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## PERRIGO COMPANY PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Perrigo Company plc

**Company Sector :** Pharma, Consumer Self-Care

**Operating Geography :** United States, North America, Global

**About the Company :** Perrigo Company plc is American Irish-registered manufacturer of private label over-the-counter medications. While the United States accounts for 70% of Perrigo's net sales, the company is legally headquartered in Ireland for tax purposes, accounting for 0.60 per cent of net sales. Luther and Charles Perrigo, established the L. Perrigo Company in Allegan, Michigan, in 1887. From its base in Ireland, Perrigo purchases (for repricing), manufactures and sells consumer healthcare goods, generic prescription pharmaceuticals, and active pharmaceutical ingredients (APIs) in the United States. Consumer Self-Care Americas, Rx Pharmaceuticals, and Consumer Self-Care International are the three segments under which the company works. Consumer Self Care Americas makes over-the-counter medicinal and nutritional items in the United States and the United Kingdom. Analgesic, cough/cold/allergy/sinus, gastrointestinal, smoking cessation, first aid, antacids, hemorrhoidal remedies, motion sickness, sleep aid products, feminine hygiene products, vitamin, and nutritional supplement items are all available in this category. In the United States, the Rx Pharmaceuticals division makes generic prescription medications. Creams, ointments, lotions, gels, and solutions, as well as nasal sprays, foams, and transdermal devices, are provided in this segment. Consumer Self-Care International (CSCI) creates, manufactures, promotes, and distributes well-known European self-care brands in the categories of natural health and vitamins, cough, cold, and allergy, oral care, smoking cessation, personal care and derma-therapeutics, and lifestyle. Perrigo announced in March 2021 that it would sell its generics business to Altaris Capital Partners for \$1.55 billion.

Perrigo's USP is that it is the world's largest manufacturer of over-the-counter ("OTC") self-care products and a supplier of store brand infant formulae. In addition, the company is a major supplier of branded over-the-counter (OTC) products in Europe. The mission statement of Perrigo reads, "To make lives better by bringing Quality, Affordable Self-Care Products that consumers

trust everywhere they are sold".

**Revenue :**

US\$ 5,063 million - FY ending 31st December 2020 (y-o-y growth 4.67%)

US\$ 4,837 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Perrigo Company plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Continuous acquisitions and divestitures for robust portfolio reconfiguration</li> <li>2.Fast growing e-commerce platform</li> <li>3.Robust new product pipeline</li> <li>4.Significant market share in profitable segments</li> </ul>	<ul style="list-style-type: none"> <li>1.Continuous decreasing demand in hygiene products although overall market growing</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Business intelligence capabilities to improve productivity</li> <li>2.Costs saving plan to reduce losses during Covid-19</li> <li>3.High sales forecast in pain category due to the pandemic</li> <li>4.Increased consumption of vitamin-based products</li> </ul>	<ul style="list-style-type: none"> <li>1. Tax overhang allegations are soiling its reputation</li> <li>2. Sudden reduction in cough and cold sales during Covid provisions</li> <li>3. High competition from brand name companies</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Perrigo Company plc is given below:

Political	Economical
1.Instability in laws due to Brexit can affect trade 2.Conflicts in Israel directly jeopardizes operations	1.Poor economic growth impairs the ability of retailers in promotion
Social	Technological
1.Consumers going for value for money and store brands 2.Consumers are more inclined towards buying natural products	1.Digital marketing prevailing during Covid-19 2.R&D led innovation to drive growth
Legal	Environmental
1.FDA trims exclusivity to three years from the earlier period of five years 2.DSCSA mandates electronic tracking of transactions 3.GDPR increases liability and responsibility	1.FDA trims exclusivity to three years from the earlier period of five years 2.DSCSA mandates electronic tracking of transactions 3.GDPR increases liability and responsibility

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