

Consumer Goods Industry in the US – PEST Framework Analysis

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Abstracts

Consumer products manufacturers include all the companies that design, manufacture, and/or market apparel, cleaning products, hand and power tools, home furniture, housewares, linens, and consumer electronics and appliances.

Aruvian's R'search analyzes the Consumer Goods Industry in the United States in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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