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NESTLE SWOT & PESTLE ANALYSIS

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Company Name : Nestle

Company Sector : Food processing

Operating Geography : Switzerland, Europe, Global

About the Company :

Nestlé S.A. is a Swiss company and is the world's largest food and beverages company. It was founded in 1866 through the merger of two companies Farine Lactée Henri Nestlé and the Anglo-Swiss Milk Company. It is headquartered in Vevey, Vaud, Switzerland. Nestle has over 2000 brands under its umbrella like Maggi, Kit Kat, Nescafe, Vittel and Nespresso, a good mix of global icons and local favorites. This Swedish food giant featured in the "The 50 Most Innovative Companies" list by BCG. Nestlé's products include baby food, medical food, bottled water, breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Nestlé exhibits a primary listing on the SIX Swiss Exchange and is a constituent of the Swiss Market Index. It has a secondary listing on Euronext. Nestlé announced a USD 675 million investment in Glendale, Arizona, in 2022. Nestlé's investment strengthens its market position and improves its manufacturing capabilities in order to meet rising consumer demand. The factory will make high-quality creamers for Nestlé's category-leading portfolio, which includes the Coffee Mate, Coffee Mate Natural Bliss, and Starbucks brands, with the potential to expand to other beverages in the future.

The USP of Nestle is that it is the largest publicly held food company in the world. Nestle's vision statement reads "Nestlé aim is to meet the various needs of the consumer every day by marketing and selling food of a consistently high quality. The confidences that consumers have in our brands is a result of our company's many years of knowledge in marketing, research, and development, as well as continuity – consumers relate to this and feel they can trust our products". The company's mission is "providing the best foods to people throughout their day, throughout their lives, throughout the world. With our unique experience of anticipating consumers' needs and creating solutions; Nestle contributes to your well- being and enhances your quality of life."

Revenue :

CHF 87.1 billion – FY ending 31st Dec 2021 (year-on-year growth of 3.3%)

CHF 84.3 billion – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Nestle is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1. World renowned brand 2. Deep product penetration 3. Strong focus on Research and Development 4. Efficient distribution system of the company 5. High growth in its product portfolio | <ol style="list-style-type: none"> 1. Involvement in multiple controversies 2. Non-differentiated brand structure |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Growth in revenue through brand consolidation 2. Expansion of distribution system 3. High growth potential in developing nutritional solutions 4. High investment in digital ecosystems | <ol style="list-style-type: none"> 1. Threat from increasing competition 2. Rising prices of the raw materials 3. Production challenges due to Covid-19 |

PESTLE Analysis :

The PESTLE Analysis for Nestle is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Changes in regulations of countries 2.Lobbying in United States | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Rise of middle class in emerging economies 2.Impact of Brexit on EU market |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Nestle's children and infant initiatives 2.Farmer's well-being and support 3.Promoting healthy aging 4.Innovative chocolate for emerging trends | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Development of innovative products through technology solutions 2.Digital consumer engagement centre |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Infant milk formula scandal 2.Accusation of child slavery 3.Controversy over unhealthy product portfolio | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Water conservation 2.Environmental performance of packaging 3.Recycling coffee grounds for renewable energy |

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