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## UNILEVER SWOT & PESTLE ANALYSIS

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**Company Name :** Unilever

**Company Sector :** FMCG - Fast Moving Consumer Goods

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Unilever plc is an Anglo-Dutch multinational consumer goods company founded in 1930, by the merger of Dutch firm, Margarine Unie and British firm, Lever Brothers. The Company started off in the 1890's with William Hesketh Lever, founder of Lever Brothers, who wanted to make his vision for cleanliness commonplace and penned down his ideas for the Sunlight Soap. Unilever has over 400 brands across food, personal care and household cleaning segments and is co-headquartered in Rotterdam, Netherlands and London, U.K. With a range of over 400 unique brands, on any given day, 2.5 billion people use Unilever products in their daily life. The multinational FMCG, is parent to some of the world's leading, household-name brands like Lipton, Knorr, Dove, Axe, Hellmann's and Omo, Lifebuoy, Sunsilk, Close-up etc. Kantar Worldpanel has hailed Unilever as the company with the largest number of brands in the world. It is the world's 4th largest FMCG based on net sales, after Nestle, P&G and PepsiCo. It has over 1327,000 employees in more than 100 countries as of early 2023.

Unilever's USP or unique selling proposition lies in its being one of the oldest FMCG companies in the world having the largest brand portfolio, great brand recall by consumers, contributing immensely to sustainable living. Unilever's vision has a simple yet clear purpose, "to make sustainable living commonplace. We believe this is the best long-term way for our business to grow."

**Revenue :**

60.07 billion – FY ending 31st December 2022 (y-o-y growth 14.5%)

52.44 billion – FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Unilever is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Strong financial performance and strategy</li> <li>2.Strong and popular brand portfolio</li> <li>3.R&amp;D focus and integrated supply chain</li> <li>4.Strong advertising and marketing capabilities</li> <li>5.Highly focused on constantly innovating its products</li> </ol>	<ol style="list-style-type: none"> <li>1.Dependence on distributors and retailers</li> <li>2.Frequent product recalls impact brand loyalty</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Potential in emerging markets</li> <li>2.Growing demand for premium and specialized high-end products in skin care segment</li> <li>3.Strategic partnerships and acquisitions to facilitate growth</li> <li>4.Expanding premium portfolio of Home Care products through new channels</li> <li>5.Expansion of the plant-based portfolio</li> </ol>	<ol style="list-style-type: none"> <li>1.Fierce competition from global and regional players</li> <li>2.Rise in private label brands from retailers</li> <li>3.Rising inflation leading to rise in costs</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Unilever is given below:

Political	Economical
1.Impact of Russia-Ukraine war on FMCG 2.Political backlash from Israeli officials and supporters	1.Sharp fluctuations in currency markets 2.Inflation leading to price hikes
Social	Technological
1.Growing demand for premium skin-care products in emerging markets 2.Rising trend of metaverse	1.Using AI to optimise portfolio and fuel growth 2.Strengthening supply chain by leveraging emerging technologies
Legal	Environmental
1.Involvement in lawsuits dent brand image 2.Subject to various laws and regulations	1.Actionable steps to address climate change within the value chain 2.Tackling food wastes through various initiatives Reducing the use of plastic packaging

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