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# S&P TEST

SWOT & PESTLE.com

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## SENSIENT TECHNOLOGIES SWOT & PESTLE ANALYSIS

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**Company Name :** Sensient Technologies

**Company Sector :** Materials, Chemicals

**Operating Geography :** United States, North America, Global

**About the Company :**

Sensient Technologies is a global manufacturer and marketer of flavours, colours, and fragrances. It is headquartered in U.S Bank center Milwaukee, Wisconsin. It was founded in 1882 as Meadow Spring Distilling Company but later on it started selling yeast under the Red Star Yeast brand. In 1960s the company diversified its name to Universal Food Corporation. In the year 2000, it again changed its name as Sensient Technologies to reflect its expanded focus. The name itself defines what they do: Enhance SENSory experiences through specialised ingredIENTs, delivered through proprietary Technologies. The company creates fresh unique solutions to meet the needs of their customers. The Company's global operations serve around 150 nations. Sensient Technologies made the 2020 Women on Boards Honour Roll for being on the winning "W" company list for eight consecutive years; from 2011-2018. In 2021, Sensient Technologies Colour group has identified "Rising Orange" as its Colour of the Year which symbolises Customers renewal and optimism.

The Unique Selling Proposition or USP of Sensient Technologies lies in it being a producer of innovative products for many of the world's best-known industrial and consumer companies. Sensient Technologies mission statement reads "Sensient is in the business of innovation. All of our groups emphasize technology-based products that provide a competitive advantage. We serve our customers by continuously delivering innovation and streamlined product-development expertise, helping them extend their existing brands, as well as create entirely new products. "

**Revenue :**

\$1,218 million - FY ending 31st December 2020 (y-o-y growth 3.3%)

\$1,179 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Sensient Technologies is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Raw material quality checks exceed industry standards</li> <li>2.World's largest manufacturer of certified food colors</li> <li>3.Large part of the budget is allocated towards R&amp;D</li> <li>4.Strong record of environmental compliance</li> </ul>	<ul style="list-style-type: none"> <li>1.Divestment of the fragrances line may lead to loss in revenue</li> <li>2.Slower response to consumer sentiments due to lack of proprietary products</li> <li>3.Reliance on third-party suppliers for raw materials</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase vegan options catering to consumer demands</li> <li>2.Focus on consumer experience by developing natural products with clean labels</li> <li>3.Building strong relations with local farmers and communities to procure raw materials.</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition from other F&amp;F companies globally</li> <li>2.Most product lines have a small group of consumers</li> <li>3.Rise in transportation and energy costs can increase costs of production</li> <li>4.France has banned titanium dioxide which is used in their manufacturing process</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sensient Technologies is given below:

Political	Economical
1.Uncertainty following Brexit may negatively impact supply chains. 2.New US administration may revise industry trade rules	1.LIBOR, used as a reference rate, will cease to exist from 2023. 2.Sudden surge in natural gas prices can increase costs of production
Social	Technological
1.Consumers wanting food that is low in salt and sugar 2.Rising consumer demand for preservative free, non-GMO products 3.Rise in consumer demand for nutritional supplements during COVID-19	1.Botanical colorants improve nutritional quality and color of crops 2.Development of solar dryers provide an environmentally efficient way of drying crops 3.Buyers expect better digital experiences and e-commerce solutions, such as live chat over in-person interaction
Legal	Environmental
1.Production facilities are certified by ISO, GFSI, SQF, BRC, FFSC 22000, etc 2.Tariffs and trade barriers impact import of raw materials and export of finished products. 3.F&F products are subject to high legal scrutiny and regulations.	1.Production facilities are certified by ISO, GFSI, SQF, BRC, FFSC 22000, etc 2.Tariffs and trade barriers impact import of raw materials and export of finished products. 3.F&F products are subject to high legal scrutiny and regulations.

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