
S&P TEST

SWOT & PESTLE.com

DANONE 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 : 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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Lobbying for favourable policy framework 2.Suspension of business in Russia due to the war 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Negative impact of economic slowdown in operating regions on sales 2.Impact of currency fluctuations 3.Food shortage in the US impacting families
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Lifestyle changes to skew demand towards healthy foods 2.Increase in ageing population will increase demand for nutrition 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Leveraging digital technology for tailored nutrition 2.Modernization of global supply chain with data-driven decision-making capabilities
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Threat of legal proceedings due to anti-competitive practices 2.Excessive legal compliance in all segments 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Ambitious plans to reduce methane emissions 2.Initiatives to achieve energy efficiency 3.Reduction in food wastage is essential

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Danone** 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