

## **Sony Group Corporation (6758:TYO) Strategic SWOT, PESTLE Analysis and Financial Insights - A 360° Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, Financial and Operational KPIs, and Recent Trends**

Company Report | 2025-02-27 | 109 pages | Quaintel Research

### **AVAILABLE LICENSES:**

- Single User Price \$175.00
- Multi User Price \$195.00
- Enterprise User Price \$225.00

### **Report description:**

#### Report Summary

Sony Group Corporation (6758:TYO) Strategic SWOT, PESTLE Analysis and Financial Insights - A 360° Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, Financial and Operational KPIs, and Recent Trends Report is a comprehensive and easily accessible overview of Sony Group Corporation's business operations. It provides a detailed analysis of the company's financial and strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Sony Group Corporation, including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Sony Group Corporation's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. The PESTLE analysis evaluates the external factors impacting the company's operations and market environment. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of Sony Group Corporation's overall strategic standing and supports informed decision-making and strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

The report also covers Sony Group Corporation's financial analysis basis of latest income statement, balance sheet, and cash flow statement. Key financial ratios related to profitability, asset turnover, credit, market, and long-term solvency are outlined, providing guidance for investment decisions. Furthermore, the report compares Sony Group Corporation's financial parameters with those of its competitors, offering a unique analysis of the competitive landscape. This information helps manage the business environment and improve sales activities by gaining insight into competitors' operations.

Finally, the report includes recent news and deal activities undertaken by Sony Group Corporation, enhancing awareness of the company's business trends, growth perspectives, and more.

### Key Highlights

Sony Group Corporation operates as a technology and entertainment company that designs, develops, produces, and sells electronic equipment, instruments, and devices for consumer, professional, and industrial markets worldwide.

Sony Group Corporation operates in segments including electronics products and solutions, music, pictures, home entertainment and sound, imaging and sensing solutions, mobile communications, game and network services and financial services.

Sony Group Corporation offers a wide range of products and services including consumer electronics like televisions, cameras, mobile phones, and game consoles; professional products such as broadcast equipment, medical imaging, and sensors; music and film production and distribution; gaming and network services; and financial services including insurance and banking.

The company has businesses across electronics, entertainment, imaging solutions, music, pictures, games and online, mobile communications and medical. Founded in 1946, the company is headquartered in Tokyo, Japan.

### Sony Group Corporation in the News:-

- 07-Feb-2025 - Sony Recognized Again as a Climate Change Leader
- 05-Feb-2025 - Celebrating the Winners of the Inaugural Sony Women in Technology Award with Nature
- 30-Jan-2025 - Sony Captures Every Angle of Super Bowl LIX to Elevate the Fan Experience
- 29-Jan-2025 - Changes to Sony Group's Management Structure
- 14-Jan-2025 - Launch of a comprehensive blockchain-centric Web3 solution.

### Scope

□ **Tactical Analysis:-** Various strategic frameworks to gain insights into a company's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.

□ **Business Strategy:-** Contributes to shaping the company's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.

□ **Financial Position:-** Provide valuable information on the financial performance and investor sentiment surrounding the company. Indicating the level of confidence and expectations in the company's future prospects. These components collectively contribute to understanding the financial health and market perception of the company.

□ **Company Fundamentals:-** These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.

□ **Competitive Landscape:-** An identification of the company's main competitors, providing insights into the competitive landscape it

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

operates in.

## Reasons to Buy

- Comprehensive Understanding of the Sony Group Corporation's internal and external factors through SWOT analysis, PESTLE analysis, Financial Analysis, and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Financial Performance Evaluation provides crucial insights into key financial ratios and trends, supporting better financial decision-making and resource allocation.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company Sony Group Corporation:

- Sony Group Corporation Porter's Five Forces Analysis
- Sony Group Corporation VRIO Analysis
- Sony Group Corporation BCG Analysis
- Sony Group Corporation Segmentation, Targeting and Positioning (STP) Analysis
- Sony Group Corporation Ansoff Matrix Analysis

## Table of Contents:

Table of Contents

COMPANY EXECUTIVE SUMMARY 1

Table of Contents 2

Tables 6

Charts 7

Sony Group Corporation - Key Company Facts 8

Sony Group Corporation - Company Description 9

Sony Group Corporation - Top Executives 10

Sony Group Corporation- Head Office & Locations 12

Head Office - Country 12

Sony Group Corporation - Products and Services 13

Products 13

Services 14

Sony Group Corporation - Company's Mission and Vision 16

Mission 16

Vision 16

Sony Group Corporation - Corporate Strategy 17

Sony Group Corporation - Business Description 21

Game & Network Services (G&NS) 22

Music 23

Pictures 23

Entertainment, Technology & Services (ET&S) 24

Imaging & Sensing Solutions (I&SS) 24

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Financial Services	25
Sony Group Corporation - ESG Spotlight	26
Environment	26
Social	27
Corporate Governance	27
Sony Group Corporation - SWOT Analysis	29
Overview	29
Strengths	31
Weaknesses	33
Opportunities	34
Threats	37
Sony Group Corporation - PESTLE Analysis	39
Overview	39
Political Factors	41
Economic Factors	43
Social Factors	44
Technological Factors	45
Legal Factors	46
Environmental Factors	48
Sony Group Corporation - Financial Deep Dive	50
Share Price Trend - Feb-2024 to Feb-2025 (Average Share Closing Price)	50
Profit and Loss Statement	52
Summary of Profit and Loss Statement	52
Balance Sheet	54
Summary of Balance Sheet	54
Cash Flow Statement	56
Summary of Cash Flow Statement	56
Key Financial Ratio Analysis	58
Sony Group Corporation - Ratio Charts	59
Activity Ratio Charts	59
Growth Ratios Charts	60
Leverage Ratio Charts	61
Liquidity Ratio Charts	62
Profitability Ratio Charts	63
Competing Players	64
Snapshot of Competing Players	65
Apple Inc.	65
Key Company Facts	65
Company Description	65
Canon Inc.	66
Key Company Facts	66
Company Description	66
Hitachi, Ltd.	67
Key Company Facts	67
Company Description	67
Panasonic Holdings Corporation	68
Key Company Facts	68

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Company Description	68
Toshiba Corporation	69
Key Company Facts	69
Company Description	69
Sony Group Corporation - In the News	70
07-Feb-2025 - Sony Recognized Again as a Climate Change Leader	70
05-Feb-2025 - Celebrating the Winners of the Inaugural Sony Women in Technology Award with Nature	72
30-Jan-2025 - Sony Captures Every Angle of Super Bowl LIX to Elevate the Fan Experience	75
29-Jan-2025 - Changes to Sony Group's Management Structure	77
14-Jan-2025 - Launch of a comprehensive blockchain-centric Web3 solution.	79
14-Jan-2025 - Sony Group Announces \$5 Million Donation to Support Southern California Wildfire Emergency Relief and Rebuilding Efforts	81
16-Dec-2024 - 2025 Sony Open in Hawaii	82
27-Nov-2024 - Sociable Cart: SC-1 Launch of the first "MR Cruise" service that enables passengers to experience mixed reality	82
25-Nov-2024 - CTO Hiroaki Kitano to Give Keynote Address at SIGGRAPH Asia 2024	83
22-Nov-2024 - Sociable Cart: SC-1 Launch of service enabling passengers to experience mixed reality in various vehicles	84
21-Nov-2024 - Announcing the 2025 Shortlist for the Sony Women in Technology Award with Nature	84
16-Oct-2024 - Sony Acquires KinaTrax, Inc. to Expand Its Sports Data Business into Player Performance	84
09-Oct-2024 - Sony Unveils New Technologies to Advance Autonomous Mobile Robots	86
01-Oct-2024 - Sony Pictures Entertainment Chairman and CEO Tony Vinciguerra to Step Down from CEO Role January 2, 2025 Ravi Ahuja Named President and CEO, Sony Pictures Entertainment	88
30-Sep-2024 - Sony Semiconductor Solutions and Raspberry Pi Launch the Raspberry Pi AI Camera Accelerating the development of edge AI solutions	90
12-Sep-2024 - University of Melbourne and Sony Group Partner to Develop Technology Driven Advanced Surgical Training	92
Sony Group Corporation - Key Deals	94
19-Dec-2024 - KADOKAWA and Sony Agree to Form Strategic Capital and Business Alliance	94
09-Dec-2024 - World Aquatics and Sony Launch Official Partnership to Elevate Aquatic Sports Worldwide through Cutting-Edge Technology	95
29-May-2024 - "Arc & Beyond," a non-profit organization established by the Sony Group, announces call for Co-creation Partners to address social issues	97
19-Mar-2024 - Sony Group Becomes Founding Partner of Esports World Cup	98
06-Feb-2024 - JASM Set to Expand in Kumamoto Japan	99
23-Jan-2024 - Sony Reached an Agreement with World Athletics for Sponsorship. The three-year agreement, including the World Athletics Championships Tokyo 2025, leverages technology to create sports experiences filled with emotion	99
22-Jan-2024 - Issuance of Termination Notice for the Merger of Sony Pictures Networks India Private Ltd. and Zee Entertainment Enterprises Ltd.	101
Appendix	102
Definitions	102
SWOT Analysis	102
PESTLE Analysis	102
Value Chain Analysis	102
ESG Spotlight	102
Financial Deep Dive	102
Financial Ratios -	103
Activity Ratios	103
Growth Ratios	104
Leverage Ratios	105

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Liquidity Ratios 106  
Market Ratios 107  
Profitability Ratios 107  
Research Methodology 108  
Disclaimer 109  
Contact Us 109

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sony Group Corporation (6758:TYO) Strategic SWOT, PESTLE Analysis and Financial Insights - A 360° Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, Financial and Operational KPIs, and Recent Trends

Company Report | 2025-02-27 | 109 pages | Quaintel Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Price	\$175.00
	Multi User Price	\$195.00
	Enterprise User Price	\$225.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-06-20

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)