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## ABRDN SWOT & PESTLE ANALYSIS

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**Company Name :** abrdn

**Company Sector :** Financial Services

**Operating Geography :** Europe, UK, Global

**About the Company :**

Abrdn plc, previously Standard Life Aberdeen plc, is a worldwide investment corporation headquartered in Edinburgh, Scotland, in the United Kingdom. It is a constituent of the FTSE 100 Index and is traded on the London Stock Exchange. Standard Life and Aberdeen Asset Management agreed to unite in an all-share merger in March 2017, subject to shareholder approval. The company stated in April 2021 that it would rebrand as Abrdn after selling the Standard Life Insurance business to Phoenix in 2018 and selling the Standard Life name to Phoenix in 2021. The firm provides a diverse range of developed and emerging market equities, fixed income, multi-asset, real estate, and alternative investment options and it has a global customer base. The company is organised on three vectors: investments, advisors, and personnel, all of which are focused on its clients' evolving demands. Abrdn announced the introduction of two BDRs based on current precious metals ETFs in North America in April 2022.

Abrdn's USP lies in its being UK's largest active asset manager, having investments in stocks, multi-asset, fixed income, liquidity, sovereign wealth funds, real estate, and private markets. The mission statement of the company reads, "Our purpose is to enable our clients to be better investors".

**Revenue :**

1.52 billion– FY ending 31st Dec 2021 (y-o-y growth 6%)

1.43 billion – FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for abrdn is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified world class company</li> <li>2.Strong financial position of Abdrn</li> <li>3.Strong presence across the globe</li> <li>4.Valuable financial investments of the company</li> </ul>	<ul style="list-style-type: none"> <li>1.High-Dependence on the United Kingdom</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Evolution of the UK pensions and savings market</li> <li>2.Entry and expansion in US and Asian markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Financial Conduct Authority report to put pressure on UK's asset management industry</li> <li>2.Competition from passive funds operating at a lower cost base</li> <li>3.Increasing risks of frauds and financial crimes</li> <li>4.Impact of adverse economic developments on the company's operations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for abrdn is given below:

Political	Economical
1.Exposure to global political developments brings uncertainty	1.Low growth environment affecting investment returns
Social	Technological
1.Increased longevity and ageing populations to drive growth in after-retirement financial solutions 2.Building a society and helping the communities	1.Technology Ecosystem of Abrdn 2.Technologies like Blockchain to change the dynamics of the asset management industry 3.Digitalization and automation to improve user experience
Legal	Environmental
1.Regulatory reforms to increase cost of doing business	1.Climate change risk on portfolio investments 2.Create sustainable impacts across its operations

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

The complete report for **abrdn** SWOT & PESTLE Analysis is a paid report at **14.21 U.S.D.**



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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.

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