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ANSELL LTD. SWOT & PESTLE ANALYSIS

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Company Name : Ansell Ltd.

Company Sector : Protective Healthcare Solutions

Operating Geography : Australia, Global

About the Company :

Ansell Ltd. is an Australian company was originally founded under the name of Dunlop Pneumatic Tyre Company of Australasia Ltd in the year 1899 headquartered in Melbourne. Following multiple mergers, especially that with Ansell Rubber Company in 1969, the company took on its current name in 2002. The change of name was affected after decision was made to concentrate on the healthcare range of its Ansell subsidiary. Ansell is the market leader and continues to expand, operating in two main business sectors: industrial and healthcare, and employing 14,000 people globally as of June 2022. It produces protective work and medical gloves. It was formerly well-known for producing condoms, but in 2017 it sold that division. In accordance with internal and external data from its 2021 fiscal year, Ansell has received an EcoVadis Silver medal. Ansell was one of the seven founding members of the newly established Responsible Glove Alliance (RGA), which made its official debut in March 2022.

The USP of Ansell lies in it being the global leader in PPE equipment. The mission of Ansell is “to provide innovative safety solutions in a trustworthy and reliable manner, creating an Ansell-protected world.” Ansell’s vision statement reads, “Our vision is of a world where people enjoy optimal protection against the risks they are exposed to.”

Revenue :

\$ 2,026.9 million – FY ending 30th June 2022 (y-o-y growth of 26%)

\$ 1,613.7 million – FY ending 30th June 2021

SWOT Analysis :

The SWOT Analysis for Ansell Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Industry leading material science research and manufacturing capability 2. Well established market leading brands and products 3. Stellar financials: Increasing revenue, expanding margins 4. Uniquely positioned Ansell's patented Guardian technology 5. Focus on differentiated products and achieving leadership positions in each segment. 6. Continued focus on innovation and integration 	<ol style="list-style-type: none"> 1. Dependent on third parties for raw material sourcing 2. Supply and demand constraints of single-use gloves
Opportunities	Threats
<ol style="list-style-type: none"> 1. Increasing growth in emerging markets 2. Strengthening market position via strategic, disciplined M&A 3. Growing demand for gloves with expansion opportunity in Malaysia 4. New surgical dipping lines will ramp up supply 	<ol style="list-style-type: none"> 1. Foreign exchange risk due to large number of operations outside US 2. Technology obsolescence and other competitive pressures 3. Ban on imports of disposable gloves from Ansell supplier in Malaysia

PESTLE Analysis :

The PESTLE Analysis for Ansell Ltd. is given below:

Political	Economical
1.Growing protectionist tendencies in world leadership	1.Foreign exchange risk due to geographically diverse business 2.Muted growth in key markets 3.Supply and demand constraints of single-use gloves
Social	Technological
1.Increasing trends towards workers and medical professional's safety to aid growth 2.Formation of RGA to protect labour's rights	1.Technology enabled safety equipment is on rise
Legal	Environmental
1.Involvement in patent infringement lawsuits in the past	1.Initiatives towards eco-friendly packaging 2.Sustainable practices as a part of the ESG initiatives

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Client Support:
support@swotandpestle.com