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## CONAGRA BRANDS SWOT & PESTLE ANALYSIS

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**Company Name :** Conagra Brands

**Company Sector :** Processed & Packaged Goods

**Operating Geography :** USA, North America, Global

**About the Company :**

Conagra Brands, Inc. (Conagra), formerly known as Conagra Foods, Inc., is a branded consumer packaged goods food company. It manufactures and distributes branded, private branded and value-added consumer food, as well as foodservice items and ingredients. Conagra's product portfolio includes shelf-stable food products, temperature-controlled food products, meals, entrees, sauces, and a variety of custom-manufactured culinary products. This American packaged food company is headquartered in Chicago, Illinois. Major brands of the company include Marie Callender's, Reddiwip, Hunt's, Healthy Choice, Slim Jim, Orville Redenbacher's and Alexia. The company operates manufacturing facilities in the US, Canada, Italy, Mexico, India and the Philippines. Its sales offices are in Canada, China, Columbia, Mexico, and Panama. Conagra is headquartered in Chicago, Illinois. As of 2023, Conagra Brands employs more than 18000 people and operates in 50 locations. The company's manufacturing facilities are in the US, Canada, Italy, Mexico, India and the Philippines and its sales offices are in the US, Canada, China, Columbia, Mexico, and Panama.

Conagra Brands USP or unique selling proposition lies in marrying a rich heritage of producing great food with a sharpened focus and entrepreneurial spirit. The company's vision reads "Conagra Brands has the most energized, highest-impact culture in food. We persistently challenge and disrupt marketplace/business conventions and we are respected for our great brands, great food, great margins and consistent results."

**Revenue :**

US\$ 11,535.9 million – FY ending May 2022

US\$ 11,184.7 million – FY ending May 2021

## SWOT Analysis :

The SWOT Analysis for Conagra Brands is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Operates under strong brand portfolio</li> <li>2. Industry leading innovation capabilities</li> <li>3. Wide network of manufacturing and distribution facilities</li> <li>4. Established in attractive domains with focus in frozen &amp; snacks</li> </ol>	<ol style="list-style-type: none"> <li>1. Overdependence on few major customers</li> <li>2. Has a substantial amount of existing debt</li> <li>3. Frequent product recalls eroding brand trust</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Growing food processing industry</li> <li>2. Growing popularity of natural organic foods and plant-based products</li> <li>3. Conagra debuts snack products with new licensing partners</li> <li>4. Supply chain renovation and digitization for cost savings</li> <li>5. Upgrading key brands through improved ingredients</li> </ol>	<ol style="list-style-type: none"> <li>1. Faces intense competition in the food industry</li> <li>2. Subject to compliance for stringent regulations</li> <li>3. Foreign currency exchange fluctuation risk</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Conagra Brands is given below:

Political	Economical
1.Impact of Russia-Ukraine war on the food industry	1.Fluctuations in exchange rates 2.Rising costs of production due to macroeconomic factors 3.Impact of inflation on food prices
Social	Technological
1.Rapidly changing consumer preferences 2.Frozen food market expected to see a boom due to stay-in-home order	1.Increasing need for implementation of analytics 2.Smart solutions bringing in technological disruptions
Legal	Environmental
1.Involvement in lawsuits dent brand image 2.Protecting intellectual property rights is critical to business	1.

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