

---

# S&P TEST

SWOT & PESTLE.com

---

## RENTOKIL INITIAL 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](mailto:support@swotandpestle.com).

**Company Name :** Rentokil Initial

**Company Sector :** Pest Control

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Rentokil Initial is a business services company based in the United Kingdom. It is primarily focused on route-based services, such as pest control and hygiene, as well as a variety of smaller specialised services such as plants, medical services, property care, and specialist hygiene. The company is a constituent of the FTSE 100 Index and is traded on the London Stock Exchange. Harold Maxwell-Lefroy, Professor of Entomology at Imperial College, London, established the business in 1925. Rentokil, Initial, Steritech, and Ambius are the four global names under which the company's division operates. The company serves over a million consumers, ranging from multinational pharmaceutical, industrial and food manufacturing corporations to small businesses, restaurants, and private residences. The business employs 43,000 individuals in 83 countries, providing multi-national knowledge and expertise while maintaining the agility and characteristics of a local company. Rentokil Initial acquired Terminix in October 2022, making it the top pest control company in the world.

Rentokil Initial's USP is that it is the world's leading provider of commercial pest control services. The mission statement of the company reads, "Rentokil Initial provides services that protect people and enhance lives. We protect people from the dangers of pest-borne disease and the risks of poor hygiene. We enhance lives with services that protect the health and wellbeing of people, and the reputation of our customers' brands".

**Revenue :**

£ 2,956,6 million - FY ending 31st December 2021 (y-o-y growth 5.5%)

£ 2,823.5 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Rentokil Initial is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Globally unmatched digital pest control platform</li> <li>2. Global leader in pest control</li> <li>3. Consistent performance through compound growth model</li> <li>4. Leading commercial hygiene services provider</li> </ul>	<ul style="list-style-type: none"> <li>1. High accumulated bad debt due to exposure to loss making sectors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growing demand in air hygiene</li> <li>2. Increased fear of pathogens increases disinfectants demand</li> <li>3. Washroom cleanliness market to see growth</li> <li>4. International expansion in the emerging markets</li> <li>5. Strategic mergers &amp; acquisitions to facilitate growth</li> </ul>	<ul style="list-style-type: none"> <li>1. Strong competition from regional full-service companies</li> <li>2. Losses due to non-compliance with competition authority</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Rentokil Initial is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.WHO's food safety promotion will increase demand</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Gloomy market for commercial properties reduces demand</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Growing middle class increases the hygiene standards 2.Employee wellbeing at workplace, a growing trend</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digitally monitored hygiene consumables will save resources 2.Tech-leveraged innovative products to drive growth</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Subject to comply with various laws and regulations 2.Allegations of violating California state laws</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Growing emissions in the air will necessitate air filtration 2.Global warming responsible for spread of pests</p>

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

The complete report for **Rentokil Initial** SWOT & PESTLE Analysis is a paid report at **21 U.S.D.**



\* 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](http://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)2024 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](mailto:support@swotandpestle.com)