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HENKEL SWOT & PESTLE ANALYSIS

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Company Name : Henkel

Company Sector : FMCG and Industrial Goods

Operating Geography : Germany, Europe, Global

About the Company :

Henkel is a Germany based Chemical and Consumer Care Company founded in 1876. The company specializes in manufacturing adhesives for consumers, craftsmen and building, industrial adhesives, beauty care and laundry and home care. The company operates in three business units--- Adhesive technologies, Beauty care, Laundry and home care. The adhesive technology segment is the most profitable segment. The company has highly diversified operations across Western Europe, Eastern Europe, Africa/Middle East, North America, Latin America and Asia-Pacific. The Company's Adhesives segment markets a range of brand name products for private users, craftsmen and the construction industry for Consumers, Craftsmen and Building operating segment. Packaging and consumer goods adhesives, transport and metal, general industry, and electronics are covered in the Industrial Adhesives segment. The Beauty Care segment includes active branded consumer goods operating segment involving hair care, hair colorants, hair styling, body care, skin care and oral care. The laundry and home care segment have its presence in laundry and home care branded consumer goods. Henkel employed over 52,450 people globally as of early 2022.

Henkel's vision as per their annual report is to "Lead with its innovations, brands and technologies." Henkel's mission as per their website is "Serving our customers and consumers worldwide as the most trusted partner with leading positions in all relevant markets and categories – as a passionate team united by shared values."

Revenue :

20,006 million - FY ended December 31st 2021 (y-o-y growth of 4.2%)

19,250 million - FY ended December 31st 2020

SWOT Analysis :

The SWOT Analysis for Henkel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistent financial performance and clear growth strategy 2.Strong global presence with significant revenue from each region 3.Strong brand portfolio across the world 4.Focus on innovation and creativity 5.Strong focus on Research & Development 	<ul style="list-style-type: none"> 1.Slow progress to online channels 2.Improper product and price positioning 3.Improper geographical positioning of Henkel beauty
Opportunities	Threats
<ul style="list-style-type: none"> 1.Positive growth for beauty care industry 2.Scope to enter new markets 3.Evolving area of private labels 4.Merging of two units as part of strategic growth 5.Strategic acquisitions to strengthen business portfolios 	<ul style="list-style-type: none"> 1.Exchange rate and currency fluctuations 2.Rigorous laws and regulations 3.Intense market competition in the industry

PESTLE Analysis :

The PESTLE Analysis for Henkel is given below:

Political	Economical
1.Varying trade regulations and policies	1.Impact of exchange rate and interest rate fluctuations 2.Volatility in prices of raw materials due to surging inflationary pressures
Social	Technological
1.Providing customized product options 2.Availing product information and product safety	1.Accelerating digitization in global supply chain 2.Adopting new sustainable technologies
Legal	Environmental
1.Litigation and regulatory actions 2.Rights related to patents, licenses, permits 3.Increasing focus on environment has led to stringent environmental regulations	1.Growing concern for the impact of products on the environment 2.Reducing CO2 emissions as part of ESG initiatives 3.Initiatives to reduce water wastage

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