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THE HERSHEY COMPANY SWOT & PESTLE ANALYSIS

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Company Name : The Hershey Company

Company Sector : Confectionery

Operating Geography : USA, North America, Global

About the Company : The Hershey Company or the Hershey's was founded by Milton Hershey in 1894 in USA. Today it is one of the leading confectionery companies in the world, employing 21000 people globally. Some iconic brands of the company are Hershey's Kisses and Reese's Peanut Butter Cup that were some of the most widely consumed candy brands in the USA in 2017. Some of its other products are chewing gums, ice creams and milk drinks. HB Reese Candy Company, a division of Hershey, is licensed to produce Kit Kat only in USA whereas in the rest of the world it is produced by Nestle.

Revenue :

\$7,791.1 million – FY ended Dec 2018 (YoY growth of 3.7%)

\$7,515.4 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for The Hershey Company is given below:

| Strengths | Weaknesses |
|---|---|
| <ol style="list-style-type: none"> 1.Broad portfolio of iconic brands 2.Undisputed confection leader with a strong brand image in the United States 3.Successful cost reduction activities 4.Strong focus on digital innovation 5.Consistent financial performance | <ol style="list-style-type: none"> 1.Low growth in international markets 2.Ineffective management team |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Increasing awareness about health benefits of chocolates 2.Rising chocolate consumption in developing countries 3.Leveraging artificial intelligence and advanced analytics 4.Rising demand for sugar free confectioneries 5.Impulse consumption an opportunity for confectionery segment | <ol style="list-style-type: none"> 1.High competition in confectionery and snacking segment 2.Cyber security threats 3.Fluctuations in raw material prices |

PESTLE Analysis :

The PESTLE Analysis for The Hershey Company is given below:

| Political | Economical |
|---|--|
| 1.Political lobbying by confectionery companies in USA 2.Candy industry advocacy in USA | 1.Raw material price changes 2.Middle-class consumers in emerging markets to drive growth in candy and chocolate |
| Social | Technological |
| 1.Consumers becoming more health conscious 2.Popularity of confectionery as gifts | 1.Transparency through technology 2.Artificial intelligence, machine learning and virtual reality 3.3D printing in confectionery business 4.Building relationships with shoppers through data acquisition |
| Legal | Environmental |
| 1.Sugar taxes being introduced in many countries 2.Compliance with child labour laws 3.Sugar price controls under U.S. farm legislation | 1.Climate change could hurt cocoa production 2.Sustainability initiatives to reduce global warming |

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