
S&P TEST

SWOT & PESTLE.com

CONTINENTAL 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 : Continental

Company Sector : Tires, Automotive Components and Technologies

Operating Geography : Germany, Europe, Global

About the Company :

Continental AG is a German automotive manufacturer founded in 1871, specializing in brake systems, interior electronics, automotive safety, powertrain and chassis components, tachographs, tires and other parts for the automotive and transportation industries. It is headquartered in Hanover, Lower Saxony. Continental offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transport. Continental is the fourth largest supplier of automotive spare parts globally and second largest in the Europe. They manufacture and provide services over a wide range of automotive parts. The company differentiates itself by giving prior importance to the safety and comfort of the consumers. Continental was ranked No. 3 by Potentialpark in the Potentialpark Ranking Global, for best digital talent communication. In September 2022, Vulk & Montage, a conveyor and maintenance company based in Karlstad, Sweden, has been acquired by Continental. This acquisition expands Continental's portfolio and places the technology firm in the heart of Sweden's industrial zone.

Continental's USP is the smart technology solutions for mobility and data mining for different markets that add value to the brand. Continental's vision is 'Your Mobility, Your Freedom. Our Signature'. They are targeting zero accidents, intelligent and affordable mobility.

Revenue :

33,765.2 million - FY ended December 31st 2021 (y-o-y growth of 6%)

31864.4 million - FY ended December 31st, 2020

SWOT Analysis :

The SWOT Analysis for Continental is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong presence in Europe with market leadership in some categories 2.Highly developed R&D unit 3.On path to be the market leader in fastest growing automotive technologies 4.Specialized divisions for product differentiation 5.Balanced sales distribution for cost effectiveness 	<ul style="list-style-type: none"> 1.Slow growth in Europe resulting in weak demand for tires
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to become global market leader 2.Growing opportunity in hybrid and electric vehicle wheel segment 3.Increasing trend towards automated and autonomous driving 4.Tapping technology creators' market in two wheelers 	<ul style="list-style-type: none"> 1.Highly dependent on rubber manufacturing unit in terms of revenue generation 2.Financial risks in association to pension commitments

PESTLE Analysis :

The PESTLE Analysis for Continental is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Trade protectionist policies of Trump administration continue even today 2.Government support for eco-friendly products 3.Tire manufacturers working to cut gas exposure amid supply uncertainty due to Russia-Ukraine war 4.Closure of operations in Russia as a result of the war 	<ul style="list-style-type: none"> 1.Impact of macroeconomic conditions prevailing in operating regions
Social	Technological
<ul style="list-style-type: none"> 1.Increasing popularity of e-commerce in tyre segment 2.Change in tire buying habits 3.Adverse effect of the Covid-19 on the group's operations 	<ul style="list-style-type: none"> 1.Digitisation of business processes 2.New business opportunities due to emerging automotive trends 3.Emerging cyber-security solutions for connected vehicle electronics 4.Promoting advanced security and safety for tires 5.Conquering challenges in motor sport
Legal	Environmental
<ul style="list-style-type: none"> 1.Improving intellectual property laws and consumer protection laws 2.Burdensome laws and regulations 	<ul style="list-style-type: none"> 1.Reduction in CO2 emissions 2.Sustainable practices for the future

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

The complete report for **Continental** SWOT & PESTLE Analysis is a paid report at **15.53 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)2024 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