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FERRERO SPA SWOT & PESTLE ANALYSIS

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Company Name : Ferrero SpA

Company Sector : Chocolates

Operating Geography : Italy, Europe, Global

About the Company :

Ferrero SpA, commonly known as Ferrero Group is an Italian producer of branded chocolate and confectionery products. The company was founded in 1946 by Pietro Ferrero, even today Ferrero SpA is a private company owned by the Ferrero family and has been reported as "one of the world's most secretive firms". Ferrero is headquartered in Alba, Piedmont, Italy. The Group's products are present directly or through authorized distributors in over 170 countries. Besides, it has 38 trading companies, 18 factories, consolidated 104 companies worldwide, 31 operating manufacturing plants, and produces around 365,000 tonnes of Nutella each year. Ferrero's inexhaustible line of unique and high-quality products are the core competencies of the company. Ferrero has over 38,000 employees as of early 2023.

Ferrero groups' Mission statement reads "Our goal is to create unique products, developing innovative research and production processes as well as using our own technologies." Ferrero SPA's USP or Unique Selling Proposition sprawls in being the second biggest chocolate producer and confectionery company in the world as of 2020, renowned as "one of the world's most secretive firms", and one of the world's highly-reputed companies

Revenue :

12.7 billion - FY ending 31st August 2021 (y-o-y growth 3.4%)

12.3 billion - FY ending 31st August 2020

SWOT Analysis :

The SWOT Analysis for Ferrero SpA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. 2nd largest chocolate producing company 2. Global operational and manufacturing presence 3. Portfolio of strong brands with each brand having a strong brand recognition 4. Strong investment in R&D and production capacity 5. Rapid expansion of business through strategic acquisitions 6. Sustainability embedded along the value chain 	<ul style="list-style-type: none"> 1. Price range of most of its products is on the high-end 2. Products being investigated for the outbreak of salmonella
Opportunities	Threats
<ul style="list-style-type: none"> 1. Chocolate market is expected to grow by 4% CAGR in the next 4 years 2. There is an increase in demand for chocolates in the developing economies 3. Marketing and branding through sustainability initiatives such as 'Kinder Joy of moving' 	<ul style="list-style-type: none"> 1. A rise in health consciousness is forcing chocolate companies to come up with new products 2. Rising competition in the chocolate industry

PESTLE Analysis :

The PESTLE Analysis for Ferrero SpA is given below:

Political	Economical
1.Over the years, there has been continuous allegations and political crackdown against chocolate industry for employing child labour	1.The chocolate and confectionary market is projected to grow approximately at an average of 5% CAGR around the globe 2.There is an increase in disposable income of people all throughout the world
Social	Technological
1.There is a rise in health consciousness globally	1.Innovations are making chocolate adopt more sustainable packaging 2.Digitalisation of supply chain has helped increase efficiency and change in supply chain
Legal	Environmental
1.Chocolate Industry has faced many problems due to counterfeit products	1.Chocolate production is generally associated with a negative carbon footprint 2.Rising temperature throughout the world can affect the production of cocoa plant 3.Chocolate wrappers and packaging are blamed for environmental pollution

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