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MARS INC. SWOT & PESTLE ANALYSIS

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Company Name : Mars Inc.

Company Sector : Confectionery and Consumer Staples

Operating Geography : United States, North America, Global

About the Company :

Mars, Incorporated, headquartered in McLean, Virginia, is an American multinational confectionery, pet food, and other food product manufacturer as well as an animal care service provider owned by the Mars Family. Mars is divided into four business segments around the world: Mars Wrigley Confectionery (headquartered in Chicago, Illinois, with US headquarters in Hackettstown and Newark, New Jersey), Petcare (Zaventem, Belgium; Poncitlán and Jalisco, Mexico; Querétaro, Mexico), Food (Rancho Dominguez, California), and MARS Edge (Germantown, Maryland). It was founded by Franklin Clarence Mars in 1911 in Tacoma, Washington. It has more than 130,000 employees. The Ethical Corporation 2014 Responsible Business Awards were presented in London, and Mars, Incorporated was recognised in two categories. For the second year in a row, the company was named Best Private Company, as well as receiving high praise for Best B2B Partnership. In April, 2022, Mars announced that a new, best-in-class global research and development hub will be built adjacent to the company's existing Global Innovation Center on Goose Island. With this expanded capability, Chicago will become Mars Wrigley's largest innovation hub in the world, expanding the company's global innovation network. When completed, the innovation hub will spur the development of new products to support the company's iconic global snack and treat brands, including M&M'S®, SNICKERS®, TWIX®, and others.

Mars Inc. USP lies in it being ranked as America's fourth largest private companies in 2021. The mission of Mars Inc. is "to create a mutuality of benefits for all of our stakeholders through our operations".

Revenue :

\$45 billion - FY ending 31 December 2021

\$40 billion - FY ending 31 December 2020

SWOT Analysis :

The SWOT Analysis for Mars Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Committed to sustainability and reducing environmental footprint 2.Good credit ratings reflecting profitability and liquidity 3.No.1 position in chocolates, chewing gum and pet food worldwide 4.Strong focus on building and maintaining resilient supply chains 	<ul style="list-style-type: none"> 1.Complaints regarding company transparency in operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Address food-safety challenges through Mars Global Food Safety Center 2.Collaboration with Microsoft to accelerate digitalization 3.Increasing offerings in health and supplements segment 	<ul style="list-style-type: none"> 1.Confectionery industry hit by supermarket closures 2.Highly competitive market based on brand recognition and loyalty 3.Global chocolate shortages can affect business 4.Subject to various lawsuits and related costs & penalties

PESTLE Analysis :

The PESTLE Analysis for Mars Inc. is given below:

Political	Economical
1.WHO directed national governments to regulate food advertising	1.Economic slowdown may lead to low consumer demand
Social	Technological
1.Changes in shopper behaviour due to pandemic 2.Increasing demand for single-serve packs 3.Consumers are demanding low fat and low sugar options	1.Harnessing AI technology to make food-safety tests more efficient and reliable
Legal	Environmental
1.Suppliers required to meet responsible sourcing criteria 2.Food products are subject to strict government regulation	1.Focus on inclusive, and sustainable cocoa supply chain 2.Adoption of eco-friendly and reusable packaging

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