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METLIFE INC. SWOT & PESTLE ANALYSIS

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Company Name : MetLife Inc.

Company Sector : Insurance

Operating Geography : United States, Global

About the Company :

MetLife, Inc. was founded in 1863 and is based in New York. It is the global provider of life insurance, annuities, employee benefits and asset management. Through its affiliates and subsidiaries, MetLife holds a market leader position in various parts of the world like US, Latin America, Japan, Asia, Europe and Middle East. It is also the largest institutional investor in the US. MetLife has a mix of insurance products divided into six segments: Life Insurance, Retirement, Corporate Benefits, Auto & Homeowners, International and Corporate & Other and these products are distributed through brokers, consultants and intermediaries. In the U.S the company offers a wide range of insurance and financial services products such as life, dental, disability, vision, accident & health, capital market investment, property and casualty, guaranteed interest, stable value and annuities, whereas in regions outside of U.S the company provides life, medical, dental, credit, accident & health insurance, annuities, endowment and retirement & savings products. As of early 2021, MetLife had approximately 46,500 employees across all its offices. In 2021, the company ranked 46 on the Fortune 500 list. As of March 2022, the market cap of MetLife is \$58.82 billion.

MetLife's unique selling proposition or USP lies in being one of the leading financial services companies in the world. MetLife's mission statement states: 'Our mission of financial inclusion offers more people across the globe access to the financial services they need to build better lives.'

Revenue :

US \$71.080 billion - For the FY ended 31st December 2021(y-o-y growth of 4.77%)

US \$67.842 billion - For the FY ended 31st December 2020

US\$ 69.620 billion - For the FY ended 31st December 2019

SWOT Analysis :

The SWOT Analysis for MetLife Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.It is a Fortune 500 company due to its strong financial performance. 2.Flagship player to provide Structured Installment Sales 3.Exemplary customer service 4.Strong brand name and huge presence across the globe 5.Launch of conVRse- the first of its kind VR platform 	<ul style="list-style-type: none"> 1.Metlife failed to pay benefits to some retirees 2.High cost of operations as compared to industry 3.Over dependence on the US market 4.Actual claims may differ from estimations, assumptions or models
Opportunities	Threats
<ul style="list-style-type: none"> 1.Aging population of Japan and US 2.Indian government increased the FDI limit in insurance. 3.Expansion of pet insurance offerings 	<ul style="list-style-type: none"> 1.Little differentiation in insurance product offerings leading to competition over pricing 2.Catastrophes can significantly increase the claim liability of the company.

PESTLE Analysis :

The PESTLE Analysis for MetLife Inc. is given below:

Political	Economical
1.Biden administration is likely to substantially increase federal government's oversight of the insurance industry. 2.The Indian Government increased the FDI limit in insurance segment. 3.Russia's invasion in Ukraine could result in the decline of issuer's credit rating	1.Fluctuations in exchange rate significantly impact the financial results of the company.
Social	Technological
1.Retirement of Baby Boomers 2.Growing customer need for pet insurance. 3.Incorporating diversity, equality, and inclusion (DE&I) in business model	1.Undergoing company wise digital transformation
Legal	Environmental
1.Highly regulated insurance and brokerage industry 2.Involved in various lawsuits.	1.Managing environmental footprint through carbon neutrality 2.Heavy investments in green building and renewable energy

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