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KIMBERLY-CLARK SWOT & PESTLE ANALYSIS

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Company Name : Kimberly-Clark

Company Sector : FMCG, Personal Care

Operating Geography : North America, United States, Global

About the Company : Kimberly-Clark is a multinational personal care products company based in Irving, Texas, US with popular brands like Kleenex, Scott, Huggies and Kotex. Established in 1872, the Fortune 500 firm has more than 43,000 employees on its rolls as of 2015.

Revenue :US \$ 18.6 billion – FY ending Dec 2015

SWOT Analysis :

The SWOT Analysis for Kimberly-Clark is given below:

Strengths	Weaknesses
1.Strong ROIC and dividend payout 2.Fortune 500 Company with popular brands 3.Sustainable business operations	1. Rising input commodity costs impacting margins 2. Lack of diversity compared to key competitors
Opportunities	Threats
1.Immense potential in Developing and Emerging (D&E) markets 2.Strategic alliances and acquisitions	1.Competition from global and regional players 2.Emergence of private label brands 3.Adverse foreign currency movements

PESTLE Analysis :

The PESTLE Analysis for Kimberly-Clark is given below:

Political	Economical
1.No significant political affiliation	1.Strong GDP growth in emerging markets 2.Volatile currency movements
Social	Technological
1.Growing acceptance of private labels by consumers	1.Social technologies for customer collaboration 2.Usage of analytics to address gender diversity
Legal	Environmental
1.Strong compliance standards for suppliers 2.Lawsuit faced over false product claims	1.Agreement with Greenpeace regarding usage of sustainable products 2.Initiatives for energy conservation and reduction of greenhouse gas (GHG) emissions

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The complete report for **Kimberly-Clark** SWOT & PESTLE Analysis is a paid report at **11.53 U.S.D.**



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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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