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## ESSILORLUXOTTICA GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** EssilorLuxottica Group

**Company Sector :** Fashion & Lifestyle

**Operating Geography :** Paris, Europe, Global

**About the Company :**

A vertically integrated multinational corporation, EssilorLuxottica SA is an Italian-French company based in Paris, France. The company is a result of the merger of the Italian Luxottica and French Essilor, which took place on 1 October 2018. The group is a leading designer, producer and marketer of ophthalmic lenses, optical equipment and prescription glasses and sunglasses. With the help of its 140,000 employees the company provides vision care and eyewear products to its customers. While its lens technology consists of brands such as Crizal, Essilor, Eyezen, Oakley, Ray-ban, etc., its eyewear portfolio consists of brands such as Arnette, Burberry, BVLGari, Versace, Tiffany & Co., and many more. Apart from propriety brands the company has over 20 licensed premium brands. The global leader serves in products and services in more than 150 countries across five different continents. In May, 2022, EssilorLuxottica SA announced the acquisition of 90.9 percent of Giorgio Fedon & Figli S.p.A.

EssilorLuxottica's unique selling proposition or USP lies in being a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. EssilorLuxottica's mission statement reads, "Our mission is to help people see more, be more and live life to its fullest."

**Revenue :**

19,820 million – FY ending 31st December 2021

14,429 million – FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for EssilorLuxottica Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Diverse brand portfolio</li> <li>2.Market Leader in terms of frames and lens</li> <li>3.Strong supply chain and efficient distribution network</li> <li>4.Brand image which gives it the freedom for pricing power</li> </ol>	<ol style="list-style-type: none"> <li>1.Frequent Changes in Leadership impacting the growth of the company</li> <li>2.Low investment in R&amp;D</li> <li>3.Overpricing on majority of the products</li> <li>4.Unfair controlling of prices led to penalty</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expansion in Emerging Markets</li> <li>2.Expanding brand portfolio through Merger, Acquisitions and Licensing</li> <li>3.Unfair controlling of prices led to penalty</li> <li>4.Rising demand for vision care</li> </ol>	<ol style="list-style-type: none"> <li>1.Loss of sales due to counterfeit goods</li> <li>2.Rise of E-commerce</li> <li>3.Security threat resulting in the loss of data</li> <li>4.Loss of revenue due to Covid-19 pandemic</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for EssilorLuxottica Group is given below:

Political	Economical
1.Brexit - The UK to leave the European Union	1.Slowdown in the various economy 2.Dependence on Currency Rates
Social	Technological
1.Changing Consumer Preference & consumerism 2.Increasing omnipresent channel to expand assortment of products 3. Investing in trending technology 4.Targeting millennials and Gen-Z with sustainable collections	1.Investing in Wearable technology 2.Evolving Product design to cope up with the consumer trends 3.Introducing digital displays to build instant customer connect 4.Global Digital Revolution in eyewear in India
Legal	Environmental
1.Protecting Patents and Intellectual Property 2.Changes in tax laws and regulations 3.Various charges for non-compliance issues	1.Strict environment restriction on sourcing of raw material 2.Use of biomass as a source of renewable energy 3.Generating sustainable products through sustainable partnerships

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