



Oatly Cheese S.W.O.T. Analysis

Prepared by Jessica Mallari

Strengths

- Oatly has great brand awareness¹ as a well known milk/dairy alternative seen not only in most retail and grocery stores (ex: Target, Ralphs, Trader Joes, and more) but also many coffee, tea, boba cafes as well.²
- Oatly marketing is fun, playful, and easily shareable.³
 - Example: Oatly has many silly, fourth wall-breaking Out of Home and Social Media advertisements where they make fun of traditional advertising.
- Oatly has built a strong reputation of using their platforms to help with environmental efforts.
 - Oatly has a lot of owned content discussing their environmental efforts from how to recycle their sustainably packaged products, support for regenerative farming, and more.

Weaknesses

- Minimalist
 - Previous Oatly materials have been highly simple and minimalist, which would prevent people from easily learning about the products/brand, leaving people without a strong call to action.
- Maximalist
 - Previous Oatly or materials have been overly maximalist with too many different things for people to consume in an easy fashion.
- Oatly can sometimes be overly witty, distracting from their advertisement and/or communication goals with dense text that is difficult to read.

Opportunities

- Post-pandemic, there has been a large uptick in self-care and mental health awareness amongst people of all ages. Leaving an opening for products that encourage self care and comfort.⁴
- The Oatly brand is already well established for caring for the wellbeing of their consumers via their passion to make the earth a better place and create nutritious and delicious products.

¹ <https://www.statista.com/insights/consumer/brand-profiles/3/23/oatly/united-states/#contentBox1>

² <https://oatfinder.oatly.com/>

³ <https://adage.com/creativity/work/oatly-offers-free-ad-space-dairy-companies-willing-put-climate-footprint-data-their-labels/2523346>

⁴ <https://www.mayoclinic.org/diseases-conditions/coronavirus/in-depth/mental-health-covid-19/art-2048273>



- Many millennials are already aware of the climate crisis and the negative effects of the meat/dairy/food industry thanks to viral documentaries/documentary series like “A Cow’s Life.”⁵
- 50% of milk-alternative users are already aware of the Oatly brand.⁶

Threats

- Existing dairy-free cheese brands already exist so Oatly cheese would not be 100% innovative, but they will have existing competition.
- The brand has a majority of neutral or sweet tasting products, aside from one savory cream cheese option. More trust would be required for consumers, particularly existing consumers, to try out this new kind of product.
- A poorly executed product would sully the brand’s good reputation and potentially have a negative impact on the brand as a whole.

⁵ <https://sentientmedia.org/a-cows-life-the-bbc-documentary-everyone-is-talking-about/>

⁶ <https://www.statista.com/insights/consumer/brand-profiles/3/23/oatly/united-states/#contentBox1>