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ESTEE LAUDER SWOT & PESTLE ANALYSIS

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Company Name : Estee Lauder

Company Sector : Cosmetics and Lifestyle

Operating Geography : United States, North America, Global

About the Company : Estee Lauder was founded in 1946 by the Lauders in Manhattan City, headquartered in General Motors Building, New York City, with only four products initially, which all dabbled in the domain of skincare. Gradually by the 1960's they moved into fragrances and expanded their portfolio which they have maintained ever since. This esteemed company, originating in America is a world-famous name when it comes to the domain of cosmetics. It deals with hair care, skin care, make-up products, and fragrances. The company has an edge over most brands in the ownership of a highly diverse portfolio that is sold through numerous distribution channels throughout the world in the form of retail outlets and E-commerce channels. As of 2023, it has a presence in 150+ countries and trades on NYSE as EL. The brand established a high recall factor among the masses through its brand influencers, faces, or iconic spokespersons like Elizabeth Hurley and Willow Bay. Alongside the business aspect, the social quotient of the brand is also very strong given its involvement in Breast Cancer Awareness campaigns since 1992. In 2024, the company announced its partnership with Messika. In June 2024, Estée Lauder completes the acquisition of DECIEM Beauty Group. In 2024, the company announced singer, songwriter and actress, IU, as their first Korean Global Brand Ambassador.

Estee Lauder's USP or unique selling point is 'they are the only major company focused solely on prestige beauty, with an unparalleled portfolio of more than 25 differentiated, aspirational brands suited to consumers in every region.' Its mission statement states 'Bringing the best to everyone we touch and being the best in everything we do.'

Revenue :US\$15.61 billion – FY ending 30th June 2024 {y-o-y growth (-2%)}

US\$15.91 billion – FY ending 30th June 2023

SWOT Analysis :

The SWOT Analysis for Estee Lauder is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio spread across 25 brands 2.Growth reflected through financial parameters 3.Global presence and strong distribution channels 4.Product quality & superior marketing techniques 	<ul style="list-style-type: none"> 1.Product portfolio is specialized 2.Ownership of the brand within the family 3.Misleading company reports, omitting significant information
Opportunities	Threats
<ul style="list-style-type: none"> 1.Emergence and growth of new markets 2.Favorable demographics in terms of growing demand for beauty and cosmetics 3.Personalization and customization trends 4.Sustainable skincare and makeup market 	<ul style="list-style-type: none"> 1.Rising cost challenges due to inflation and supply chain disruptions 2.Intense competition with local brands 3.Changing customer preferences in the fast-paced beauty industry

PESTLE Analysis :

The PESTLE Analysis for Estee Lauder is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Changing regulatory environment globally 2.Labor and employment laws 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Supply chain disruptions could increase costs 2.Economic downturns in existing and emerging markets 3.Challenge faced by independent brands gaining a foothold online
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Preference towards natural and organic products 2.Skincare routines and makeup trends to drive sales growth 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Automated retail outlets and E-commerce rise 2.Use of data and AI in business models 3.Cybersecurity risks and breach of customer personal data
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.False financial reporting and lawsuits 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Eco-friendly packaging and organic formulations 2.Social impact and sustainability matters

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Client Support:
support@swotandpestle.com