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## VIATRIS SWOT & PESTLE ANALYSIS

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**Company Name :** Viatris

**Company Sector :** Pharmaceuticals

**Operating Geography :** United States, North America, Global

**About the Company :**

Viatris is a global pharmaceutical company formed in 2020 through the merger of Mylan and Upjohn, a division of Pfizer. The company is headquartered in Pittsburgh, Pennsylvania, and has a presence in over 165 countries around the world. Viatris is focused on developing and manufacturing generic and branded pharmaceuticals, as well as over-the-counter medications, biosimilars, and complex generics. The company's portfolio includes treatments for a variety of medical conditions, including cardiovascular disease, diabetes, and respiratory illness. In addition to its pharmaceutical operations, Viatris is also committed to expanding access to healthcare and promoting sustainability. The company has partnerships with a variety of organizations to support healthcare initiatives and improve access to medications in underserved communities. Viatris has been included in the top 10% of a list of 800 global employers for 2022. As of early 2023, Viatris employed over 37,000 people.

The USP of Viatris lies in it being Viatris' one of the leading global healthcare companies. mission statement reads, "We act courageously and are uniquely positioned to be a source of stability in a world of evolving healthcare needs. Viatris empowers people worldwide to live healthier at every stage of life."

**Revenue :**

US\$ 16,218 million - FY ending 31st December 2022 (y-o-y decline 9%)

US\$ 17,886 million - FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for Viatris is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ol style="list-style-type: none"> <li>1.A global healthcare company catering to patients in more than 165 countries with 1400+ approved molecules.</li> <li>2.Strong and reliable supply chain.</li> <li>3.Viatris is the culmination of Mylan's strategic efforts and Upjohn's strong portfolio efforts.</li> <li>4.Continued and remarkable brand performance across all segments.</li> <li>5.Solid growth in Europe along with better revenue generation as compared to that from North America</li> </ol> | <ol style="list-style-type: none"> <li>1.Viatris employees involved in insider trading and securities fraud.</li> </ol>  |
| Opportunities  | Threats  |
| <ol style="list-style-type: none"> <li>1.Viatris acquisitions last year are eyeing on becoming the global leader in eye care.</li> <li>2.Viatris is aiming towards growing beyond generics only player.</li> <li>3.Broadening the drug portfolio of Viatris across various geographies organically and through business development.</li> <li>4.Viatris is the leading drugmaker towards attaining production autonomy overseas.</li> </ol>  | <ol style="list-style-type: none"> <li>1.Viatris's competitors are likely to raise drug prices in response to IRA.</li> <li>2.Legal battles for securing patents from competitors leads to delays in product launch.</li> <li>3.Competitor firm Thea Pharma gets FDA nod to launch a competitive product in the eye care segment.</li> </ol> |

## PESTLE Analysis :

The PESTLE Analysis for Viatris is given below:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Political</b></p> <p>1. Biden Administration Inflation Reduction Act (IRA) introduced to assist the government's Medicare health program.</p>  | <p style="text-align: center;"><b>Economical</b></p> <p>1. Untamed inflation is the top concern of pharmaceutical industry.<br/>2. Global cost cutting drive leading to huge layoffs</p>  |
| <p style="text-align: center;"><b>Social</b></p> <p>1. Launching of Patient Assistance Program to provide certain medicines free of cost<br/>2. Greedy pharma industries are minting profits but most Americans cannot afford buying medicines<br/>3. Driving policy solutions for equitable access to medicines</p> | <p style="text-align: center;"><b>Technological</b></p> <p>1. Rise in expenditure on R&amp;D in the US and China.<br/>2. Artificial Intelligence is continuously the most disruptive emerging technological advancement every year.</p> |
| <p style="text-align: center;"><b>Legal</b></p> <p>1. The Antitrust litigation filed to be settled by Viatris for \$264 million.</p>   | <p style="text-align: center;"><b>Environmental</b></p> <p>1. Focus on achieving emission reduction targets by Science Based Target initiative</p>  |

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