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## AIR LIQUIDE S.A. SWOT & PESTLE ANALYSIS

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**Company Name :** Air Liquide S.A.

**Company Sector :** Industrial Products

**Operating Geography :** France, Europe, Global

**About the Company :** Air Liquide S.A. is a French multinational company, headquartered in Paris, France. It was founded in 1902 by Georges Claude and Paul Delorme. The company operated through four segments which include: Gas & Services, Engineering & Construction, Global Markets & Technologies and Other Activities. Through these segments the company provides a wide-range of products and services including gas supply, construction and development of industrial gas production plants, welding, diving and many more, to industries such as medical, chemical and electronic manufacturers. Apart from Paris, the company has major sites in Japan, Houston, TX and Newark, DE, USA, Frankfurt, Shanghai and Dubai. Air Liquide mainly focuses on Research and Development, where it innovates and finds new solutions for industrial gases, healthcare products, electronic chips, foods and chemicals, and production of hydrogen. As of early 2021, the company operates in 78 countries with the support of approximately 64,500 employees. In July 2021, Air Liquide acquired Sasol's 16 Air Separation Units (ASU), world's biggest oxygen production site located in Secunda, South Africa.

Air Liquide's unique selling proposition or USP lies in being a world leader in gases, technologies and services for industry and healthcare. Air Liquide's mission statement reads, "Our ambition is to lead our industry, deliver long-term performance and contribute to sustainability."

**Revenue :**

20,485 million – FY ended December 31, 2020

21,920 million – FY ended December 31, 2019

## SWOT Analysis :

The SWOT Analysis for Air Liquide S.A. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Growth in Gas and Services, liquid &amp; other specialty chemicals and biological products.</li> <li>2. Operational efficiency gains, in addition to Airgas synergies which are ahead of forecasts by the company</li> <li>3. Strong investment backlog, rapid innovations and new markets that help fuel future growth</li> <li>4. Market leader in outsourced refinery hydrogen with a global market share of over 30%</li> <li>5. Relentless focus on innovation and advanced technologies - electronics and deep tech</li> </ol>	<ol style="list-style-type: none"> <li>1. The activity level in Engineering &amp; Construction remained weak</li> <li>2. Rise in production costs and higher loan rates</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Can Delve into new products and services in the coming time</li> <li>2. Rising demand in the healthcare market</li> <li>3. Potential of growth in COPD market</li> <li>4. Great potential in the growing electronics market to supply gas and advanced materials</li> <li>5. Huge step-up in the field of Solar Energy</li> </ol>	<ol style="list-style-type: none"> <li>1. Developing economies represented a little under half of the investment opportunities</li> <li>2. Continuous Rise in the prices of raw materials</li> <li>3. Increasing competition from foreign market and rapid technological changes</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Air Liquide S.A. is given below:

Political	Economical
1.Uncertainty around business after implementation of Brexit	1.Stable economy and market size and share
Social	Technological
1.Personalized support programs for patients and value-based healthcare 2.Increase in income levels across major markets 3.Urbanization and Industrialization to increase demand for gases	1.Increase in demand for cryogenics technologies across a broad range of industries 2.Leveraging next-gen multivariable model predictive control (MPC) technology 3.Technological issues and development risks
Legal	Environmental
1.Protection against theft of business and trade secrets	1.Focus on green products and services 2.Recycling and sustainable solutions to help customers and company meet stricter regulations

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