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COLGATE-PALMOLIVE SWOT & PESTLE ANALYSIS

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Company Name : Colgate-Palmolive

Company Sector : FMCG (Fast Moving Consumer Goods)

Operating Geography : United States, Global

About the Company : Colgate-Palmolive is a global Fast Moving Consumer Goods (FMCG) company which started in New York City with a small soap and candle business by William Colgate in 1806. Colgate manufactures and markets oral care, personal care, home care and pet nutrition products. The company is mainly known as a global manufacturer of toothpaste with a global market share of 40% under its control. Its headquarters are located in Midtown Manhattan, New York City. The company merged with Palmolive-Peet in 1928 and took on the name of Colgate-Palmolive-Peet which was later shortened to Colgate-Palmolive in 1953.

The company currently operates in over 80 countries with products being sold in around 200 countries. Approximately 75% of the company revenue is generated from sales outside the US with the majority being sourced from emerging markets of Latin America, Asia, Eurasia, Africa and Central Europe.

Colgate-Palmolive acquired PCA Skin and Elta MD in 2018 in order to step into the professional skin care segment. It made another major acquisition in 2019 by buying the French skin care company Laboratoires Filorga for a price of \$1.7 billion. This deal is an important step as it will propel the company into the premium personal care product segment.

According to Colgate, its three fundamental values – Caring, Global Teamwork and Continuous Improvement – are part of everything it does. The mission statement of the company reads, “As a Company that strives to be the best truly global consumer products company, we are committed to doing business with integrity and respect for all people and for the world around us and Continuous Improvement will continue to drive our future initiatives.” The company has a workforce of around 34,500 employees as per early 2019 records.

Revenue :

US\$15.50 billion - FY ended December 31, 2018 (y-o-y growth negligible)

US\$15.45 billion - FY ended December 31, 2017 (y-o-y growth of 1.5%)

US\$15.19 billion - FY ended December 31, 2016

SWOT Analysis :

The SWOT Analysis for Colgate-Palmolive is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global diversified presence with popular brands 2.Strong consumer engagement 3.Continuous innovation for growth 4.Strong Research and Development 	<ul style="list-style-type: none"> 1.Saturated market 2.Dependency on a single product category
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in emerging markets 2.Mergers, Acquisitions and Divestitures 	<ul style="list-style-type: none"> 1.Global and local competitors 2.Foreign currency fluctuations 3.Threat from counterfeit products

PESTLE Analysis :

The PESTLE Analysis for Colgate-Palmolive is given below:

Political	Economical
1.Political instability	1.Impact of GST 2.Potential in Emerging Markets
Social	Technological
1.Improving health and hygiene	1.Engagement using new technologies 2.Leveraging digital marketing
Legal	Environmental
1.Regulatory and Legal requirements 2.Non-compliance of the laws	1.Reducing the impact on climate and environment 2.Save Water campaigns

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Client Support:
support@swotandpestle.com