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BIOMÉRIEUX SA SWOT & PESTLE ANALYSIS

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Company Name : bioMérieux SA

Company Sector : Biotechnology

Operating Geography : France, Europe, Global

About the Company :

bioMérieux SA is a French international biotechnology firm headquartered in Marcy-l'Étoile, near Lyon, France. Alain Mérieux created BD Mérieux in 1963, and in 1974, he became the company's majority stakeholder. BioMérieux was formed through the merger of BD Mérieux and BioMérieux. Through product creation, acquisitions, and partnerships, the corporation grew its services and offers. The firm develops diagnostic solutions (reagents, instruments, software, and services) that pinpoint the cause of disease and contamination, thereby improving patient health and ensuring consumer safety. Its products are used to identify infectious infections, screen for cancer, and monitor heart attacks. Microorganisms in agri-food, pharmaceutical, and cosmetic products can also be detected using them. BioMérieux is a publicly-traded company on the NYSE Euronext Paris Stock Exchange. On December 1, 2021, the company announced that its Silico analyses have confirmed that its BIOFIRE® and ARGENE® molecular tests efficiently amplify and detect SARS-CoV-2 infection with Omicron variant with unchanged performance to date. As of early 2022, the company has employed 12,800 people.

bioMérieux SA's USP or unique selling proposition lies in being a world leader in in-vitro diagnostics for over 55 years and is present in 44 countries, serving over 160 nations through a broad network of distributors. The mission statement of bioMérieux SA reads, "bioMérieux is committed to serving public health around the world, through the fight against infectious diseases".

Revenue :

Euro 3,118 million - FY ending 31st Dec 2020 (y-o-y growth 19.7%)

Euro 2,675 million - FY ending 31st Dec 2019

SWOT Analysis :

The SWOT Analysis for bioMérieux SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. World leader in the field of in-vitro diagnostics 2. Strong and stable financial performance 3. Good employee engagement and training facilities 4. Strong commitment towards implementing ESG criteria in operations 	<ul style="list-style-type: none"> 1. Faced charges of quality violations from FDA
Opportunities	Threats
<ul style="list-style-type: none"> 1. Establish dominance in the field of AMR solutions 2. Meet the rising demand for medical services 3. Leverage technology to develop innovative solutions 4. Expand operations emerging economies 5. Using predictive models to detect agri-food contamination 	<ul style="list-style-type: none"> 1. Disputes and liabilities arising from patents 2. Booming sector attracting new entrants 3. Disruptions in supply chains due to COVID-19

PESTLE Analysis :

The PESTLE Analysis for bioMérieux SA is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Increased spending on healthcare by governments 2. Lobbying efforts from pharma companies 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. High growth forecast for microbiological test market
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Large number of deaths from drug-resistant infections 2. The challenge of widespread food contamination 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Increasing use of artificial intelligence in diagnostic testing
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Participation in trade alliances and complying with their codes of conduct 2. Rising number of data protection laws around the world 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Implementing CSR strategies in business operations 2. High carbon footprint from distribution of diagnostic kits

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Client Support:
support@swotandpestle.com