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INSTITUT STRAUMANN AG SWOT & PESTLE ANALYSIS

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Company Name : Institut Straumann AG

Company Sector : Medical Equipment & Supplies Manufacturing Industry

Operating Geography : Switzerland, Europe, Global

About the Company : Institut Straumann AG is headquartered in Basel, Switzerland and is part of the Medical Equipment & Supplies Manufacturing Industry. Straumann Group designs, produce and distributes dental implants, instruments, biomaterials, CAD/CAM prosthetics, computer devices, software, and transparent aligners for use in repair, restorative, orthodontic, and preventative dentistry. In 1954, the company started in the Swiss village of Waldenburg with the establishment of a research institute named after its founder, Dr Ing. Reinhard Straumann. In cooperation with the International Team for Implantology (ITI) and the Instituto Latino Americano de Pesquisa e Ensino Odontológico, the Straumann Group also provides services to the dental profession worldwide, including training and education (ILAPEO). Via a large network of distribution subsidiaries and distributors, the company's goods and services are available in over 100 countries. On 26 March, 2021, Straumann Group signed an investment agreement with Shanghai Xin Zhuang Industrial Park (SHXIP) to construct its first campus in China, which will combine manufacturing, education, and innovation in dentistry.

Institut Straumann AG's Unique Selling Point or USP lies in it being the world leader in implantology, offering cutting-edge technologies that are known as industry benchmarks and revolutionary technical breakthroughs, all of which are backed up by long-term scientific proof. Institut Straumann AG's vision statement reads, "Our vision is: more than creating smiles, restoring confidence – we want to be the partner of choice in esthetic dentistry".

Revenue :

CHF 1.42 billion – FY ended Dec 2020

CHF 1.59 billion – FY ended Dec 2019

SWOT Analysis :

The SWOT Analysis for Institut Straumann AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leadership in Implant Dentistry 2. Established portfolio in digital dentistry 3. Strong market growth and increasing expansion with time 4. Rapidly expanding clear aligner business and other products of orthodontics 	<ul style="list-style-type: none"> 1. Involved in litigations and patent disputes
Opportunities	Threats
<ul style="list-style-type: none"> 1. Innovative solutions to drive future Growth 2. Innovative solutions to drive future Growth 3. Providing a total solution for aesthetic dentistry 4. Major growth opportunity in CAD/CAM prosthetics and Clear Aligners 	<ul style="list-style-type: none"> 1. Impact of Covid-19 on dental practices throughout the world 2. Impact of currency fluctuations on profitability

PESTLE Analysis :

The PESTLE Analysis for Institut Straumann AG is given below:

Political	Economical
1. Impact of Brexit on the Swiss economy and Companies	1.Rise in the per capita income and discretionary income in developing nations will create increased demand for dental services 2.Fluctuations in foreign exchange rates and currency and their impact on business
Social	Technological
1.Increasing awareness for dental products and treatment can drive increased demand in the dental sector 2.Aging population will require tooth replacement in the near future increasing implant demand	1.'Immediacy in implant dentistry' 2.Promoting digital dentistry and use of CAD-CAM for better patient outcomes 3.Use of Ceramic technology to improve the healing process
Legal	Environmental
1.False lawsuits over implant patent rights	1. Promoting a sustainable environmental approach 2. Use of renewable energy sources and reduction in greenhouse emissions

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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.

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