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ESSITY AB SWOT & PESTLE ANALYSIS

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Company Name : Essity AB

Company Sector : Hygiene and Health

Operating Geography : Sweden, Europe, Global

About the Company :

Essity AB, is a global hygiene and health corporation with its headquarters in Stockholm, Sweden. Essity used to be a component of the SCA, which was created in 1929 in Sweden. In 1975, the business acquired the Swedish company Mölnlycke, which gave it experience in hygiene. Its history may be traced back to 1849 through Mölnlycke. On June 15, 2017, Essity went public on Nasdaq Stockholm. Essity is made from the word "essentials" and "necessities". The company operates in three segments: personal care, consumer tissue, and professional hygiene. The personal care portfolio includes incontinence products, baby care, feminine care, and medical treatments. The consumer tissue offering includes toilet paper, handkerchiefs, facial tissues, wet wipes, and napkins. The professional hygiene product line includes toilet paper, paper hand towels, napkins, hand soap, and dispensers. As of early 2023, the company leverages the talent of 46,000 employees.

Essity's USP is that it is a leading global hygiene and health firm with sales in more than 150 countries and the number one or second position in at least one product category in more than 90 countries. The mission statement of the company reads, "To sustainably develop, produce, market and sell value-added hygiene and health products and services".

Revenue :

SEK 156,173 million - FY ending 31st December 2022

SEK 121,867 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Essity AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Innovative product offerings through innovations 2. Improved efficiency of company operations through Digitization 3. Local leadership through diversified Brand portfolio in emerging markets 4. No 1 globally in incontinence products market through its brand TENA 5. Strong R&D driven innovation 	<ul style="list-style-type: none"> 1. Debt-funded M&A making company's debt to Equity ratio high
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expansion in emerging markets through acquisitions 2. Expanding product offerings to strengthen market position 3. Opportunity to Increase sales through E-commerce 4. Optimizing & Streamlining operations through Manufacturing roadmap 	<ul style="list-style-type: none"> 1. Intense price competition for tissue and personal care products in Europe 2. Volatility of costs for pulp and oil derivative materials 3. Increasing competition due to emergence of local manufacturers

PESTLE Analysis :

The PESTLE Analysis for Essity AB is given below:

Political	Economical
1.Worsening Sweden-China relations can impact Essity AB's business 2.Impact of long-term Ukraine Russia conflict on business	1.Changing GDP trends & rising inflation worldwide can adversely affect Essity's business 2.Fluctuations in raw material costs affecting company sales
Social	Technological
1.Increased demand for medical solutions and incontinence products due to an aging population 2.Low Market penetration in Asia due to stigma associated with incontinence	1.Investing in the new digital platform to enhance customer experience 2.Use of Automation and Advanced analytics for efficient production and operation
Legal	Environmental
1.Exposure to unethical business practices and Human rights violation 2.Changes in legislation, taxes, and other regulatory systems	1.Addressing Global Warming through actionable efforts 2.Stringent Environmental laws can have a financial implication for the company

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