

**PESTEL ANALYSIS**

**TEMPLATE**

For companies, industries or countries.

pestleanalysis.com

Political factors are government, trade and tax policies, general political issues, changes in leadership, regulation, and political trends.



Economic factors may include inflation,

interest rates, exchange rates, economic growth and unemployment levels.

Social factors are cultural trends and patterns in society. They may include lifestyle trends, age distribution, and consumer behavior.

Technological factors may include technological advancements and developments, innovation and scientific breakthroughs.

Environmental factors may include climate change, environmental regulations, waste management policies and consumer environmental awareness.

Legal factors may include labor and consumer laws, market and import/export regulations, health

and safety policies and guidelines