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DANONE SWOT & PESTLE ANALYSIS

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Company Name : Danone

Company Sector : FMCG, Food Processing

Operating Geography : France, Europe, Global

About the Company :

Danone is a French food and beverage company founded in 1919 by Isaac Carasso. Headquartered in Paris, it is a global frontrunner in Essential Dairy and Plant-Based Products, Waters, Early Life Nutrition and Advanced Medical Nutrition. The group has its operations in more than 120 markets and has more than 98,000 employees as of early 2023. The company is listed on Euronext Paris where it is a component of the CAC 40 stock market index. It ranks #82 in Forbes' World's most valuable company brands and #135 in the Top Multinational Performers. Danone Indonesia was crowned overall champion at the IDEAS 2022 event, which was organised by Humas Indonesia, a subsidiary of the PR Indonesia Group.

The USP of Danone lies in it being the number one brand in fresh dairy products, and in plant-based foods and beverages. Danone's vision statement is 'Danone, One Planet. One Health'. Danone's mission is to 'Bringing health through food to as many people as possible'.

Revenue :

24.3 billion - FY ended 31st December 2021 (y-o-y growth 3.4%)

23.6 billion - FY ended 31st December 2020

SWOT Analysis :

The SWOT Analysis for Danone is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong presence in specialized nutrition segment 2.Diversified and recession resilient product portfolio 3.Solid International footing 4.Efficient and robust distribution network 5.Brand recognition with popular brands 	<ul style="list-style-type: none"> 1.Lacklustre performance in dairy segment 2.Overdependence on limited suppliers 3.Taken to the court over plastic use
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion opportunities in emerging economies 2.Acquisition and partnerships for viable and profitable expansions 3.New product development for product differentiation 4.Significant investments to reformulate plant-based beverages 	<ul style="list-style-type: none"> 1.Highly competitive food and beverage industry 2.Liquidity risks may increase financing costs 3.Dip in volume due to supply chain issues

PESTLE Analysis :

The PESTLE Analysis for Danone is given below:

Political	Economical
1.Lobbying for favourable policy framework 2.Suspension of business in Russia due to the war	1.Negative impact of economic slowdown in operating regions on sales 2.Impact of currency fluctuations 3.Food shortage in the US impacting families
Social	Technological
1.Lifestyle changes to skew demand towards healthy foods 2.Increase in ageing population will increase demand for nutrition	1.Leveraging digital technology for tailored nutrition 2.Modernization of global supply chain with data-driven decision-making capabilities
Legal	Environmental
1.Threat of legal proceedings due to anti-competitive practices 2.Excessive legal compliance in all segments	1.Ambitious plans to reduce methane emissions 2.Initiatives to achieve energy efficiency 3.Reduction in food wastage is essential

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