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ALBEMARLE CORPORATION SWOT & PESTLE ANALYSIS

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Company Name: Albemarle Corporation

Company Sector: Specialty Chemicals

Operating Geography: United States, North America, Global

About the Company:

Albemarle Corporation is a Charlotte, North Carolina-based fine chemical manufacturer. Lithium, Bromine Speciality, and Catalyst are the three divisions it operates. The Corporation was formed in February 1994 after Ethyl Corporation completed the spin-off of its chemical divisions. With sites in the United States, China, the Netherlands, Belgium, Germany, France, Austria, and the United Kingdom, the corporation is a major producer of flame-retardant chemicals. It also has a line of antioxidants and blends aimed at extending the life and stability of gasoline and lubricant products in storage. It makes rigid and flexible polyurethane foams, as well as ammonium polyphosphate products, pigments for paper, aluminium oxides for flame retardant, polishing, catalyst, and specialist ceramic applications, and magnesium hydroxide, which is primarily used as a flame retardant. Albemarle also manufactures fine chemicals and provides chemical services to the pharmaceutical and biotechnology industries. On June 20, 2021, the business announced the opening of its Battery Materials Innovation Center (BMIC) in Kings Mountain, North Carolina.

Albemarle Corporation's USP lies in it being the market leader in lithium and lithium derivatives, which is one of the speciality chemicals industry's fastest-growing areas. The mission statement of Albemarle reads, "Here at Albemarle, our purpose statement – MAKING THE WORLD SAFE AND SUSTAINABLE BY POWERING THE POTENTIAL OF PEOPLE – inspires and motivates us to execute our strategy, support our stakeholders, and create lasting value that will benefit the next generation, and beyond".

Revenue:

USD 3,129 million - FY ending 31st December 2020 (y-o-y growth -13%)

USD 3,589 million - FY ending 31st December 2019



SWOT Analysis:

The SWOT Analysis for Albemarle Corporation is given below:

Strengths	Weaknesses
1.Robust supply chain for raw materials	1.Hazardous working environment for
2.Leading global manufacturer of specialty	employees
chemicals	
3.Low-cost global manufacturing base	
4.Geographically and commercially diverse	
customer base	
Opportunities	Threats
1.High demand for disinfectants	1.Highly competitive environment from global
2.Catalyst segment to see high demand as oil	producers
prices recover	2.Possible ban on brominated flame retardants
3.Pharmaceutical intermediaries market	3.Agriculture segment has high fluctuations in
boosted due to Covid-19	business
	4.Substitution of lithium-based batteries by
	other technologies



PESTLE Analysis:

The PESTLE Analysis for Albemarle Corporation is given below:

Political	Economical
1.Trade and cooperation agreement between	1.The operating results got adversely affected
EU and UK to strengthen operations	due to USD fluctuations
Social	Technological
1.Consumer shift towards lithium battery	1.Lithium extraction through organic sieve can
vehicles	scale up process
	2.Flame resistant properties through bromine
	added plastics
	3.Enhancement of catalysts with 3D
	visualizations
Legal	Environmental
1.European Union's investigations on illegal	1.Accelerating renewables platform to drive
state aid will change tax principles	sustainability
2.Chemical factory anti-terrorism act increases	2.Natural disasters cause significant losses to
operational overhead	raw materials
	3.Cap on GHG emissions will increase
	operational costs

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