
S&P TEST

SWOT & PESTLE.com

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

PESTLE Analysis :

The PESTLE Analysis for EssilorLuxottica Group is given below:

<p style="text-align: center;">Political</p> <p>1. Brexit - The UK to leave the European Union</p>	<p style="text-align: center;">Economical</p> <p>1. Slowdown in the various economy 2. Dependence on Currency Rates</p>
<p style="text-align: center;">Social</p> <p>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</p>	<p style="text-align: center;">Technological</p> <p>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</p>
<p style="text-align: center;">Legal</p> <p>1. Protecting Patents and Intellectual Property 2. Changes in tax laws and regulations 3. Various charges for non-compliance issues</p>	<p style="text-align: center;">Environmental</p> <p>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</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **EssilorLuxottica Group** SWOT & PESTLE Analysis is a paid report at **12.53 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