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## ONTEX SWOT & PESTLE ANALYSIS

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**Company Name :** Ontex

**Company Sector :** Personal Care Products

**Operating Geography :** Belgium, Europe, Global

**About the Company :**

Ontex Group NV is a global personal hygiene firm that designs, develops, manufactures, and sells disposable products for infants, women, and adults. The company was established in 1979 and is based in Aalst, Belgium. Diapers, panty liners, baby pants, wet wipes, pads, pull-ups, belt diapers, shaped pads, under pads and rectangle pads are among its goods. Ontex is a global personal hygiene company that designs and manufactures high-quality products for Baby Care, Feminine Care, and Adult Care. Ontex has grown from a local producer to a global supplier of inexpensive, high-quality personal hygiene products with a diverse line of goods that provide consumers with ease, security, and dignity. It employs 7500 people and has a presence in 20 countries as of year 2023.

The mission statement of Ontex reads "We develop our people and work to deliver sustainable value to our shareholders, partners, customers and suppliers, while making a positive impact on the communities around us." Ontex's USP is its dual model, which provides unique insight into what store customers desire and what end-users require, complementing their own deep research. All of this feeds into their innovation pipeline and processes, as well as influences their technology choices.

**Revenue :**

1,672.2 million -FY ending on December 31, 2022 (y-o-y growth 18.75%)

1,408.7 million - FY ending on December 31, 2021

## SWOT Analysis :

The SWOT Analysis for Ontex is given below:

Strengths	Weaknesses
<p>1.Smart and agile procurement helps Ontex successfully navigate through global turmoil in supply chain</p> <p>2.ONTEX has operations in multiple countries which allows it to access diverse markets and customer bases</p> <p>3.The company has a diverse product portfolio catering to different customer segments</p> <p>4.Innovation is one of the key pillars of Ontex which gives it a competitive edge</p>	<p>1.There has been an increase in the net financial debt over the past years which would put pressure on the company</p>
Opportunities	Threats
<p>1.Consumer preference for baby pants versus diapers has proven to be a growth engine for Ontex</p> <p>2.Opportunity to strengthen its position in the e-commerce sector through digital transformation</p> <p>3.Ontex can drive profitable growth by focusing on faster growing margin accretive products</p> <p>4.Ontex should adopt newer cost reduction programs to offset the cost inflation</p>	<p>1.Intense competition from branded product manufacturers and retail product manufacturers</p> <p>2.Raw material availability and price volatility may affect the profitability of the company</p> <p>3.Product design and quality issues may lead to adverse effects on the reputation of the company.</p>

## PESTLE Analysis :

The PESTLE Analysis for Ontex is given below:

Political	Economical
1.The ongoing Russia Ukraine conflict leads to shortage of raw materials and supply chain disruptions	1.Raw material and energy cost inflation across the sector 2.Adverse effects on consumer spending due to foreign exchange rate fluctuations
Social	Technological
1.Increase in the number of geriatric population in Europe and North America. 2.Rise in birth rate in the developing countries to increase demands for baby care products 3.Rise in disposable family income to drive personal care product growth	1.Increasing popularity of smart diapers in the adult diaper industry 2.Digitalization of the baby care industry with rapid rise of e-commerce
Legal	Environmental
1.Presence of stringent regulations for baby care products	1.Growth in market for biodegradable diapers due to increased demand for environment friendly products

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