
S&P TEST

SWOT & PESTLE.com

ORKLA 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 : Orkla

Company Sector : Retail, Branded consumer goods

Operating Geography : Norway, Europe

About the Company : Orkla ASA is a leading Norwegian supplier of branded consumer goods headquartered in Oslo, Norway. It operates in the grocery, retail, out-of-home, bakery and pharmacy sectors. Orkla's Branded Consumer Goods business is divided into 4 major business areas, the Orkla Foods, Orkla Confectionery & Snacks, Orkla Food Ingredients and Orkla Care. Orkla also has operations under Orkla Investments, wherein its portfolio is based in Paints and Coatings, Hydro Power and Financial assets. Established over 350 years ago, Orkla started out solely as a mining company in Norway. Over the years, it has undergone a transformation from an industrial conglomerate to a branded consumer goods supplier. Orkla employs 18,178 employees, as on 31st December 2017. As of 2019, Orkla employs approximately 30,000 people and is spread across 40 countries. It is listed on the Oslo Stock Exchange as Orkla ASA and is among the largest companies on the Oslo Stock Exchange

Orkla's vision statement reads "Your friend in everyday life" and it underlines the importance of strong business relations built on trust. Orkla's USP or unique selling proposition lies in being one of the leading branded consumer goods company operating in the Nordic region, Eastern Europe, Asia and the US.

Revenue :

\$39 561 million – FY ending 31st Dec 2017 (y-o-y growth 4.8%)

\$37 758 million – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Orkla is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader in the Nordics and Baltics 2. Country specific localization of products 3. Strong Integration of Consumer Goods brands 	<ul style="list-style-type: none"> 1. Business sector concentration risk 2. Weak performance of Orkla Health Poland 3. Dilutive effects of Acquisitions
Opportunities	Threats
<ul style="list-style-type: none"> 1. Health-Conscious Consumer Trends 2. Climbing global per capita food consumption 3. Strengthening the out-of-home market 4. Creating new business opportunity through Blue Ocean Strategy. 	<ul style="list-style-type: none"> 1. Impact of Brexit 2. Currency \ufb02uctuations 3. Competition from international brands & private labels

PESTLE Analysis :

The PESTLE Analysis for Orkla is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Changes in taxation policies 2.Norwegian government's agreement to reduce food wastage 3.Pressures due to Brexit 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Exchange rate fluctuations 2.Rising cost of factors of production
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.High awareness of lifestyle related diseases 2.Changing food patterns and trends 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Plant based meat technology 2.Scalable innovations at Orkla
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.On-going lawsuit at Denofa do Brasi 2.Tax ownership of Aktieselskapet Saundefaldene power plant 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Eco friendly packaging 2.Creating sustainable products

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

The complete report for **Orkla** SWOT & PESTLE Analysis is a paid report at **12.53 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)2023 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