

---

# S&P TEST

SWOT & PESTLE.com

---

## MOWI ASA SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Mowi ASA

**Company Sector :** Aquaculture, Seafood, Consumer Goods

**Operating Geography :** Norway, Europe, Global

**About the Company :**

Mowi ASA, formerly known as Marine Harvest ASA, is a Norwegian seafood firm with activities in a variety of countries. The company is based in Bergen and is traded on the Oslo Stock Exchange, where it is a component of the OBX Index, a benchmark index. In 2006, three independent enterprises merged to form the marine harvest group (PAN Fish, Marine Harvest, Fjord Seafood). Feed, Farming, and Sales & Marketing are the three segments in which the company operates. The Feed section is in charge of fish feed production. The Company's aquaculture and primary processing operations in Norway, Scotland, Canada, Chile, Ireland, and the Faroe Islands are managed by the Farming sector. The worldwide sales organisation is separated into Markets, which are responsible for the distribution, in the Sales and Marketing division. Fish farming, particularly salmon farming, is the company's principal focus. In addition to a few minor businesses, Mowi includes a 'value-added processing' section that produces and distributes a variety of seafood products. It commences with freshwater broodstock production, followed by growth and maturation in seawater, harvesting, processing, and distribution. In March 2022, the firm announced a new processing plant is to be set up in Mowi Norway Region Mid.

Mowi ASA's USP lies in its being one of the world's largest seafood firms, as well as the largest producer of Atlantic salmon. The mission statement of Mowi reads, "At Mowi, we work with the ocean to produce nutritious, delicious and supreme-quality seafood. We fulfil one fifth of global demand for farm-raised Atlantic salmon and are constantly driven by innovation and the desire to achieve the highest standards of sustainability".

**Revenue :**

4,202 million - FY ended 31 December 2021

3,760 million - FY ended 31 December 2020

**SWOT Analysis :**

The SWOT Analysis for Mowi ASA is given below:

Strengths	Weaknesses
<p>1.Mowi ASA is one of the world's leading seafood companies ranked number one for market capitalization\r</p> <p>2.Mowi ASA has a fully integrated value chain, providing its products to 70 countries\r</p> <p>3.The company has conducted strategic acquisitions to improve sourcing and expand global presence\r</p> <p>4.Strong focus on digitalization, technology and innovation\r</p>	<p>1.Mowi ASA's growth has been below industry average\r</p> <p>2.Mowi ASA's absolute cost is quite high\r</p> <p>3.Lawsuits against Mowi for price-fixing and other charges\r</p> <p>4.Inefficient use of marine resources by Mowi\r</p>
Opportunities	Threats
<p>1.The demand for fish to boost over next 5 years\r</p> <p>2.Expand global presence within and outside of Europe\r</p> <p>3.Develop and expand product offerings \r</p>	<p>1.Increased rate of overexploitation of water and fishing resources\r</p> <p>2.Aquaculture market is dominated by Asia-Pacific countries\r</p> <p>3.Low prices of Salmon are a concern for the industry\r</p>

## PESTLE Analysis :

The PESTLE Analysis for Mowi ASA is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Norway to strike free trade deals with UK and China</li> <li>2.Changes in taxes imposed on fish production in Norway</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Low spot prices for salmon as a result of lockdown measures</li> <li>2.COVID-19 impacted trade and supply of products between countries</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Rising trend of Veganism in developed countries</li> <li>2.Population growth, aging population and growing middle class are mega drivers for the fishing industry</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Automation and Smart farming trend in seafood industry</li> <li>2.Advanced net pen technology is being developed to improve fish farming, monitoring and harvesting</li> <li>3.Downstream enhancement through sub-chilling technology and filleting</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regulations limiting fishing activities for seafood companies</li> <li>2.Employee health and safety regulations</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Overfishing, escaped farm-raised salmon and carbon emissions by fishing companies create negative environmental impacts</li> <li>2.Sustainable feed and just use of chemicals and medicines is important to maintain fish health</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Mowi ASA** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

[\*\*Buy Now\*\*](#)

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)