
S&P TEST

SWOT & PESTLE.com

SENSIENT TECHNOLOGIES SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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

PESTLE Analysis :

The PESTLE Analysis for Sensient Technologies is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Uncertainty following Brexit may negatively impact supply chains. 2.New US administration may revise industry trade rules 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 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
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 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 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 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
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 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. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 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.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Sensient Technologies** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

[**Buy Now**](#)

* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com