA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------|--------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Political | Restraint                | High            | Different government trade policies affect the production and prices of sportswear through tariffs in countries such as China, Vietnam, and Cambodia. The cost of manufacturing is higher. Exposing PUMA to these tariffs poses risks, including trade disputes. Therefore, PUMA must monitor changes in trade policies and diversify its manufacturing location to reduce exposure to tariffs and political risk (Reuters, 2025).                                                                                       |
| Economic  | Opportunity / Restraint  | High            | The sportswear market is expanding despite economic difficulties caused by high levels of debt and geopolitical tensions. According to a 2023 study, sportswear was valued at \$209.6 billion in US dollars and is estimated to reach \$347.9 billion in 2033 (The Brainy Insights, 2024). Implications for PUMA would focus on customer-centric products and on direct B2C sales channels to strengthen demand during periods of economic uncertainty (Porter's Five Forces, 2026).                                     |
| Social    | Opportunity              | Medium          | From a social perspective, consumers often show greater interest in brands known for sustainable and ethical practices. PUMA has integrated this social aspect into the core of its brand identity by increasing the use of recycled materials and working towards ethically sourcing cotton. Implementing a sustainability initiative in PUMA's marketing campaigns can strengthen consumer brand loyalty and attract new customers, rather than merely signalling that it is a sustainable company (Cui et al., 2025). |



# 3.2 PESTEL Analysis

| Factor        | Restraint or Opportunity | Level of Impact | Implication for PUMA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------|--------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technological | Opportunity              | Medium          | Digital marketing, e-commerce, and influencer partnerships have taken the marketing industry to a new level, reshaping how consumers and companies communicate. Specifically, influencer marketing on social media apps is one of the main forms of global marketing in 2026. Driving brand awareness with PUMA's target audience of Gen Z and people aged between 15 and 30. PUMA is a leader in the sportswear industry for celebrity collaborations with musicians, athletes, and influencers, expanding its reach and visibility. Continuing to invest in social media campaigns and athlete collaborations to increase consumer engagement and brand exposure (Bermeo-Giraldo et al.,2025)                                     |
| Enviromental  | Opportunity / Restraint  | High            | Similar to the economic section, PUMA must be aware of the various environmental regulations related to the impact of fast fashion on the environment and to the progression of climate change. These regulations can affect manufacturers and suppliers in the sportswear industry. Several countries collaborated in 2021 to draft the EU Climate Law, introducing stricter sustainability regulations with the aim of achieving climate neutrality by 2050 (EU, 2026). In the social section, it also explains why PUMA and other brands are expected to reduce waste and emissions during production. PUMA should invest in its sustainability commitments and remain transparent with consumers to build trust (Dhiwar, 2025). |
| Legal         | Restraint                | Medium          | Legal requirements often increase brands' responsibilities, forcing them to comply with local and global regulations, especially for fast-fashion or non-ethically produced sportswear. The countries within the European Union require companies to report their sustainable/environmental and labour practices. PUMA must increase the frequency of supply chain auditing and strengthen compliance systems to ensure accurate ethical sourcing (Porter’s Five Forces, 2025).                                                                                                                                                                                                                                                     |



## 3.2 PESTEL Analysis

In summary, this PESTEL analysis aims to emphasise the external factors that affect PUMA's market environment. The political and legal sections highlighted the influence that laws and geopolitics have on the global supply chain. Economically, the sportswear sector is continuing to grow each year, despite inflation negatively affecting consumer spending. The social aspect highlights a rising trend toward sustainability and consumers' demand for ethically sourced products. Using advanced technology for marketing purposes can aid PUMA in growing its e-commerce and online customer engagement with the brand. Similar to the social section, environmentally conscious consumers are expecting companies in the sportswear and fashion industries to step away from fast fashion and reduce waste, thereby impacting the global environment. Consumers expect sustainable materials and transparent production practices. These factors guide Puma's strategy. PUMA must focus on digital retail, sustainability, and products aligned with the athleisure culture.





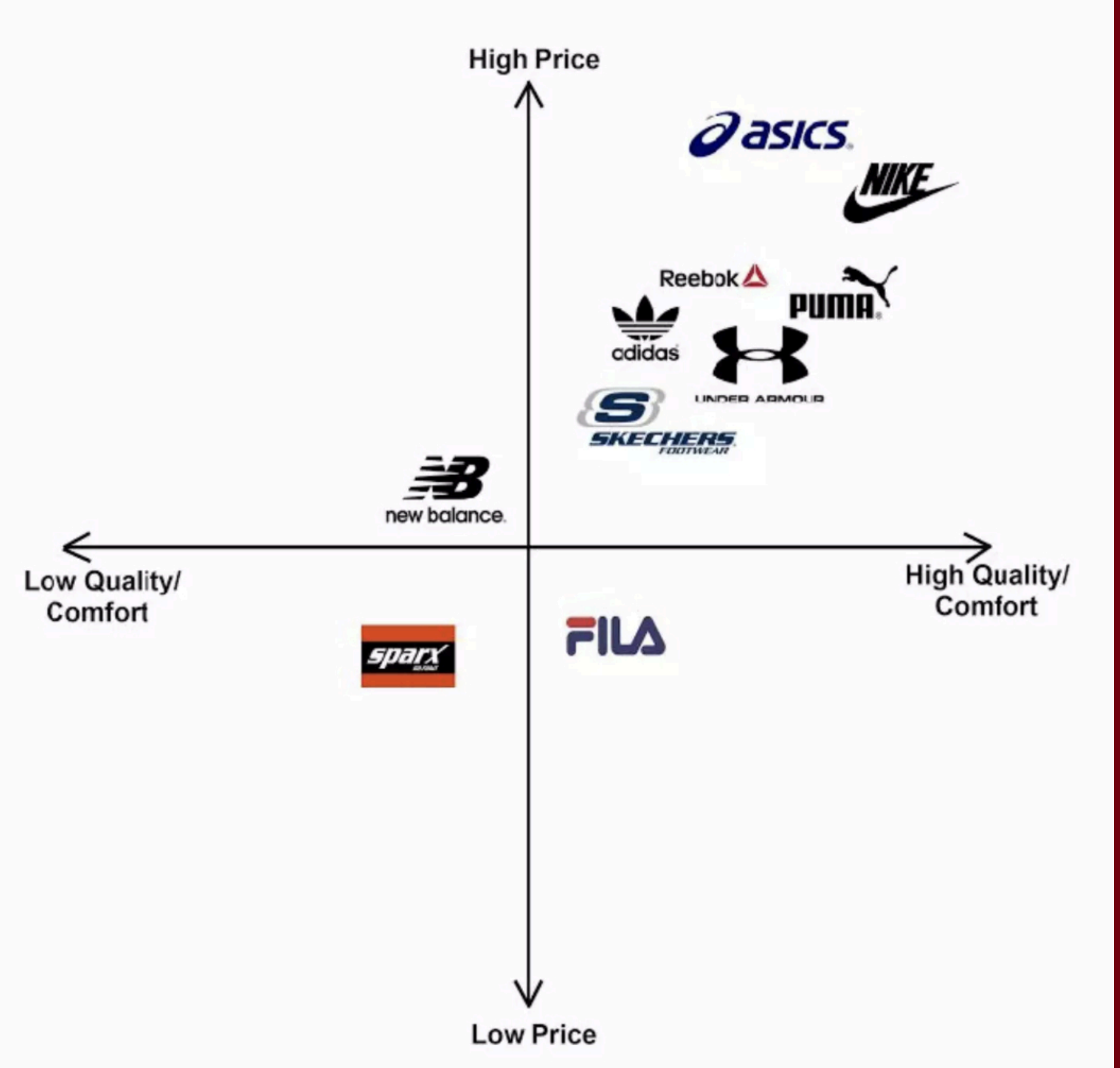


## **4.0 BUSINESS CONTEXT**



## 4.1 Perceptual Map

A perceptual map is used to evaluate how consumers position brands along key attributes such as price and fashion orientation (Iacobucci & Grisaffe, 2018). Nike and Asics sit in the high price and high quality segment. These brands focus on performance technology and elite sport credibility. Adidas, Puma, and Under Armour occupy a similar price range, though slightly lower. Each of the companies shown on this perceptual map aims to balance performance with lifestyle and athleisure appeal. Skechers and New Balance appear closer to mid-price positions with strong comfort positioning. Fila and Sparx operate in the lower-priced segment with weaker quality perceptions. Perceptual mapping helps marketers evaluate competitive position and guide differentiation strategy (Kotler et al., 2022).



(Determ, 2023)



## 4.2 Competitor Analysis Direct

| Competitor                                                                          | Direct or Indirect | Strengths & Weaknesses                                                                                                                                                                                                                                                                                                                                                                                               | Objectives                                                                                                                         | Strategies                                                                                                                                                                     | Response to future campaigns |
|-------------------------------------------------------------------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
|    | Direct             | Nike's main <b>strength</b> is its global brand recognition, as it invests heavily in marketing and athlete collaborations, which adds credibility to its performance claims. The major <b>weakness</b> they face as a brand is their premium pricing strategy, which limits accessibility for low-income consumers and creates an opportunity for other brands to offer lower-priced options (Kotler et al., 2022). | Nike's main objective is to maintain its leadership in the sportswear industry and continue expanding into the global market.      | The objectives can be achieved by Nike's investment in athlete endorsements and collaborations. Marketing these collaborations with global digital and social media campaigns. | Likely                       |
|  | Direct             | A <b>strength</b> of Adidas is its extensive global distribution network, particularly for football players. This company also experiences an overlap in its performance sportswear and athletic fashion, which can be seen as a <b>weakness</b> . Research into brand strategies found that unclear positioning reduces differentiation and weakens competitive advantage (Kapferer, 2012).                         | Adidas should aim to increase its market share in the sportswear industry rather than focusing on fashion and athleisure products. | Investing in sports sponsorships, including individual and team sponsorships, will give Adidas a stronger foothold in the sportswear industry.                                 | Likely                       |

## 4.2 Competitor Analysis Indirect

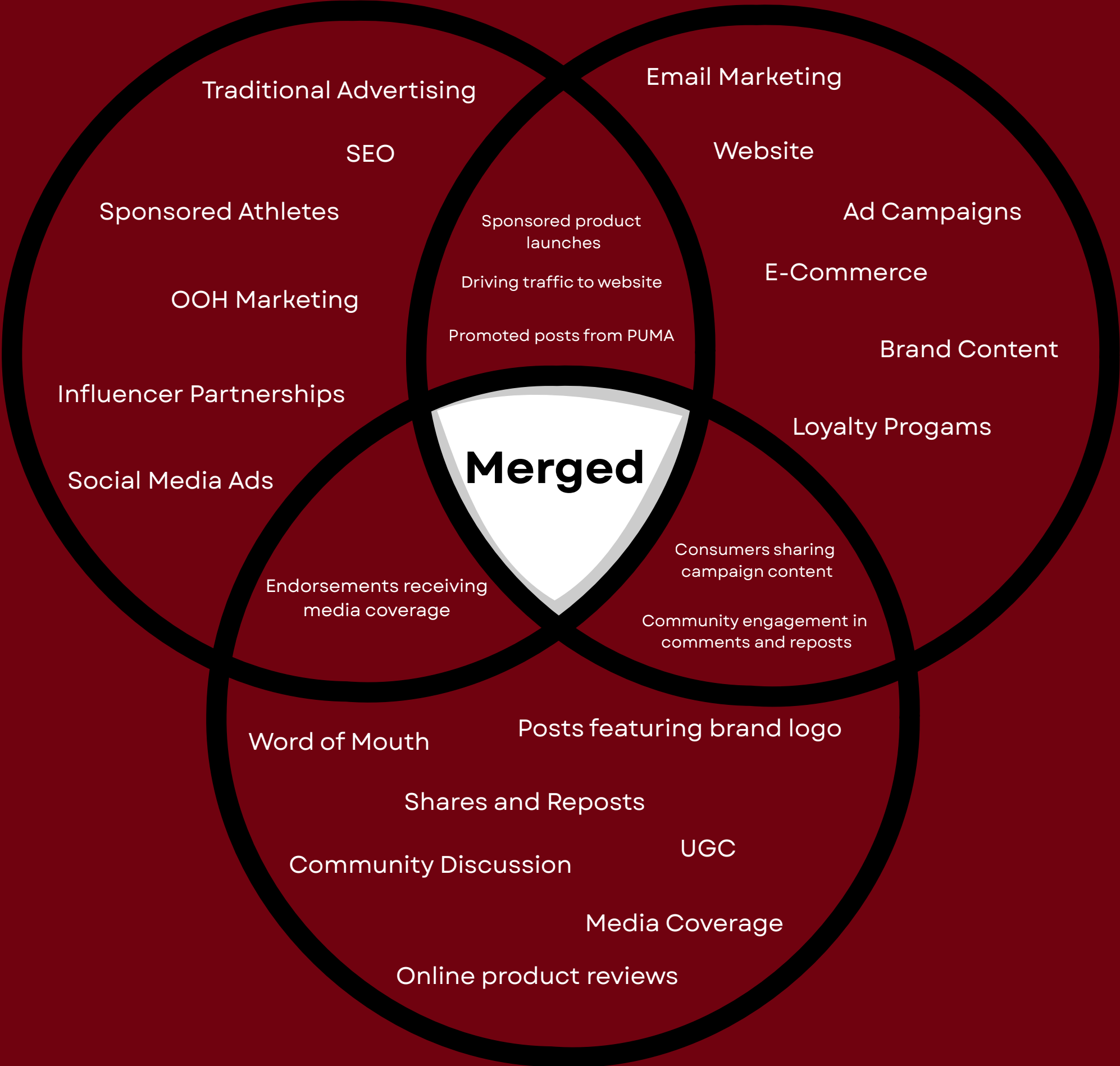
| Competitor                                                                          | Direct or Indirect | Strengths & Weaknesses                                                                                                                                                                                                                                                                                                                                                                                                 | Objectives                                                                                                                                                                        | Strategies                                                                                                         | Response to future campaigns |
|-------------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------------------------|
|    | Indirect           | Skechers is known for its <b>strength</b> in comfort-forward shoe design, prioritising consumers' wearability over aesthetic appeal. With competitive pricing, Sketchers is a good choice among a wide range of sportswear retailers. The brand shows <b>weakness</b> when consumers are looking for sportswear with higher credibility in elite sports performance than in comfort (Euromonitor International, 2025). | Lean into the comfort-focused products and expand on that ideology across global sportswear. Increase the amount of marketing communications in the casual and lifestyle markets. | Make advancements in marketing communication through technology and accessibility for the target market's comfort. | Unlikely                     |
|  | Indirect           | Fila's strongest asset is its long-standing brand identity in the retro and lifestyle space, which <b>strengthens</b> consumers' association of Fila with a fashion-focused sportswear brand. The brand's <b>weakness</b> is its credibility in performance sports compared to other major sportswear brands (Kapferer, 2012).                                                                                         | Increase presence in lifestyle and athleisure markets, and strengthen brand relevance among younger consumers.                                                                    | Invest in fashion collaborations and retro branding, focusing on marketing lifestyle footwear and apparel.         | Moderately Likely            |



# 4.3 POEM Media Model

**Paid Media**

**Owned Media**



**Earned Media**

## 4.4 Competitor Communication Audit Analysis

In terms of business context, a competitor communications audit is designed to evaluate the direct and indirect competition and how they interact with consumers across different channels, including POEM media and other messaging strategies (Varadarajan & Jayachandran, 1999). According to Euromonitor International (2025), Nike led the sportswear industry in 2025 with a 21% share, followed by Adidas at 16% and Puma at 4%. Nike's brand model focuses on advanced performance and collaborations with the most beloved athletes; its campaigns often featuring celebrities like Serena Williams or Chrisitano Ronaldo. Giving the company a vast global platform and investing in its global advertising, including social media. This approach has helped Nike retain its position as the number one performance sportswear company. Puma's other direct competitor, Adidas, is less centred on performance and more on athleisure and lifestyle culture. Adidas marketing communications often spotlight the brand's fashion collaborations and sustainability promise. Utilising the reach that social media influencers have over the fashion community and elevating the brand's image in the eyes of younger audiences (Becker, S. et al., 2024). Whether it is PUMA's direct competitors, Nike and Adidas, or its indirect competition from Sketchers and Fila, every sportswear company has been able to leverage its strengths against its weaknesses and use media to expand brand exposure. These strategies show clear differences in competitor positioning and influence how PUMA differentiates its marketing communications.





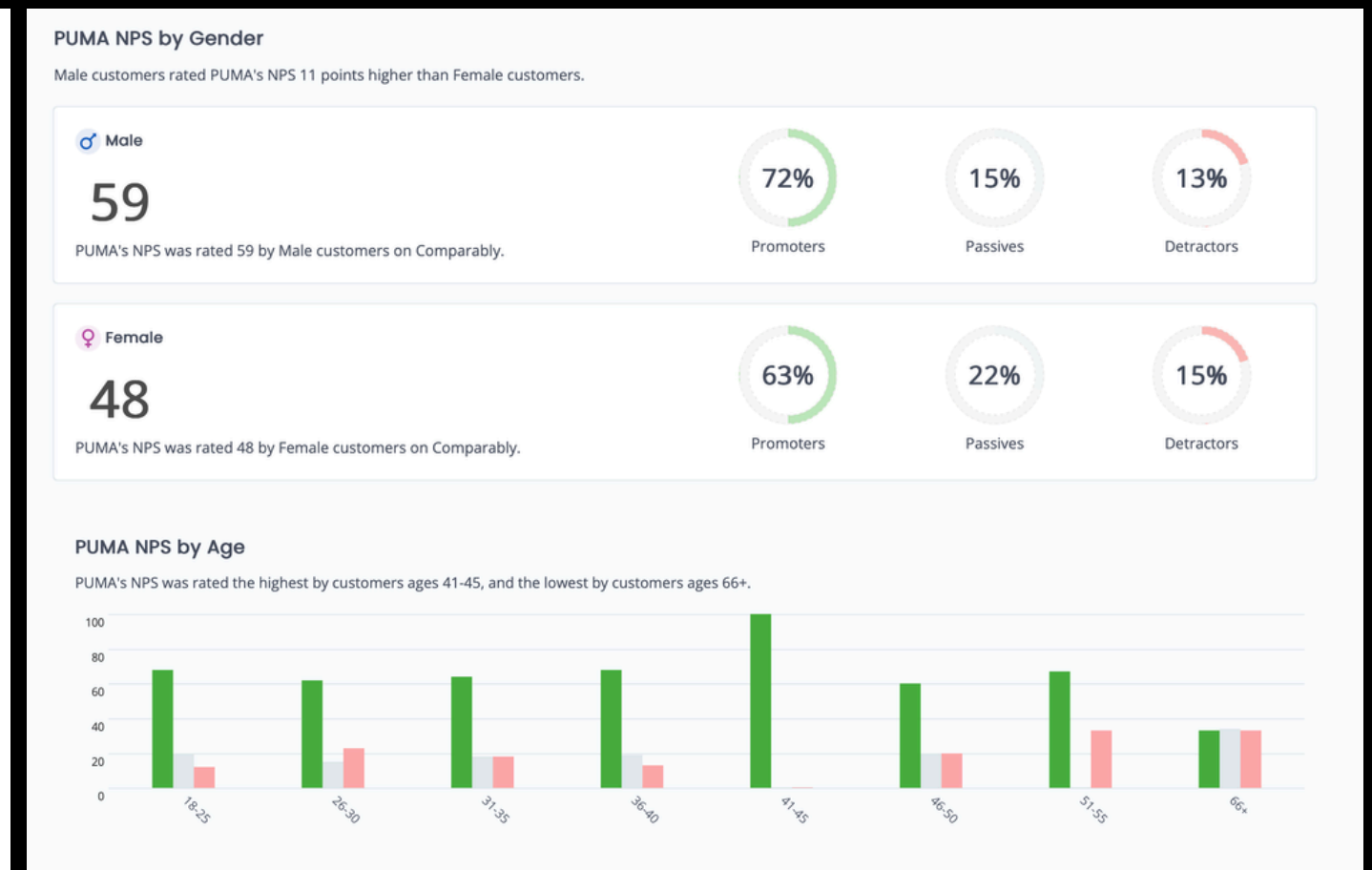
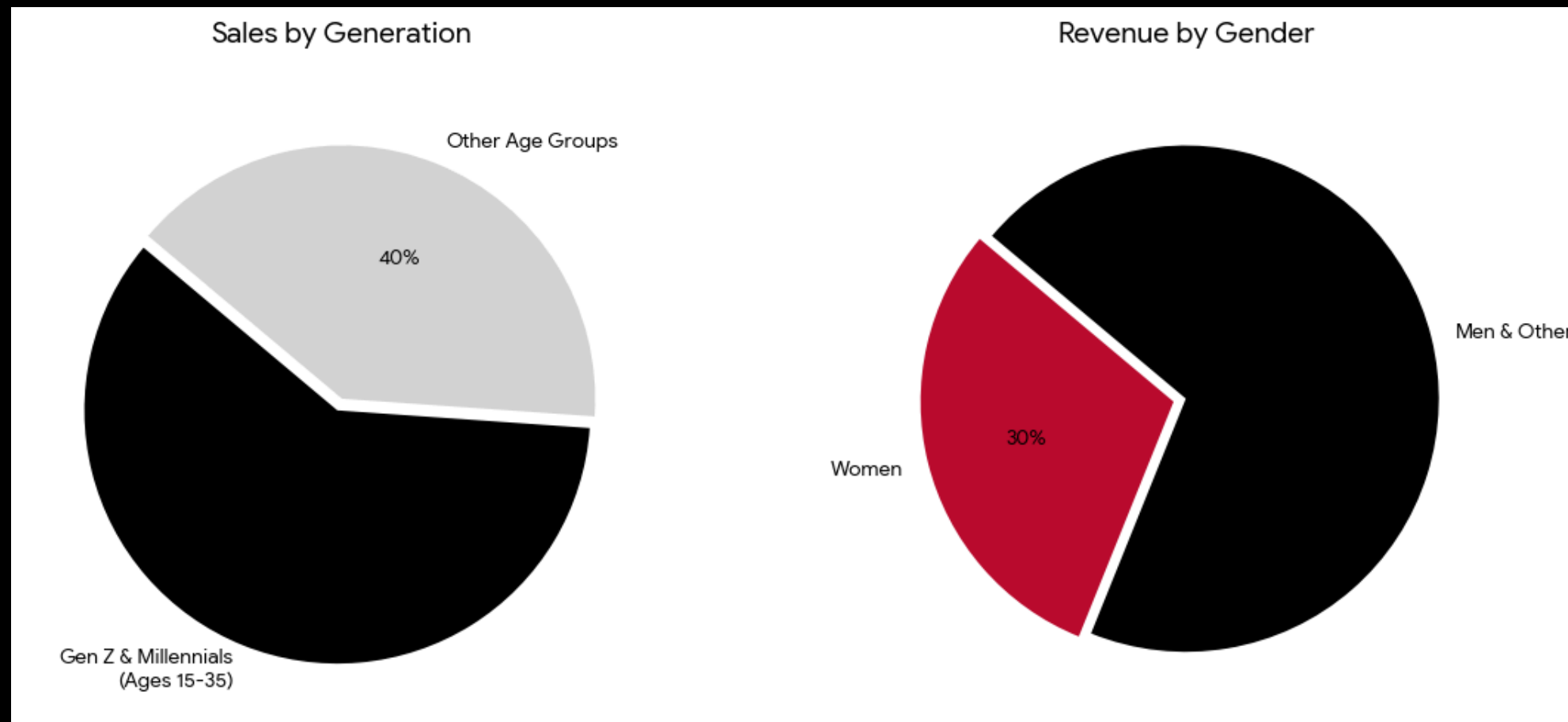


## **5.0 CUSTOMER CONTEXT**



## 5.1 Key Segments and Demographic Characteristics

PUMA's key demographics are based on gender and age, with its target audience heavily skewed towards men aged 15 to 35. This consumer base is often described as young, fashionable individuals passionate about sports. The two main generations are Generation Z and Millennials. The main department within sportswear is footwear, which accounts for 55% of global sales and is strongly associated with young sneakerheads (Statista, 2024). Statista's report analysis focuses on consumers in Europe, the Americas, and Asia, discovering that Europe and the Americas account for the majority of revenue. In 2024, PUMA grossed €8.6 billion globally, indicating growing demand for its products across countries and cultures. Utilising direct B2C communication channels and social media helps consumers develop a deeper relationship with PUMA and increases customer engagement (MarketLine, 2026).



(Comparably, 2026)



## 5.2 Levels of Perceived Risk

| Types of Risk | Example                                                                                                               |
|---------------|-----------------------------------------------------------------------------------------------------------------------|
| Performance   | Will these PUMA shoes deliver the comfort, durability, and athletic performance you expect during sport or daily use? |
| Financial     | Is the price of PUMA footwear or apparel worth the money compared with lower-priced sportswear brands?                |
| Physical      | Will these products protect your feet and body during training, running, or sports activities?                        |
| Social        | Will wearing PUMA improve how others view your style, or will another brand appear more fashionable or prestigious?   |
| Ego           | Does choosing PUMA reflect the image and personal identity you want to present to others?                             |
| Time          | Will the time spent researching, ordering, and waiting for delivery result in the right product choice?               |

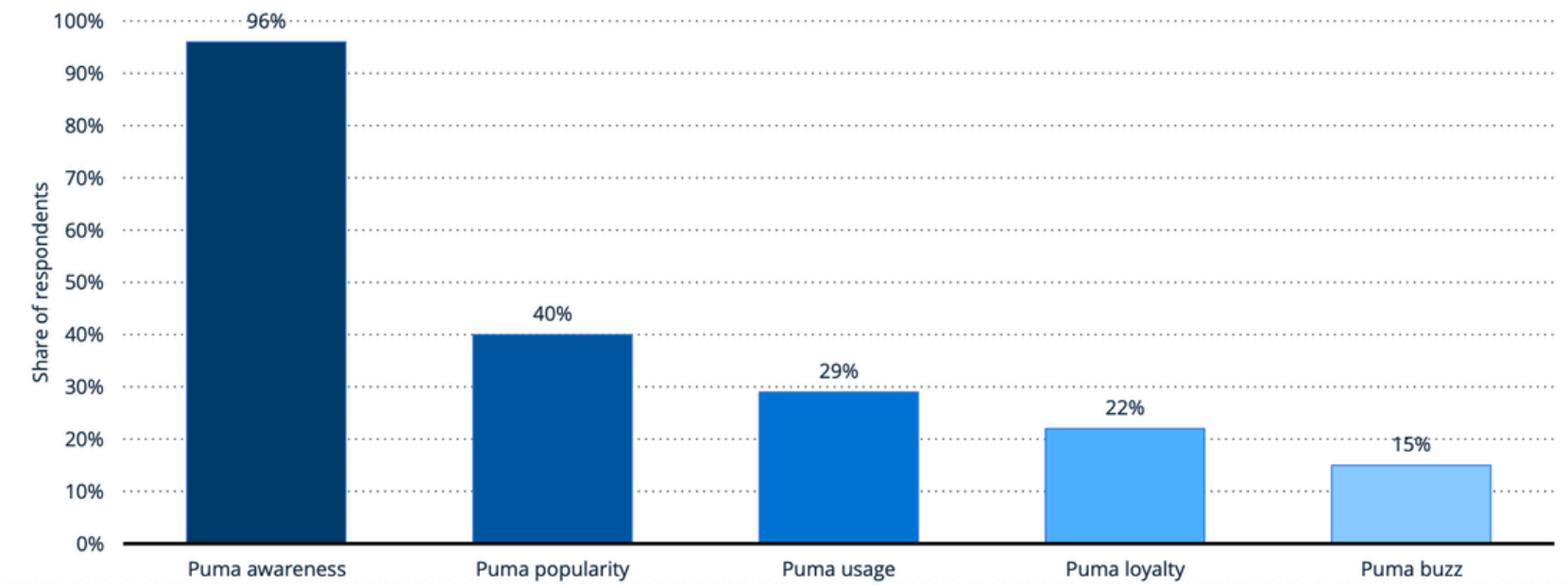
## 5.3 Levels of Customer Involvement

(Statista, 2024)

Customer involvement refers to the degree of personal relevance and perceived risk associated with making purchasing decisions (Fill & Turnbull, 2016). Sportswear can help consumers express their individuality through association with different brands. The main factors in a consumer's decision-making process are style, price, and performance. Businesses that convey an association with sneaker culture also draw a dedicated crowd with a high level of brand involvement, especially when limited-edition product launches and celebrity collaborations create intense demand. PUMA's consistent collaborations with athletes and big names continue to deepen consumers' emotional connection to the brand's identity. High involvement purchases lead consumers to seek more information and interact with brands across multiple touchpoints (Fill & Turnbull, 2016).

Puma brand awareness, usage, popularity, loyalty, and buzz among sportswear owners in the UK in 2024

Puma brand profile in the UK 2024



28 | Description: How high is the brand awareness of Puma in the UK? When it comes to sportswear users, brand awareness of Puma is at 96 percent in the UK. The survey was conducted using the concept of aided brand recognition, showing respondents both the brand's logo and the written brand name. How popular is Puma in the UK? In total, 40 percent of UK sportswear users say they like Puma. However, in actuality, among the 96 percent of UK respondents who know Puma, 42 percent of people like [...]. Read more

Notes: United Kingdom; November 2023; 1107 respondents; 18-64 years; respondents who own sportswear

Source(s): Statista Consumer Insights

statista





# 5.4 Customer Attitudes and Trends



Can compete

Until I bought puma shoes I didn't think it can compete with nike. Quality is the same

17 October 2025

Unprompted review



Hope to see more features

They did some nice collaborations, but why not make them more often??

2 September 2025

Unprompted review



Best tennis shoe brand EVER!

Uhhh is this not one of the best womans shoe makers ever??! Sexy asf tennis shoes! Sleek & beautiful! Nice colors & comfortable as can be! So many sizes available! I love PUMA tennis shoes or slides, or hell anything puma! Been buying this brand for years. Ima faithful customer

3 July 2025

Unprompted review



Trainers ruined and customer service ignoring

I've worn my trainers once and they're completely ruined, and puma have stopped replying to my email. Would never recommended shopping with them

19 December 2025

Unprompted review



What a waste of my money.

I loved my Puma shoes for the first two months and then they began to break apart between the fabric and sole. I called customer service four times. They instructed me to email customer service, provide proof of purchase, provide a photo of the shoe. I did all of these things, followed up, and I am still waiting a month later for them to reply within 48 hours. What a waste of my money.



Sent me shoes that were wrong size

Sent me shoes that were wrong size, then refused to return string final sale. Scammed out of \$80. Lost my loyalty.

9 January 2026

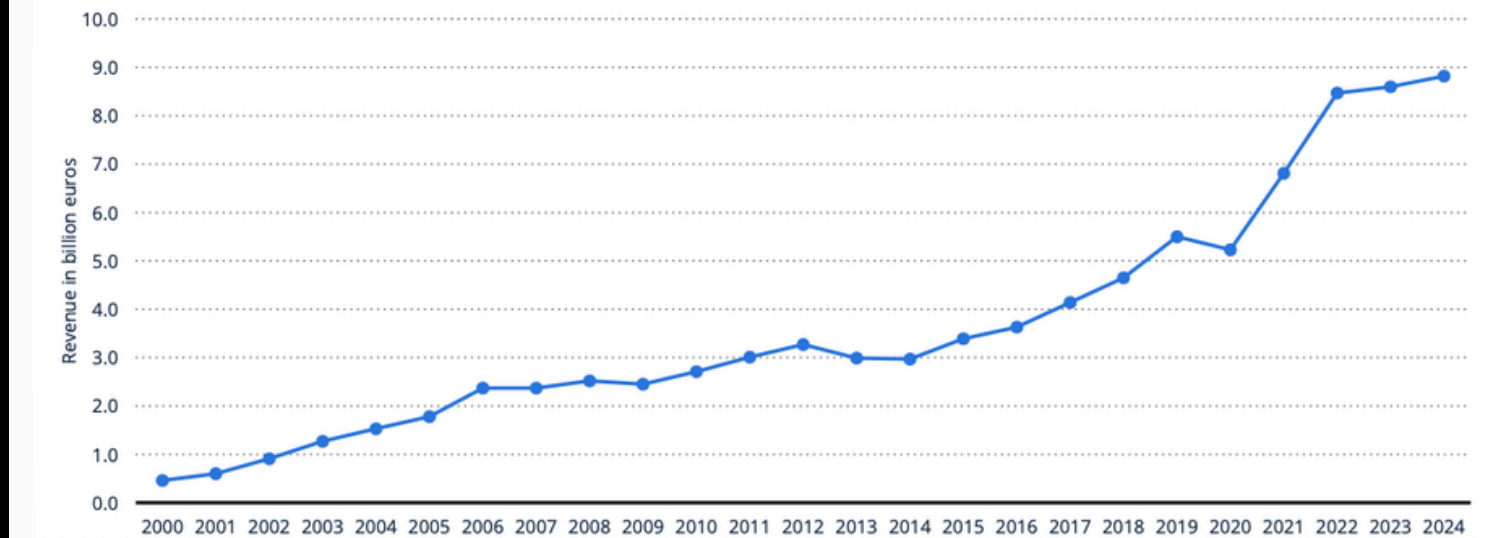
Unprompted review

## 5.5 Customer Buyer Behaviour

Observing consumer buying behaviour can help PUMA understand the indicators of future buying patterns (Lohse et al., 2000). Consumers purchasing sportswear and footwear often follow a structured decision process because they need products that perform well in athletic situations. The decision process begins with acknowledging the need, then searching online for product information, comparing competitors, and filtering to a certain price range. Younger consumers will also check reviews from trusted influencers, which has changed how they evaluate products. E-commerce has enabled customers to purchase items directly through consumer channels, including influencers and celebrities, who use affiliate links to earn a commission on each sale. PUMA's brand collaborations and athlete partnerships ultimately have a significant influence on final purchasing decisions.

Global consolidated sales of Puma from 2000 to 2024 (in billion euros)

Global revenue of Puma 2000-2024



**Description:** This statistic shows data on the global revenue of sporting goods manufacturer Puma SE from 2000 to 2024. In 2024, Puma generated a global revenue of approximately 8.8 billion euros. Together with Nike and Adidas, Puma is one of the largest sporting goods manufacturers in the world. [Read more](#)

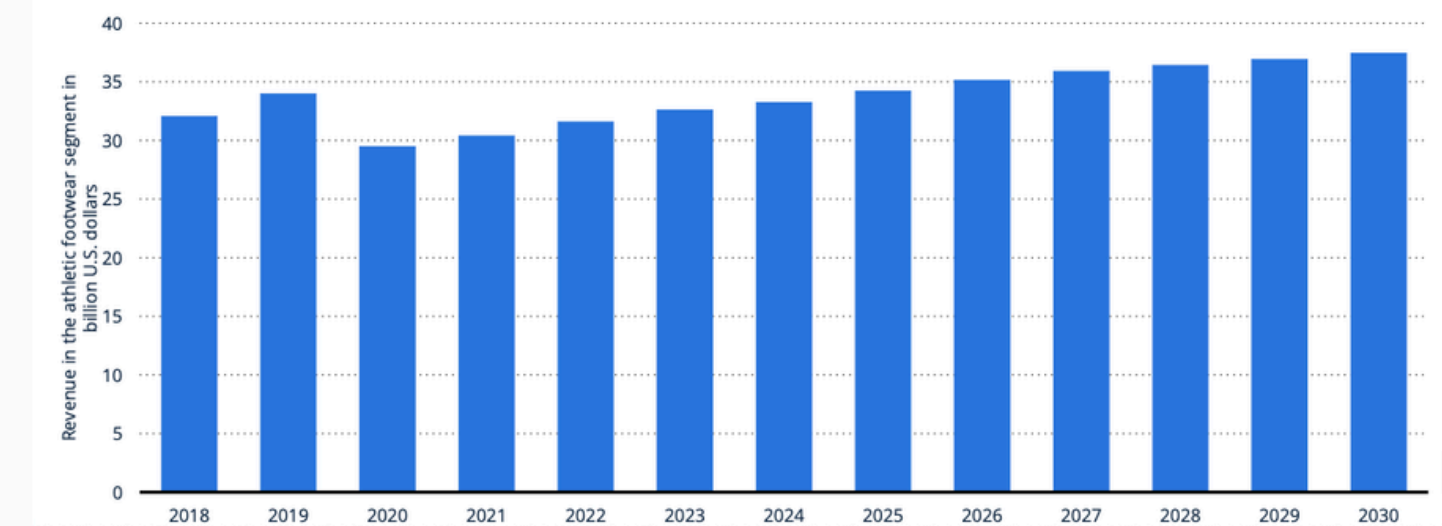
**Note:** Worldwide; 2000 to 2024

**Source:** Puma

statista

Revenue in the athletic footwear segment worldwide from 2018 to 2030 (in billion U.S. dollars)

Revenue in the athletic footwear segment worldwide 2018-2030



**Description:** The revenue in the 'Gym & Training' segment of the footwear market worldwide was modeled to be 33.21 billion U.S. dollars in 2024. Between 2018 and 2024, the revenue rose by 1.19 billion U.S. dollars, though the increase followed an uneven trajectory rather than a consistent upward trend. The revenue will steadily rise by 4.21 billion U.S. dollars over the period from 2024 to 2030, reflecting a clear upward trend. [Read more](#)

**Note:** Worldwide; 2018 to 2030

**Source:** Statista; Statista Market Insights

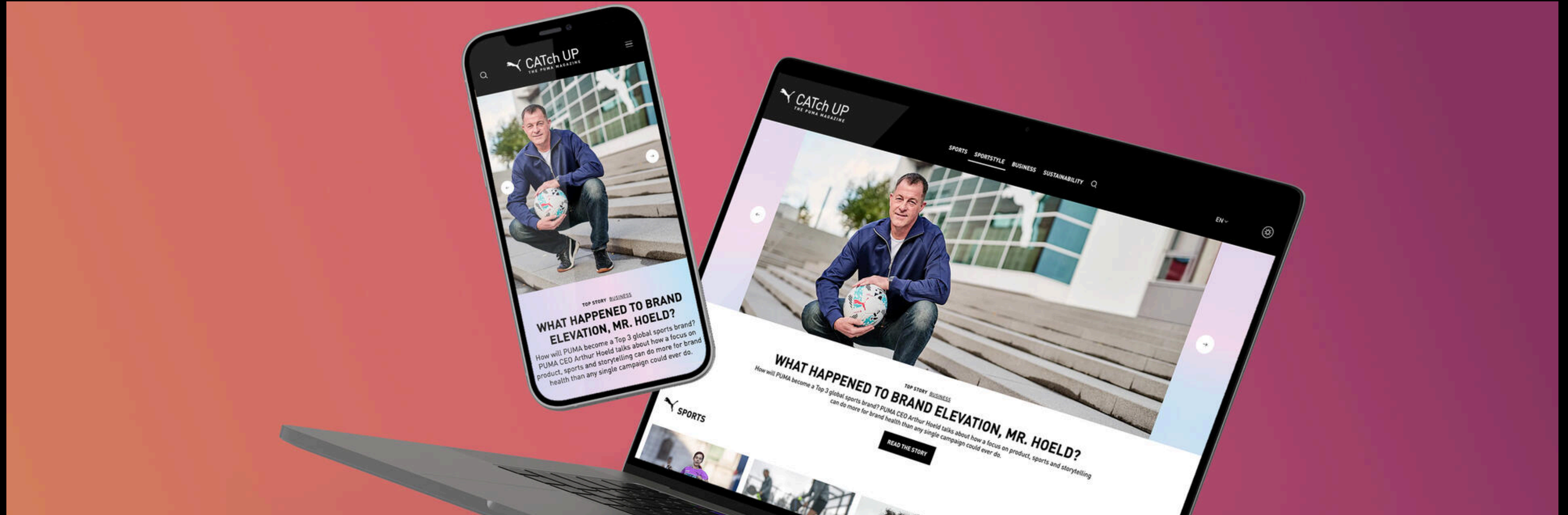
statista

(Statista, 2024)



## 5.6 Customer Media Usage

Digital media dominates communication with sportswear consumers. Platforms such as Instagram, TikTok, and YouTube influence brand discovery and product awareness. Younger audiences interact with brands through social media campaigns, athlete content, and influencer collaborations. Mobile commerce also plays a major role in purchasing behaviour. PUMA continues to expand its digital marketing investment and direct-to-consumer platforms to reach these audiences and strengthen engagement across global markets (MarketLine, 2026).



# CONCLUSION

This context analysis report examined the external environment, competitive landscape, and customer context related to PUMA. The PESTEL analysis highlighted several opportunities, including growing interest in health and fitness, increasing demand for sustainable products, and advances in digital technology. At the same time, economic pressures and strong competition remain key challenges. The perceptual map placed PUMA between performance-focused sports brands and lifestyle fashion brands, where it competes closely with Nike and Adidas. The competitor analysis also showed that major brands rely heavily on celebrity endorsements and digital marketing campaigns to reach consumers. The customer analysis indicated that younger consumers are highly engaged with brands and are strongly influenced by social media and sneaker culture. Overall, these findings emphasise the need for effective brand storytelling, strong online communication, and continued product innovation to help PUMA maintain and strengthen its competitive position.



# References

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THANK YOU