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## TRUPANION SWOT & PESTLE ANALYSIS

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**Company Name :** Trupanion

**Company Sector :** Insurance and Financial Services

**Operating Geography :** United States, North America, Global

**About the Company :**

Based in Seattle, Washington, Trupanion is a pet insurance service that provides and manages cat and dog insurance in the United States, Canada, Australia, and Puerto Rico. As Vetinsurance, Trupanion was first established in Canada in 1999 by the company's current CEO Darryl Rawlings. By doing its underwriting, Trupanion became the first pet insurance provider in North America. It offers rehabilitation and remedial care packages for animals, including physiotherapy, behavioural therapy, chiropractic care, hydrotherapy, rehabilitative therapy, naturopathy, and homoeopathy. Trupanion also provides fundamental coverage services, such as prescription drugs, over-the-counter medications, diagnostic exams, procedures, and hospital stays. The business operates under the brand name Trupanion. It provides medical insurance policies for cats and dogs through a monthly subscription service that is offered directly to consumers. On June 6, 2022, Trupanion announced that it has partnered with ezyVet, a cloud-based practice management system used by veterinary hospitals all around the world, to make its direct payment option accessible to thousands of new hospitals.

The unique selling proposition of Trupanion is that it is the market leader in pet medical insurance and the company with the fastest rate of expansion in this sector. It is renowned for its exceptional coverage and first-rate customer service. The mission statement of the company reads, "To help the pets we all love get the veterinary care they need".

**Revenue :**

US\$ 699.0 million - FY ending 31st December 2021 (y-o-y growth 39.24%)

US\$ 502.0 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Trupanion is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strategic partnership with key companies helps in reaching to a large client base</li> <li>2.Improving revenues and good financials for over 8 years</li> <li>3.Proprietary patented software which keeps costs low</li> <li>4.Strong sales and marketing team to generate leads</li> <li>5.Differentiated product and loyal customer base drives revenues for the company</li> </ul>	<ul style="list-style-type: none"> <li>1.Large dependence on subscribed members to generate revenues and lack of other sources</li> <li>2.Dependent on third part, veterinarians and Territory partners to gather new subscribers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Lack of awareness among pet owners about pet insurance</li> <li>2.Expanding to new markets to increase revenues</li> <li>3.Massive underpenetrated market with huge potential</li> </ul>	<ul style="list-style-type: none"> <li>1.Multiple regulations in the industry limit profits</li> <li>2.Impact of COVID on daily operations</li> <li>3.Entry of general insurance giants into the pet insurance sector</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Trupanion is given below:

Political	Economical
1.Impact of US-China trade war on insurance sector 2.Change to Biden administration may affect the insurance businesses	1.Impact of COVID-19 on pet insurance market
Social	Technological
1.Rising income levels lead to increased demand for insurance products 2.Increasing adoption rates from animal shelters may drive demand for animal insurance 3.Increased spending on pets during the pandemic may increase demand for pet insurance	1.Risk of cyber-attacks and data breaches for on insurance providers 2.Digitalization of the insurance sector
Legal	Environmental
1.Government regulations on pet insurance market in the United States	1.Impact of climate change on pet's health

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