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## BRENNTAG SE SWOT & PESTLE ANALYSIS

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**Company Name :** Brenntag SE

**Company Sector :** Specialty and Industrial Chemicals – Marketing & Distribution

**Operating Geography :** Germany, Europe, Global

**About the Company :**

Brenntag SE, a German distributor of chemicals, was founded in Berlin in 1874. The company has its headquarters in Essen, Germany, and it conducts business in more than 78 different countries. By streamlining market access to thousands of goods and services, the multinational corporation controls complex supply chains for chemical producers and consumers. It brings together a world network and excellent local execution. sells and distributes chemicals and products made with chemicals in the three areas of life science, material science, and environmental. Cosmetics, food, pet food, and medications are all made with compounds from the life sciences. In addition to the production of coatings and paints as well as the extraction of oil and gas, material science chemicals are also used to create soaps, detergents, and coatings. When treating water, environmental chemicals are employed. Geographically, the corporation is divided into four segments: North America, Latin America, Europe, the Middle East, Africa, and Asia-Pacific. EMEA is the segment that generates the most revenue. In June 2022, Brenntag announced a 75/25 joint venture with the Al-Azzaz Chemicals Company, Saudi Arabia.

The USP of Brenntag is that it is the market leader worldwide in the distribution of chemicals and additives, providing a full line of more than 10,000 goods and a top-tier supplier network. The mission statement of Brenntag reads, "Brenntag strives to be the industry's most effective and preferred channel partner".

**Revenue :**

14,383 million- FY ending 31st December 2021 (y-o-y increase 21.9%)

11,794 million- FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Brenntag SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Brenntag's wider geographical presence allows it to capture major markets across the globe and increase market share</li> <li>2. Global market leader in chemicals and ingredients distribution</li> <li>3. Offers products to diversified markets and segments thereby lowering the financial risks</li> <li>4. Sound financial track record and resilience during downturn</li> </ul>	<ul style="list-style-type: none"> <li>1. Lawsuits filed against Brenntag may impact its profitability and damage its reputation</li> <li>2. Brenntag's North American segment's poor performance can impact the company's entire operations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Consistent focus on growth initiatives can strengthen Brenntag's business opportunities</li> <li>2. Strategic expansion is possible as US chemical industry is expected to grow at a substantial rate</li> <li>3. Strategic acquisitions and collaborations can benefit Brenntag's business</li> </ul>	<ul style="list-style-type: none"> <li>1. The need to comply to various country specific laws and regulations, can hamper the growth opportunities</li> <li>2. Fluctuations in oil prices and foreign currency rate can affect the company's profitability</li> <li>3. Labor shortages and increasing labor costs can lead to rising operational costs</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Brenntag SE is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Strengthening corporation between Japan, US, and EU to correct unfair trade policies will help chemical companies to have better trading opportunities.</li> <li>2.Tightening the regulation of more than 10000 substances by EU threatens EU chemical industry</li> <li>3.Shifting policy due to Biden administration's commitment to environmental justice and evolving TSCA act will impact Brenntag's business model</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Oil prices are increasing and expected to rise even further, affecting operational margins.</li> <li>2.Increasing labour shortages will impact operational costs</li> <li>3.Declining demand in the lubricants and oil &amp; gas industries will affect business performance</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Surging demand for chemical companies to invest in sustainable products may affect Brenntag's growth</li> <li>2.Divergent consumer demand for plastics and speciality materials leading chemical companies to focus on adapting to such energy transitions</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Optimizing the business operation by implementing digital transformation</li> <li>2.Continuous focus on innovation to supply comprehensive products will positively impact Brenntag's business</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Increasing country specific laws and regulations can limit Brenntag's growth opportunities.</li> <li>2.Lawsuits filed against Brenntag can damage its reputation</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Heavy focus on reducing carbon emissions and promoting low carbon investment</li> <li>2.Strong focus on sustainability initiatives as it joined the NBS program and UNGC to realize sustainable development goals</li> </ol>

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