



F E N T Y B E A U T Y
B Y R I H A N N A



S.W.O.T Analysis

Strengths

- Rihanna, a beloved and respected celebrity, gives the brand credibility and exposure.
- The brand has a positive relationship with its consumers and playfully engages with them often.
- Fenty Beauty is a clean, cruelty-free brand.
- It is considered the leading brand for inclusivity in the industry.
- Due to its celebrity roots, the brand has valuable, impactful influencer relationships.
- Fenty Beauty has slowly begun leading the industry in gender-inclusive representation.

Weaknesses

- The quality of the brand's product formulas do not always match the price.
- Fenty Beauty relies heavily on influencer marketing and Rihanna's persona, which may not be sustainable in the long run.
- Its ads are one-dimensional and lack classic storytelling properties.
- Beauty is now widely considered by younger generations to be genderless, but the face of Fenty Beauty is still women/femme dominant.

Opportunities

- The brand is seasoned enough to expand its global reach beyond its current 150 countries.
- Being known as the innovative, inclusive brand leaves plenty of room for Fenty Beauty to lead the cosmetics industry in new ways.
- The brand's inclusive positioning presents many opportunities to emphasize new values and causes, thus strengthening Gen Z's loyalty.
- The vast majority of consumers now prefer to shop for beauty products through social platforms.
- GRWM and make-up TikToks and Reels are a steady, popular trend across social channels.

Threats

- Fenty Beauty was unique for its extensive shade range, but now other brands have similar ranges and inclusive offerings. It must continue to be innovative in inclusivity to maintain its positioning.
- Many of its competitors have higher quality ingredients, sometimes for similar prices.
- The brand is very grounded in its connection to Rihanna's persona. If Rihanna ever falls out of favor with the public, the company's image would suffer.
- Similarly, the brand's heavy connection to notable influencers leaves it open to potential crises and bad press.