

SWOT Analysis

Internal

- **Strengths:**

- DICK'S Sporting Goods operates as an omni-channel retailer with a strong physical and digital presence. This is a strength because the brand has already established how to effectively reach consumers both online and in person, which supports a mobile activation like the sneaker truck.
- Foot Locker has strong brand recognition within sneaker culture and presence in major cities across North America, Europe, Asia, Australia, and New Zealand. This is a strength because it gives the sneaker truck credibility and access to an audience that already values the brand. It also allows DICK'S Sporting Goods to benefit from Foot Locker's established reputation amongst Gen Z.
- DICK'S Sporting Goods is a family focused brand with strong support from Millennials and Gen X, who often purchase gear for their children. This is a strength because it provides a consistent customer base and steady revenue.
- DICK'S Sporting Goods has strong financial performance. The company reported record Q4 sales, with comparable sales up 3.1 percent for the quarter and 4.5 percent for 2025 (Zacks Equity Research, 2026; DICK'S Sporting Goods, Inc., 2026). This is a major strength because it gives the brand the resources to support large-scale activations, partnerships, and a consistent campaign execution.

- **Weaknesses:**

- Dick's Sporting Goods lacks cultural relevance with Gen Z compared to newer brands. This is a weakness because this audience values brands that feel current and connected to their lifestyle.
- DICK'S Sporting Goods brand portfolio is so extensive that it can create confusion between itself and Foot Locker. This is a weakness because consumers may not clearly

connect different brand experiences back to DICK'S Sporting Goods. This in turn can limit overall brand recognition, especially when launching new activations like the sneaker truck.

- Foot Locker has reported declining sales, with total sales down 2.4% year over year (Foot Locker, Inc., 2025). This is a weakness because it signals a reduction in consumer engagement and an increase in competition in the sneaker industry.

External

- **Opportunities:**

- Gen Z shows interest in live events and in-person experiences. This is an opportunity because DICK'S Sporting Goods can leverage this trend through activations like the sneaker truck. The brand has the resources, event experience, and physical presence to reach consumers where they are and create engagement.
- Sneaker and streetwear culture has grown in recent years and continues to do so. This is an opportunity because now DICK'S Sporting Goods, through Foot Locker, has a direct connection to this space and can capitalize off this demand. This allows the brand to stay relevant and strengthen its position within the culture, while supporting activations like the sneaker truck.
- Gen Z heavily uses social media. This is an opportunity because DICK'S Sporting Goods can use platforms like TikTok, Instagram, and Youtube to reach this audience directly and keep the brand visible. Activations let the brand turn social media attention into real-life engagement.

- **Threats:**

- Resale platforms like StockX compete for the same audience. This is a threat because they offer access to rare sneakers without needing to attend events. These sites have a strong online presence and a hold on the target audience who prioritizes exclusivity.

- Smaller streetwear brands have stronger cultural credibility because Gen Z prioritizes brand authenticity, and niche brands often represent that. This is a threat because these brands feel more genuine than large corporations like DICK'S Sporting goods and earn more of Gen Z's trust and attention.
- Gen Z's spending habits are reducing, especially on apparel, with a reported 13% decline in early 2025 (PwC, 2025). This is a threat because it could mean a reduction in overall sales at DICK'S Sporting Goods, even during peak shopping seasons, and make it harder for the brand to grow with younger consumers.

Strategic Insights

- **Sneaker Truck Launches**

- Use the Foot Locker sneaker truck to host limited drops at major music and sporting events where Gen Z already gathers. This builds on DICK'S Sporting Goods' omni-channel reach, Foot Locker's credibility in sneaker culture, and the opportunity of Gen Z's interest in live experiences. It also addresses the threat from online resale platforms by offering an in-person, exclusive experience while helping the brand appear relevant to the younger audience.
- **Success Metrics:** Number of truck stops, units sold per drop, number of Gen Z attendees at each location.

- **Gen Z Social Media Activation**

- Heavily use TikTok and Instagram to promote truck locations and limited releases. This converts social attention into real-life engagement while addressing the weakness of limited cultural relevance with Gen Z and leveraging the opportunity of their high social media usage.
- **Success Metrics:** Social engagement (likes, comments, shares), content views, online click-throughs to location alerts.

- **Small Brands and Creator Partnerships**

- Partner with small streetwear brands, like Saturdays Football, and popular Gen Z influencers to create content, design products, and appear at stops. This allows the brand to borrow credibility from culturally authentic creators, addressing the weakness of DICK'S limited cultural relevance and the threat from niche brands that feel more genuine, while leaning into Foot Locker's sneaker influence and DICK'S marketing reach.
- **Success Metrics:** Social engagement on partnership content, views, number of collaborations.
- **Budget-Friendly Engagement**
 - Offer bundles, deals, and loyalty rewards at the truck that align with Gen Z's spending habits. This addresses Foot Locker's weakness of declining sales and consumers spending threats while leveraging DICK'S financial strength to encourage repeat purchases. This approach invests in long-term relationships with younger consumers.
 - **Success Metrics:** Percent of shoppers redeeming loyalty rewards, repeat purchase rate, inventory sold without steep discounts.

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