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BOEHRINGER INGELHEIM SWOT & PESTLE ANALYSIS

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Company Name : Boehringer Ingelheim

Company Sector : Pharmaceuticals

Operating Geography : Germany, Europe, Global

About the Company : Boehringer Ingelheim is a family-owned German company established by Albert Boehringer in 1885 and operates in the fields of human pharmaceuticals, animal health and biopharmaceuticals. It has over 50,000 employees as of January 2019 and is one of the top 20 pharmaceutical companies in the world. The primary focus areas of the company are cardiovascular disease, respiratory diseases, diseases of the central nervous system, metabolic diseases, virological diseases and oncology. The company integrates research, pre-clinical and early clinical development, translational medicine and external partnering functions in order to quickly deliver breakthrough medicines to patients.

Revenue :

EUR 21,192 million – FY 2017 (YoY growth 15.4%)

EUR 18,364 million – FY 2016

SWOT Analysis :

The SWOT Analysis for Boehringer Ingelheim is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High focus on innovation 2.Strong performance of Animal Health Business unit 3.Digital transformation and innovation initiatives 4.Employee development programs 	<ul style="list-style-type: none"> 1.Overall weak financial performance
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leveraging Artificial intelligence 2.Booming veterinary services market 3.Internet of Medical Things (IoMT) 	<ul style="list-style-type: none"> 1.Threat from financial risks 2.Patents, legal disputes and liabilities 3.High competition in the pharmaceutical industry

PESTLE Analysis :

The PESTLE Analysis for Boehringer Ingelheim is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Lobbying efforts to delay pricing controls 2.Tax reforms in USA 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Economic growth in various markets worldwide 2.Exchange rate volatility
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Pet ownership trends worldwide 2.Aging population and the rising popularity of generic drugs 3.Increasing globalization leading to spread of infectious animal diseases 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Increasing use of artificial intelligence in pharma 2.Internet of Medical Things (IoMT) 3.Virtual reality in healthcare 4.Digital Therapeutics \u2013 a fast growing area
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Patents, legal disputes and liabilities 2.Maintaining regulatory compliance and cyber security 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Environmental hazards of pharmaceutical products

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