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## NOVO NORDISK SWOT & PESTLE ANALYSIS

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**Company Name :** Novo Nordisk

**Company Sector :** Pharmaceutical and Healthcare

**Operating Geography :** Denmark, Europe, Global

**About the Company :** Novo Nordisk is a Danish pharmaceutical multinational company headquartered in Bagsværd, Denmark. It was created in 1989 by the merger of two competitor companies Nordisk Insulinlaboratorium and Novo Terapeutisk Laboratorium; founded in 1923 and 1925 respectively. Novo Nordisk is a global leader in diabetes care, haemophilia and growth hormone and its products are marketed in more than 190 countries. It employs approximately 42,700 people in 79 countries as of 2018.

**Revenue :**

DKK 111,696 million – FY ended 31st December 2017 (y-o-y growth of -0.007%)

DKK 111,780 million – FY ended 31st December 2016

**SWOT Analysis :**

The SWOT Analysis for Novo Nordisk is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global leader in diabetes care</li> <li>2.Evolving product portfolio</li> <li>3.Focus on innovation through R&amp;D</li> <li>4.Capital expenditure to drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Sales decline in biopharmaceutical segment</li> <li>2.Legal actions against the company</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing prevalence of diabetes</li> <li>2.Entry into the unexplored therapy areas</li> </ul>	<ul style="list-style-type: none"> <li>1.Launch of generics eating into market share</li> <li>2.Price regulations, pressures and reimbursement restrictions by payers</li> <li>3.Losing out on acquisitions opportunities to competitors</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Novo Nordisk is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Price control by Government</li> <li>2.Promotion of cheaper drugs by Government</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in the currency market</li> <li>2.Not susceptible to changes due to changes in business cycle</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Growing population leading to surge in inherited and lifestyle diseases</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Technology focused R&amp;D driving company growth</li> <li>2.Digital technologies providing new opportunities for patients and business</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regulations in pricing and clinical data</li> <li>2.Lawsuits against the company</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Addressing climate change</li> <li>2.Steps for water conservation</li> <li>3.Waste management initiatives</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Novo Nordisk** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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