

Zynga (A)



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# Market Analysis



# PEST ANALYSIS

Factor	Threat (-) or Opportunity (+)	Impact
Social (Demographic)	+ Emerging markets → middle-class growing	High
	+ Increase in female players	High
Technological	+ Mobile market booming (smartphone capability)	Moderate
	+ Phone processing speed	High
Political/Legal	- Ambiguous interpretation & application of data protection laws	High
	- Lawsuits and susceptible industry	High
Economic	- Irregular global economic recovery	Moderate
	+ Increasing global online spending	High

# Dominant Economic Features

## Social Network

Key Statistics  
Snapshot

Revenue

**\$6.0bn**

Annual Growth 08-13

**183.1%**

Annual Growth 13-18

**16.9%**

Profit

**\$948.0m**

Wages

**\$2.5bn**

Businesses

**2,086**

## Smartphones

Key Statistics  
Snapshot

Revenue

**\$9.7bn**

Annual Growth 09-14

**49.8%**

Annual Growth 14-19

**28.9%**

Profit

**\$302.2m**

Wages

**\$6.5bn**

Businesses

**195,000**

# GROWTH

# Big Picture

## Key Statistics Snapshot

Revenue  
**\$15.7bn**

Annual Growth 09-14  
**232.9%**

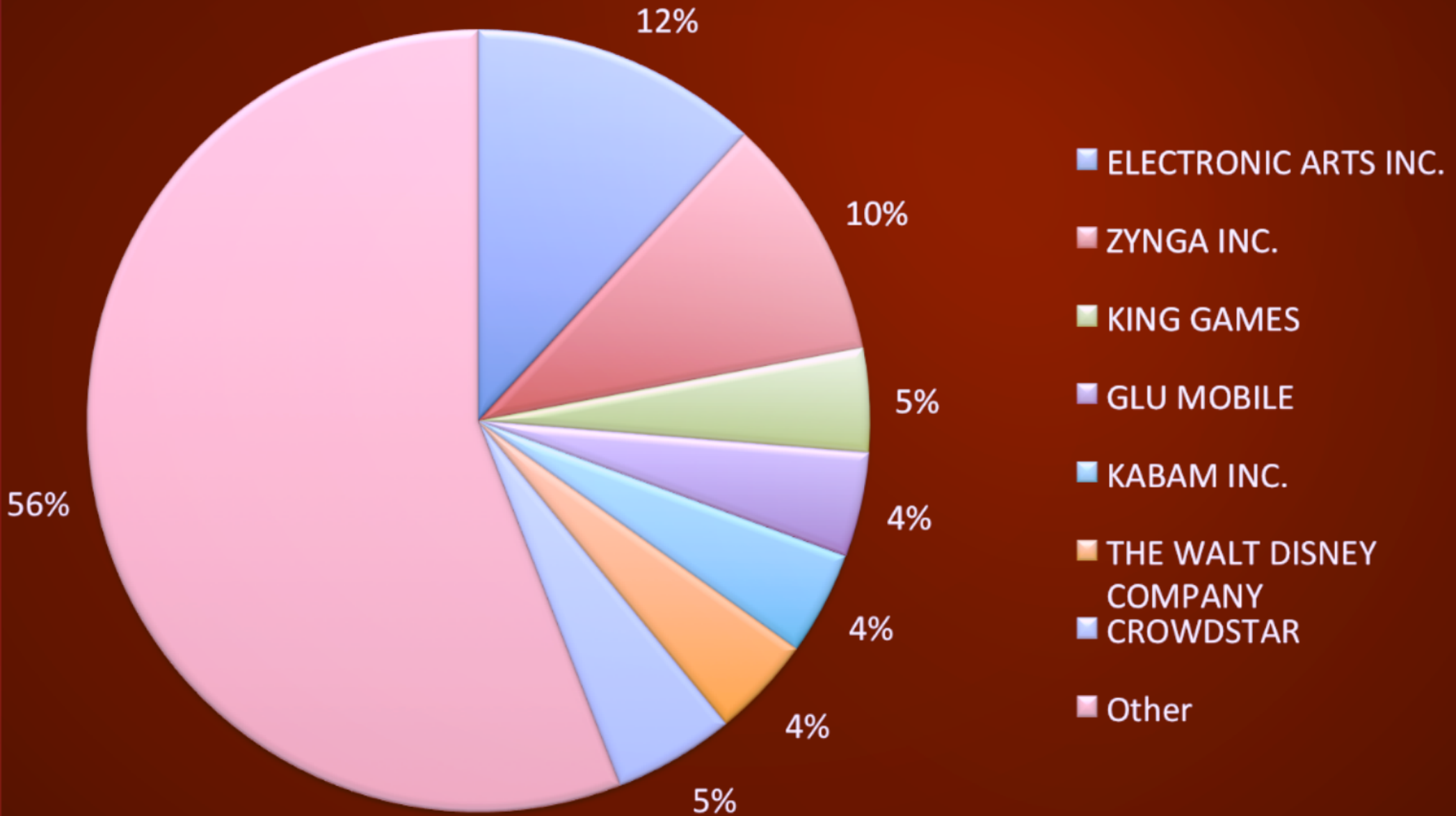
Annual Growth 14-19  
**45.8%**

Profit  
**\$1.25bn**

Wages  
**\$9bn**

Businesses  
**197,086**

# Market Share



# Environmental Threats and Opportunities