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DABUR SWOT & PESTLE ANALYSIS

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Company Name : Dabur

Company Sector : FMCG, Food and Personal Care

Operating Geography : India, Asia, Global

About the Company :

Dabur is one of the largest manufacturer food and personal care products in India. It specializes in Ayurvedic medicine and related products. The company was established in 1884 in Calcutta, India by Dr. S. K. Burman. It is headquartered in New Delhi, India. With revenues of over Rs. 10,800 crore and a market capitalization of over Rs. 100,000 crore, Dabur India Limited is the fourth-largest FMCG company in India. Dabur is now the most reputable brand in India and the largest Ayurvedic and Natural Health Care Company in the world, with a portfolio of over 250 Herbal/Ayurvedic products, due to its legacy of quality and experience spanning over 138 years. Dabur currently operates in important consumer product categories like foods, health care, home care, skin care, and oral care. Dabur's products are currently sold in more than 120 countries around the world and have a significant presence in international markets. In the Middle East, SAARC nations, Africa, the US, Europe, and Russia, its brands enjoy enormous popularity. The Institute of Company Secretaries of India presented Dabur with "The ICSI National Award for Excellence in Corporate Governance" in the Best Governed Companies category (ICSI). Dabur becomes first Indian 'Plastic Waste Neutral' FMCG Company in 2022.

The USP of Dabur lies in it being the largest ayurvedic and natural health care company in the world. Dabur's mission statement reads, "Ghar Ghar Ayurveda - Contemporise Ayurveda and make it relevant for the new generation" with a vision "Dedicated to the Health & Well-Being of every Household".

Revenue :

INR 9,562 crores - FY ending March 31st, 2021 (y-o-y growth of 10%)

INR 8,704 crores - FY ending March 31st, 2020

SWOT Analysis :

The SWOT Analysis for Dabur is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading and power brands 2. Strong and efficient R&D facilities 3. Healthy financials with strong growth in segments 4. Continue investments on manufacturing 5. Successful and socially-driven campaigns 6. High quality patent portfolio 	<ul style="list-style-type: none"> 1. High availability of counterfeit products
Opportunities	Threats
<ul style="list-style-type: none"> 1. Change in consumer preference towards e-commerce due to Covid-19 2. Growth in demand for healthcare products 3. Growth in urbanization and percentage of affluent households 	<ul style="list-style-type: none"> 1. Recent ad campaigns sparked controversy 2. Potential threat of cyber-attacks 3. Highly competitive industry

PESTLE Analysis :

The PESTLE Analysis for Dabur is given below:

Political	Economical
1.Strong government at the center in India ensures political stability	1.Supply chain disruptions during the pandemic 2.Impact of inflation on commodity prices 3.Susceptible to exchange rate fluctuations
Social	Technological
1.Launch of various products to fight Covid-19 2.Increase in disposable income and discretionary spending by the Indian middle-class segment	1.Integration of analytics in R&D
Legal	Environmental
1.Legal battles for trademark infringements	1.Circular Economy and Plastic Waste Management 2.Sustainable sourcing for its products

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