

THE PESTLE ANALYSIS FRAMEWORK

P	E	S	T	L	E
 POLITICAL	 ECONOMICAL	 SOCIAL	 TECHNOLOGICAL	 LEGAL	 ENVIRONMENTAL
Examples	Examples	Examples	Examples	Examples	Examples
› Current tax policy › Brexit › Trade policies › Political stability	› Inflation rate › Exchanges rates › Economic growth › Interest rates › Disposable income › Unemployment rate	› Lifestyle attitudes › Cultural barriers › Population growth › Population age › Health consciousness › Target demographics	› Level of innovation › Automation › Technological awareness › Cybersecurity › Technological change › Internet availability/speed	› Employment laws › Discrimination laws › Health and safety › Copyright protection › Consumer safety	› Weather & polution › Climate change › Environmental policies › NGO pressure › Recycling › Sustainability