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GETTING SWOT & PESTLE ANALYSIS

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Company Name : Getinge

Company Sector : Healthcare

Operating Geography : Sweden, Europe, Global

About the Company : Getinge is a medical technology firm headquartered at Gothenburg, Sweden. The firm was founded in 1904 and manufactured agricultural equipment in its initial years; it gradually evolved into a larger firm manufacturing medical equipment like surgical tables, sterilization equipment, decontaminator etc. for medical and life science purposes. The company initially operated in three different segments under different names. Infection Control segment was handled by Getinge, Extended Care segment was handled by ArjoHuntleigh and the Medical Systems segment was handled by Maquet. The three firms were eventually merged into one company named Getinge in 2017. The company offers products and solutions for subjects like intensive care, cardiovascular procedures, life sciences etc. In January 2022, Getinge announced that over three million heart surgery patients have been treated with the company's innovative Endoscopic Vessel Harvesting (EVH) solutions, with membership in the Getinge EVH Circle of Excellence honouring some of the most dedicated EVH clinicians in North America.

Getinge's vision is to be the most globally respected and trustworthy medical equipment company. Its mission is to manufacture unique products and solutions that would encourage better results for patients along with improving health economics. Getinge's Unique Selling Proposition or USP is its unwavering support for their client. This helps them deal with problems in healthcare and life science institutions by providing the required expertise, technology and resources to attain best medical outcomes in order to save lives.

Revenue :

SEK 29,819 million - FY ending 31st December 2020 (y-o-y growth 12.27%)

SEK 26,559 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Getinge is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High growth in sales over the years 2.Strong collaboration with other experts 3.Leader in all product categories 4.Continuous innovation for improved care 	<ul style="list-style-type: none"> 1.History of FDA noncompliance at manufacturing facilities
Opportunities	Threats
<ul style="list-style-type: none"> 1.Demand for life support equipment during Covid-19 2.Constantly high demand for sterilization equipment 3.Pent-up demand for elective surgeries 4.Rise in demand for life sciences drugs 	<ul style="list-style-type: none"> 1.Significant backlog in healthcare due to Covid 2.Investigations in Brazil can harm reputation 3.Existing lawsuits over faulty products

PESTLE Analysis :

The PESTLE Analysis for Getinge is given below:

<p style="text-align: center;">Political</p> <p>1.Increased protectionism a challenge for global supply chains</p> <p>2.Tariff exemptions on medical devices benefited the industry</p>	<p style="text-align: center;">Economical</p> <p>1.Reduction in costs of therapies necessary during Covid induced economic crisis</p> <p>2.Exchange rate fluctuations cause significant loss in earnings</p>
<p style="text-align: center;">Social</p> <p>1.Increasing aged population will boost demand</p>	<p style="text-align: center;">Technological</p> <p>1.Neutrally adjusted ventilator assist to make mechanical ventilation efficient</p> <p>2.Digitized patient flow systems to reduce healthcare cost</p>
<p style="text-align: center;">Legal</p> <p>1.Noote tightened around regulatory measures after the implementation of EU MDR implementation</p> <p>2.GDPR increased data compliance requirements in industry</p>	<p style="text-align: center;">Environmental</p> <p>1.Disposal of devices needs to comply with regulatory bodies</p>

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

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



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