
S&P TEST

SWOT & PESTLE.com

GENERAL MILLS, INC. 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 : General Mills, Inc.

Company Sector : FMCG, Food Processing

Operating Geography : North America, United States, Global

About the Company : General Mills, Inc. founded in 1928, is an American Multinational manufacturer and marketer of branded consumer foods, sold through retail stores. It also serves the foodservice and commercial bakery industries with the supply of branded and unbranded products. The company is headquartered in Minneapolis, Minnesota, United States and has over 42,000 employees globally as of 2018. General Mills' mission statement is "To make lives healthier, easier and richer."

Revenue :US \$15.62 billion – FY ending May 2017

SWOT Analysis :

The SWOT Analysis for General Mills, Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Increasing the value of dividends per share 2.Brands have maintained consumer loyalty and trust 3.Provides safe working environment and encourage a healthy work\life balance 4.Committed to maintaining highest standards for responsible advertising and marketing 5.Contribution of resources, time and talent to communities 	<ol style="list-style-type: none"> 1.No revenue gains since 2012 reflecting stagnant growth 2.Unaware of the lawsuits filed against the company
Opportunities	Threats
<ol style="list-style-type: none"> 1.Rising demand for consumer products 2.Increasing awareness of food products 	<ol style="list-style-type: none"> 1.Intense Competition from various sectors within the industry 2.Increased bargaining power of both buyers and suppliers 3.Increased tariff rate on main components like agricultural land

PESTLE Analysis :

The PESTLE Analysis for General Mills, Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Changing political situations and uncertainty in the European markets may increase the cost of doing business</p>	<p style="text-align: center;">Economical</p> <p>1.Effect of rising prices and supply chain disruptions</p> <p>2.Tough competition in emerging markets like India and China with conditions favouring local companies</p>
<p style="text-align: center;">Social</p> <p>1.Restructuring exercise conducted by the company leading to multiple loss of jobs and affecting employment</p> <p>2.Changing consumer lifestyle, health consciousness are driving consumers towards organic food, driving growth.</p>	<p style="text-align: center;">Technological</p> <p>1.'Customer Engagement' through digital transformation</p> <p>2.Investments in technologies and analytics for agriculture will help framers strengthening the company's supply chain</p>
<p style="text-align: center;">Legal</p> <p>1.Facing litigations over misleading labelling claims which can attract penalties and affects the brand image.</p> <p>2.Age discrimination in layoffs conducted in 2016.</p>	<p style="text-align: center;">Environmental</p> <p>1.General Mills has organization wide focus on environment and sustainability</p> <p>2.Set target to sustainably source 100 percent of its ten priority ingredients by 2020.</p>

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

The complete report for **General Mills, Inc.** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**

[**Buy Now**](#)

* 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)2025 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