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ARKEMA S.A. SWOT & PESTLE ANALYSIS

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Company Name : Arkema S.A.

Company Sector : Chemicals

Operating Geography : France, Europe, Global

About the Company :

Located in Colombes, France, Arkema S.A. is a specialised chemical and advanced materials business. The French oil company Total reorganized its chemicals division in 2004, which led to the creation of Arkema, which debuted in May 2006 at the Paris Stock Exchange. The business provides solutions for adhesives, biobased materials, coatings, composites, health care, and sporting goods. Technical polymers, filtration and adsorption, organic peroxides, biochemical, fluorogases, hydrogen peroxide, acrylics, coating resins, photo cured resins, rheology additives, and other products are among the company's offerings. Among other industries, the company's products are utilised in agriculture, air conditioning, automotive, chemicals, coating, consumer goods, electrical, oil, health, packaging, plastics, pulp, rubber, sports, and water treatment. The business operates in Asia, the US, Europe, Canada, and Mexico. Arkema announced in July 2022, that it had completed the purchase of Permo seal in South Africa.

The unique selling proposition or USP of Arkema is that it is the top producer of chemicals in France and ranks between 1 and 4 globally for the majority of its product lines. The vision statement of Arkema S.A reads, "Through our commitment to specialty materials and our technological know-how, we want to make our world a better place".

Revenue :

Euro 9.5 billion - FY ending 31st December 2021 (y-o-y growth 25.9%)

Euro 7.9 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Arkema S.A. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the world leaders in surfactants 2. Highly diversified product applications 3. Fast growing specialty materials business 4. Robust expertise in innovation 5. R&D focused across five platforms to advance sustainable development 	<ol style="list-style-type: none"> 1. Lack of vertical integration
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increased use of EVs will spur demand for advanced chemicals 2. Powder coating materials facing boom in India and Gulf 3. Recyclable composites to be the future construction material 4. Rapidly expanding market of fast-cure micro-bonding adhesives 	<ol style="list-style-type: none"> 1. Tightening of environmental regulations 2. Multiple covid waves may weaken demand 3. Raw material prices are inflating

PESTLE Analysis :

The PESTLE Analysis for Arkema S.A. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Collapse of market for polymers in US-China trade war 2.Kigali agreement shifts the focus on natural refrigerants 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Weakening dollar can be an issue for the export-oriented industry 2.Shocks in oil prices are disrupting chemical industry
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Growing urbanization to increase demand for advanced materials 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.3D printing to become the next production system 2.PEKK thermoplastics prepreg composite tapes are material for future aircrafts
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.European F-Gas regulations resulted into reduced production 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Circular economy to reduce impact of high resource consumption 2.Improved building insulation material can help reduce emissions 3.Specialty materials leading to more sustainable electric vehicle batteries

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