
S&P TEST

SWOT & PESTLE.com

SANLAM SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Sanlam

Company Sector : Insurance

Operating Geography : South Africa, Africa, Global

About the Company :

Sanlam is a South African financial services conglomerate with headquarters in Bellville, Western Cape. The company is listed on the Johannesburg Stock Exchange, the Namibian Stock Exchange, and the A2X. In 1918, Sanlam Group began as a life insurance firm and now has grown into a multi-faceted financial services company. Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Banking, and Sanlam Insurance are the company's five industry clusters. Insurance (life and general), financial planning, retirement annuities, trusts, wills, short-term insurance, asset management, risk management, and capital market operations, as well as investment and wealth management, are all areas of specialisation for the company. Strategic direction, group financial and risk management, group marketing and communications, group human resources and information technology, group sustainability management, corporate social investment, and general group services are all centralised activities of the Sanlam Group's corporate office. The company is involved in South Africa, Namibia, Botswana, Swaziland, Zimbabwe, Mauritius, Malawi, Zambia, Tanzania, Rwanda, Uganda, Kenya, Ghana, Nigeria, Mozambique, India, Malaysia, and the United Kingdom, as well as having business interests in the United States, Australia, Burundi, Lesotho, and the Philippines. As of early 2022, Sanlam employed over 154,675 people.

Sanlam's Unique Selling Point or USP lies in it being the industry leader in client-centric wealth development and security, with a good operating record, diverse revenue sources, a strong and resilient capital base, and a diversified and proven market presence in South Africa. The company's vision statement reads, "To be the leader in wealth creation. The ultimate goal of Sanlam is to be a group of businesses focused on building, preserving and growing wealth for all our clients. Building wealth is about providing our clients with access to savings and credit products".

Revenue :

R9469 million - FY ending 31st December 2021 (y-o-y growth 13%)

R8382 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Sanlam is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Biggest insurance company in Africa with strong competitive position 2.Huge, diversified portfolio of insurance product offering 3.Consistent financial performance and shareholder returns 4.Established technology platforms through data intelligence, digitalization, innovation and culture 	<ul style="list-style-type: none"> 1.Delayed synergies between Sanlam and Saham impacting margins
Opportunities	Threats
<ul style="list-style-type: none"> 1.African insurance market is expected to grow by 2025 2.Emerging themes and focus on customer experience in insurance sector 3.Africa demographic dividend and insurance penetration rates showing major potential 4.Leveraging digital and data to increase the value offered to clients 5.Strategic partnerships to accelerate growth in South Africa 	<ul style="list-style-type: none"> 1.Frequent climate catastrophes in Africa can cause increased claim costs 2.SARS financial platform increases threat of cyberattacks

PESTLE Analysis :

The PESTLE Analysis for Sanlam is given below:

<p style="text-align: center;">Political</p> <p>1.Moroccan Saham and BMCE bank politics is delaying business expansion</p>	<p style="text-align: center;">Economical</p> <p>1.South Africa is facing worse economic turmoil due to pandemic</p>
<p style="text-align: center;">Social</p> <p>1.Consumer awareness and interest in insurance has increased</p> <p>2.Consumers are more willing to buy insurance online</p>	<p style="text-align: center;">Technological</p> <p>1.Data driven tech and AI is changing is shaping insurance industry</p> <p>2.Insuretech is a growing trend and it can create value to customers</p>
<p style="text-align: center;">Legal</p> <p>1.Regulatory for consumer data privacy requires insurers to develop data governance practices</p> <p>2.Regulatory changes demand huge investment and organization changes for insurers</p>	<p style="text-align: center;">Environmental</p> <p>1.Insurance sector is making changes in policies for climate change effects</p> <p>2.ESG sustainability is shaping the insurance sector for sustainable investment practices</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Sanlam** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com