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## ROCKWOOL INTERNATIONAL AS SWOT & PESTLE ANALYSIS

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**Company Name :** Rockwool International AS

**Company Sector :** Mineral Wool Products

**Operating Geography :** Denmark, Europe, Global

**About the Company :**

Rockwool International A/S (or AS), generally known as the ROCKWOOL Group, is a multinational mineral wool company based in Hedehusene, Greater Copenhagen, Denmark. Korsr Stenforretning was formed in 1909 by Henrik Johan Henriksen and brickyard owner Valdemar Kähler as a gravel mining enterprise. In 1995, the firm began listing on the Copenhagen Stock Exchange as "Rockwool International A/S." The company designs and markets stone wool, a fibre derived from melted volcanic rock, as well as stone-wool-based commodities such as insulation, fire protection, and noise and vibration control. The Insulating department has insulation materials for interior buildings, facades, and roofs, as well as technical insulation for the process, offshore, and marine industries, and tailored core solutions for industrial partners and original equipment manufacturers. Acoustic ceilings, cladding boards, engineered fibres, noise and vibration control solutions, and horticultural substrates are among the items offered by the Systems segment. The ROCKWOOL, Rockfon, Rockpanel, Grodan, and Lapinus brand names are used to market the company's goods. As of early 2022, the company leverages the talent of 11, 900 employees.

Rockwool International's Unique Selling Point or USP lies in it being one of the world's largest maker of insulation materials. The mission statement of Rockwool reads, "To release the natural power of stone to enrich modern living. This reflects our Purpose's unifying nature, conveying that stone is our core raw material and the bedrock on which our business is based".

**Revenue :**

3,088 million – FY ending 31st December 2021 (y-o-y growth 18.67%)

2,602 million – FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Rockwool International AS is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Differentiated approach across selected geographies</li> <li>2.Ideal raw material used according to ESG norms</li> <li>3.Strategic location of manufacturing facilities helping to save costs</li> <li>4.Highly impactful product-mix with innovative applications</li> </ul>	<ul style="list-style-type: none"> <li>1.High supply chain costs due to nature of product</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in megacities around the world due to migration</li> <li>2.Countries shifting to circular economic model</li> <li>3.Demand for energy renovation of buildings</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing cost of energy to affect profitability</li> <li>2.Slowdown in oil industry challenge to insulation business</li> <li>3.Global decline in automotive sales affecting fibre business</li> <li>4.Covid-19 pandemic impacting earnings of the business</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Rockwool International AS is given below:

Political	Economical
1.EU policy for doubling building renovation rate 2.Worldwide states aiming for greening of post-covid recovery	1.Construction business expected to create maximum jobs 2.Mineral wool imports industry slowing down
Social	Technological
1.Changing diets and demand for fresh produce propelling growth 2.Urbanization and population growth to bring greenhouses and vertical farming	1.Vertical farming as alternative to field farming 2.Technologies allowing use of less carbon-intensive fuels
Legal	Environmental
1.Tightening of building regulations to decrease competition 2.Fire requirements strengthening of facades will help insulation business	1.Requirements for recycling landfill waste 2.SBTi approved decarbonization targets helping reduce manufacturer carbon intensity \u2013 page

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