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BARILLA GROUP SWOT & PESTLE ANALYSIS

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Company Name : Barilla Group

Company Sector : Food & Food Processing

Operating Geography : Italy, Europe, Global

About the Company :

Barilla Group is an Italian food company that specializes in the production of pasta, sauces, and bakery products. The company was founded in 1877 and is headquartered in Parma, Italy. Barilla is a family-owned company and is one of the largest food companies in the world. As of early 2023, Barilla Group has over 8,727 employees and operates in more than 100 countries worldwide. Barilla Group is renowned for its high-quality pasta and sauce products. In 2021, Barilla Group was awarded the "Best Private Label Supplier" award at the Private Label Manufacturers Association (PLMA) International Salute to Excellence Awards. The company has also been recognized for its commitment to innovation and sustainability, receiving awards from organizations such as the Dow Jones Sustainability Index and the Carbon Disclosure Project.

The USP of Barilla Group lies in it being one of the largest pasta and bakery product manufacturers in the world. Barilla Group's mission statement reads, "To bring happiness to people's lives through good, healthy, and sustainable food, while promoting a culture of excellence, respect, and responsibility across our entire value chain." Its vision statement reads, "To be the world's leading pasta and food company, recognized for our commitment to quality, innovation, and sustainability, and for our ability to meet the diverse needs and preferences of our customers in every part of the world."

Revenue :

3,936 million – FY ending 31st December 2021

3,890 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Barilla Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Highly diversified portfolio of brands 2.Significant investments in R&D to produce nutritionally effective products 3.Sustainable supply chain management and relations with the local territory 4.World's leading pasta maker with significant market share 5.Geographical footprint across countries 	<ol style="list-style-type: none"> 1.Accusation of using misleading labelling to advertise
Opportunities	Threats
<ol style="list-style-type: none"> 1.Strategic acquisitions to enhance portfolio growth 2Entering into premium pasta line in wake of increase in health-conscious consumers 3.Partnership to support e-commerce growth and foray into D2C 4.Investments to facilitate capacity expansion 	<ol style="list-style-type: none"> 1.Tight global wheat supplies and soaring raw material prices are creating challenges 2.Fierce competition in dry pasta segment

PESTLE Analysis :

The PESTLE Analysis for Barilla Group is given below:

Political	Economical
1.Impact of Russia-Ukraine war	1.Poor harvest and price spike for durum wheat threaten pasta supply 2.Highly uncertain economic scenario
Social	Technological
1.Collaboration with Spotify to serve playlists as cooking timer 2.Consumption of vegan food is on the rise	1.Gourmet customisation through pasta 3D printer 2.Utilization of integrated robotics in manufacturing plant
Legal	Environmental
1.Involvement in lawsuits impact brand reputation	1.Initiatives to reduce plastic by using recyclable materials 2.Growing need to reduce wastes

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Client Support:
support@swotandpestle.com