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## MOWI ASA SWOT & PESTLE ANALYSIS

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**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:

Political	Economical
1.Norway to strike free trade deals with UK and China 2.Changes in taxes imposed on fish production in Norway	1.Low spot prices for salmon as a result of lockdown measures 2.COVID-19 impacted trade and supply of products between countries
Social	Technological
1.Rising trend of Veganism in developed countries 2.Population growth, aging population and growing middle class are mega drivers for the fishing industry	1.Automation and Smart farming trend in seafood industry 2.Advanced net pen technology is being developed to improve fish farming, monitoring and harvesting 3.Downstream enhancement through sub-chilling technology and filleting
Legal	Environmental
1.Regulations limiting fishing activities for seafood companies 2.Employee health and safety regulations	1.Overfishing, escaped farm-raised salmon and carbon emissions by fishing companies create negative environmental impacts 2.Sustainable feed and just use of chemicals and medicines is important to maintain fish health

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

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