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## TAIYO NIPPON SANSO CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Taiyo Nippon Sanso Corporation

**Company Sector :** Industrial Gas Production and Vacuum Insulated Bottles

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Nippon Sanso Holdings, generally known as NSHD, is a multinational Japanese manufacturer of industrial gas. With more than 50 subsidiaries and affiliates in different nations, NSHD is headquartered in Koyama, Shinagawa-ku, and Tokyo in Japan. Through its brand and subsidiaries, the corporation today conducts business in more than 30 different nations. The company was established in 1910. Industrial gases, electronics, and the Thermos business are the company's three primary business sectors. The corporation operates internationally, and the majority of its earnings are generated by the gas industry in Japan. The steelmaking, chemical, automotive, and medical industries are all served by the industrial gases business. After Praxair, Inc. was acquired, the industrial gases industry had a significant expansion as a result of the addition of a new business sector. Major semiconductor manufacturers have a supply chain in East Asia, which is a hub for the electronics industry. In May 2022, the company released its medium-term management strategy, which calls for more internationalisation and expansion through the acquisition of the European business and the U.S. HyCO\* business.

Nippon Sanso Holdings's USP is that it is among the top five industrial gas suppliers globally and the largest producer of industrial gas in Japan. The mission statement of Nippon Sanso reads, "Making life better through gas technology".

**Revenue :**

¥ 957,169 million - FY ending 31st March 2022 (y-o-y growth 17%)

¥ 818, 238 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Taiyo Nippon Sanso Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Nippon Sanso has reported increasing profits over the last five years</li> <li>2.The fourth largest market share in the industrial gases global market and single largest in Japan</li> <li>3.Nippon Sanso has a very strong international presence and business</li> <li>4.Nippon Sanso has a very strong portfolio of affiliated companies</li> <li>5.Thermos, the world's largest brand of vacuum insulated bottles, is a part of this corporation</li> <li>6.Nippon Sanso has a very strong R&amp;D policy and investment</li> </ol>	<ol style="list-style-type: none"> <li>1.Company is involved in many activities and industries that emits large quantities of Greenhouse Gases</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Global Noble gases market to grow at a CAGR of 3.89%</li> <li>2.Increase demand in Hydrogen gas as it is being looked at as an environment friendly gas</li> </ol>	<ol style="list-style-type: none"> <li>1.Decrease in demand for industrial gases due to manufacturing method changes in core industries</li> <li>2.Short term threat of decline in reputation as a company that emits large quantities of Greenhouse Gases</li> <li>3.Rapid expansion has left the company susceptible to many risks</li> <li>4.There is increasing risks of cyber threats</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Taiyo Nippon Sanso Corporation is given below:

Political	Economical
1.Russia-Ukraine Conflict has disrupted the supply chain	1.Impact of depreciation of Yen on economy and operations 2.Increasing electricity costs have been affecting the manufacturing and production costs
Social	Technological
1.Energy demand will keep growing in developing countries and globally 2.People, mostly in developed countries, are willing to pay more for greener and cleaner energy	1. Rapid digitalisation across industries including industrial gas production 2. Oil and Gas industry is adapting more greener technology and sources of energy
Legal	Environmental
1.More and more countries are moving towards imposing carbon tax	1.To meet Net Zero Emissions by 2050, the demand for hydrogen is expected to increase 44% 2.Manufacturing Industry is trying to reduce its carbon footprint and GHG emissions

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