

Quiksilver Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Quiksilver Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Quiksilver Inc. and its competitors. This provides our Clients with a clear understanding of Quiksilver Inc. position in the [Clothing, Textiles and Accessories](#) Industry.

The report contains detailed information about Quiksilver Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Quiksilver Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Quiksilver Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Quiksilver Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Quiksilver Inc. business.

About Quiksilver Inc.

Quiksilver, Inc. engages in the design, production, and distribution of apparel, footwear, accessories and related products.

Products and Brands

The company's brands are focused on different sports with in the outdoor market. Quiksilver and Roxy are rooted in the sport of surfing and are brands representing the boardriding lifestyle, which includes surfing, skateboarding, and snowboarding. It has developed a portfolio of other brands also inspired by surfing, skateboarding and snowboarding.

Quiksilver: The company's Quiksilver brand line includes boardshorts, shirts, walkshorts, t-shirts, fleece, pants, jackets, snowboardwear, footwear, hats, backpacks, wetsuits, watches, eyewear, and other accessories. Quiksilver also has expanded its target market beyond young men to include boys, toddlers, and infants.

Roxy: The company's Roxy brand for young women is a surf-inspired collection and also includes girls, with the Teenie Wahine and Roxy Girl brands, and infants. Roxy includes a range of sportswear, swimwear, footwear, backpacks, snowboardwear,

snowboards, bedroom furnishings, and other accessories.

DC: The company's DC brand includes skateboard shoes, snowboard boots, sandals and apparel for both young men and juniors.

Other Brands

Raisins, Radio Fiji, Leilani—Raisins and Radio Fiji are swimwear labels for the juniors market, while Leilani is its contemporary swimwear label.

Hawk: The company's Hawk brand targets boys and young men who identify with the skateboarding lifestyle and recognize Tony Hawk from media and video game exposure.

Lib Technologies, Gnu, Bent Metal: The company addresses the core snowboard market through its Lib Technologies and Gnu brands of snowboards and accessories and Bent Metal snowboard bindings.

Geographical Segments

The company has three operating segments consisting of the Americas, Europe, and the Asia/Pacific. The Americas segment includes operations in the U.S. and Canada. The European segment includes operations in Western Europe. The Asia/Pacific segment includes operations in Australia, Japan, New Zealand, and Indonesia.

Customers and Sales

The company's products are sold in approximately 90 countries in a range of distribution channels, including surf shops, skateboard shops, snowboard shops, its proprietary concept stores, other specialty stores and select department stores.

The company's products are also distributed through independent specialty or active lifestyle stores and specialty chains. This category includes chains in the United States, such as Pacific Sunwear, Nordstrom, Zumiez, Dick's Sporting Goods, Famous Footwear and Journeys, as well as independent active lifestyle stores and sports shops in the United States and around the world. A limited amount of its products are distributed through select department stores, including Macy's and Bloomingdales in the U.S.; Galeries Lafayette in France; and El Corte Ingles in Spain.

The company's Quiksilver products are sold in the Americas to customers that have approximately 11,800 store locations combined. Likewise, Roxy products are sold in the Americas to customers with approximately 11,700 store locations. Most of these Roxy locations also carry Quiksilver products. In the Americas, DC products are carried in approximately 13,800 stores. The company's swimwear brands (Raisins, Leilani and Radio Fiji) are found in approximately 8,400 stores in the Americas, including many small, specialty swim locations. The company's apparel, footwear and accessories are found in approximately 7,800 store locations in Europe, and in approximately 3,350 store locations in Asia/Pacific.

Competition

The company's principal competitors in its core channel of surf shops and its concept stores in the United States include Billabong International Pty Ltd, Volcom, Inc., O'Neill, Inc., Hurley International LLC and Nike, Inc., with its Nike 6.0 brand. Its competitors in the department store and specialty store channels in the United States include Abercrombie & Fitch Co. and its Hollister brand. The company's principal competitors in the skateboard shoe market are VF Outdoor, Inc. (Vans), Sole Technology, Inc. (Etnies), DVS Shoe Company and Nike, Inc., with its Nike SB brand. In Europe, its principal competitors in the core channel include O'Neill, Inc., Billabong International Pty Ltd., Rip Curl International Pty Ltd., Oxbow S.A. and Volcom, Inc. In Australia, its primary competitors are Billabong International Pty Ltd. and Rip Curl International Pty Ltd. In broader distribution, its competitors also include companies, such as Adidas AG and Levi Strauss & Co.

Dispositions

In November 2008, the company completed the sale of its Rossignol business, which included the brands Rossignol, Dynastar, Look and Lange.

History

Quiksilver, Inc. was founded in 1976.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same

price. Please note that preparation of additional types of analyses requires extra time.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. QUIKSILVER INC. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. QUIKSILVER INC. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. QUIKSILVER INC. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. QUIKSILVER INC. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. QUIKSILVER INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Quiksilver Inc. Direct Competitors
- 5.2. Comparison of Quiksilver Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Quiksilver Inc. and Direct Competitors Stock Charts
- 5.4. Quiksilver Inc. Industry Analysis
 - 5.4.1. Clothing, Textiles and Accessories Industry Snapshot
 - 5.4.2. Quiksilver Inc. Industry Position Analysis

6. QUIKSILVER INC. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. QUIKSILVER INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. QUIKSILVER INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. QUIKSILVER INC. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. QUIKSILVER INC. PORTER FIVE FORCES ANALYSIS²

12. QUIKSILVER INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

- Quiksilver Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
- Profit Margin Chart
- Operating Margin Chart
- Return on Equity (ROE) Chart
- Return on Assets (ROA) Chart
- Debt to Equity Chart
- Current Ratio Chart
- Quiksilver Inc. 1-year Stock Charts
- Quiksilver Inc. 5-year Stock Charts
- Quiksilver Inc. vs. Main Indexes 1-year Stock Chart
- Quiksilver Inc. vs. Direct Competitors 1-year Stock Charts
- Quiksilver Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

Quiksilver Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Quiksilver Inc. Key Executives
Quiksilver Inc. Major Shareholders
Quiksilver Inc. History
Quiksilver Inc. Products
Revenues by Segment
Revenues by Region
Quiksilver Inc. Offices and Representations
Quiksilver Inc. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Quiksilver Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Quiksilver Inc. Capital Market Snapshot
Quiksilver Inc. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Clothing, Textiles and Accessories Industry Statistics

Quiksilver Inc. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Quiksilver Inc. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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