
S&P TEST

SWOT & PESTLE.com

KINGFISHER PLC 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 : Kingfisher plc

Company Sector : Home Improvement

Operating Geography : United Kingdom, Europe, Global

About the Company :

Kingfisher is a British multinational retail company that specializes in home improvement. It is one of the largest home improvement retailers in the world. Kingfisher was founded in 1982 and is headquartered in London, United Kingdom. It has a presence in multiple countries across Europe and operates over 1,900 stores. The company offers a wide range of products for home improvement and maintenance, including tools, building materials, home furnishings, and garden supplies. Kingfisher's retail brands cater to different customer segments and needs. B&Q is a leading DIY and home improvement retailer in the UK and Ireland, offering products ranging from building materials and tools to garden supplies and home decor. Castorama and Brico Dépôt operate in France, providing a similar range of products for DIY enthusiasts and professionals. They provide a variety of home improvement products and services, including building materials, tools, electrical and plumbing supplies, and kitchen and bathroom fittings. Screwfix is a leading trade retailer in the UK, serving the needs of trade professionals with an extensive range of products and convenient services. As of 2023, Kingfisher plc employs over 80,000 people.

The USP of Kingfisher is that with a presence in several countries, including the UK, France, Poland, Russia, and Spain, Kingfisher is one of the largest home improvement retailers in Europe.

Revenue :

13,059 million - FY ending 31st January 2023 (y-o-y growth -0.94%)

13,183 million - FY ending 31st January 2022

SWOT Analysis :

The SWOT Analysis for Kingfisher plc is given below:

Strengths	Weaknesses
<p>1.Strong presence in Europe with over 1,900 stores.</p> <p>2.3 out of 6 of its retail banners are market leaders whereas Brico Depot is the discount leader.</p> <p>3.25+ differentiated OEBs, accounting for 45% of total sales.</p> <p>4.Strong record of strategic partnerships to enhance technological capabilities & responsible business practices.</p> <p>5.Efficient supply chain management, ensuring optimal product availability & inventory control</p>	<p>1.Heavily dependent on the UK & France markets, accounting for nearly 50% & 35% of its total sales.</p> <p>2.Experienced high profit fluctuations in the past 5 years.</p>
Opportunities	Threats
<p>1.Expansion into new markets, especially in Asia & North America.</p> <p>2.Increase online sales, currently at 16.3% of total sales, by investing in digital capabilities.</p> <p>3.Expansion of existing sustainable product line viz., energy & water-saving products.</p>	<p>1.Intense competition from both traditional store-based & pure-play online retailers.</p> <p>2.Significant supply chain disruptions can lead to decreased product availability, impacting finances & reputation.</p>

PESTLE Analysis :

The PESTLE Analysis for Kingfisher plc is given below:

Political	Economical
1.Implementation of the Brexit Freedoms Bill leads to high labor costs impacting profitability.	1.COVID-19 lockdowns & the war in Ukraine impacted energy prices resulting in transition towards renewable energy sources. 2.Rising UK inflation may hinder business investments & impede overall growth prospects
Social	Technological
1.Remote working policies driving home improvement focus & spending, leading to increased sales. 2.Emergence of young DIYers during the pandemic helps in diversifying the customer base.	1.Increasing adoption of smart home technology boosts demand for connected devices & automation. 2.E-commerce trend's rapid growth in the past 2 years opens significant opportunities for online sales expansion.
Legal	Environmental
1.EU's forthcoming EUDR pressures timber operators, potentially impacting Business Forest Positive Strategy.	1.Aims 60% sales from SHP by FY 2025/26, supporting UN's goal to limit global warming to

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

The complete report for **Kingfisher plc** SWOT & PESTLE Analysis is a paid report at **15.53 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)2024 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