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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:

Political	Economical
1.Price control by Government 2.Promotion of cheaper drugs by Government	1.Fluctuations in the currency market 2.Not susceptible to changes due to changes in business cycle
Social	Technological
1.Growing population leading to surge in inherited and lifestyle diseases	1.Technology focused R&D driving company growth 2.Digital technologies providing new opportunities for patients and business
Legal	Environmental
1.Regulations in pricing and clinical data 2.Lawsuits against the company	1.Addressing climate change 2.Steps for water conservation 3.Waste management initiatives

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