GE Matrix or McKinsey Matrix is a strategic tool for portfolio analysis. This strategic portfolio analysis tool has been initially developed by GE and McKinsey.

This tool compares different businesses on "Business Strength" and "Market Attractiveness" variables, plus the size of the bubbles represents the market size and allows the business user to compare business strength, market attractiveness, market size, and market share for different strategic business units (SBUs) or different product offerings.

The GE matrix has nine cells. Based on its position, a strategic business unit can make any of the three resource allocation recommendations:

- Grow
- Hold
- Harvest

Also known as GE Business Screen