
S&P TEST

SWOT & PESTLE.com

OCADO 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 : Ocado

Company Sector : Retail, Online Food and Grocery

Operating Geography : United Kingdom, Europe, Global

About the Company :

Ocado Group plc is a United Kingdom-based online grocery retailer, headquartered in Hatfield, Hertfordshire, England. Ocado was founded in April 2000 by Jonathan Faiman, Jason Gissing and Tim Steiner, former merchant bankers with Goldman Sachs. Ocado was launched in January 2000 as a concept and started trading as a business in partnership with Waitrose in January 2002. The corpus of this corporate, along with its subsidiaries, centres on retailing and distribution of high quality FMCG commodities within the United Kingdom. Ocado's product line boasts of own brand groceries from the Waitrose supermarket chain, a range of Carrefour's products and an array of name brand groceries and other items. The company got listed on the London Stock Exchange in July 2010 and is currently a member of the FTSE 250 Index. Ocado has about 19,000 employees as of 2021. To hasten the creation of intelligent asset handling systems for the Ocado Smart Platform, the Ocado Group has announced its intention to acquire materials handling robotics startup Myrmex Inc for an estimated 10.2 million and the acquisition is anticipated to be finished by June, 2022.

The USP of Ocado is that it is a unique and completely independent online grocer wholly focused on the home delivery of high-quality food, drink and household goods. Ocado's mission is "To change the way the world shops, for good. We are changing the way the world shops, permanently and for the better" with a vision "To be the undisputed leader and global partner of choice in providing technology and automation solutions for grocery retail and beyond".

Revenue :

£ 2,499 million – FY ending 28th November 2021

£ 2,332 million – FY ending 29th November 2020

SWOT Analysis :

The SWOT Analysis for Ocado is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong technology platform and proprietary software 2.Ocado's expansion of own brand range 3.Competitive pricing and wide range of grocery on offer 4.Partnerships with leading retail brands in UK and Europe 5.Strong alliance with Kroger leading to opening of CFCs 	<ul style="list-style-type: none"> 1.Operations dependent on revolving credit facilities and debt 2.Exposure to a single market and relatively small scale considering the overall UK grocery market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion by replicating the business model in other lucrative European markets 2.Technology investments to enhance capabilities and competitive advantage 3.Licensing of robotics enabled automated warehouse platform 4.A large and growing opportunity for OSP 5.Moving towards investment in Autonomous mobility 	<ul style="list-style-type: none"> 1.Competition from online retail giants such as AmazonFresh 2.Intense price-wars across grocery retail sector eroding margins

PESTLE Analysis :

The PESTLE Analysis for Ocado is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Brexit on food prices</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of pandemic on online grocery 2.Grocery industry experiencing input cost inflation</p>
<p style="text-align: center;">Social</p> <p>1.Increase in consumer focus on sectors such as organics and healthy eating 2.Efficient business model minimizing food waste 3.Urbanisation and increase in ageing population drive the demand for OSP</p>	<p style="text-align: center;">Technological</p> <p>1.Big data, artificial intelligence and automation helping retailers to increase efficiency 2.Strong online interface driving new alliances and customer experiences</p>
<p style="text-align: center;">Legal</p> <p>1.Strong compliance standards and audits for suppliers</p>	<p style="text-align: center;">Environmental</p> <p>1.Investments in sustainable logistics for customer delivery 2.Organization-wide commitment to sustainability</p>

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

The complete report for **Ocado** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



* 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