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DEAN FOODS SWOT & PESTLE ANALYSIS

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Company Name : Dean Foods

Company Sector : Food & Beverage

Operating Geography : United States, North America

About the Company : Dean Foods is a leading American food and beverage company which processes and distributes fresh fluid milk alongside other dairy and dairy case products in the United States. The company was founded by Samuel E. Dean Sr. in 1925. Dean Foods is the largest processor and direct distributor of these dairy products in the US, owning more than 50 iconic regional and national brands and private labels in America. The company is involved in manufacturing, selling, marketing and distributing a wide range of dairy products like fluid milk, ice cream, creamers, ice cream mix, besides the items like teas, bottled water and juices. It is headquartered in Dallas, Texas in the United States. The portfolio of Dean Foods is constituted by the nation's first and biggest brand of fresh milk (DairyPure) and the leading flavored milk brand in America (TruMoo). Apart from this, it also includes various renowned national, local and regional licensed brands like Berkeley Farms, Alta Dena, Garelick Farms, Country Fresh, Mayfield, McArthur, Tuscan, Oak Farms, and many more. Due to its joint venture with OrganicValley, Dean Foods partakes in distributing fresh organic products to the local retailers. It also offers juices, teas and bottled water. As of 2019, it employs over 15,000 people globally.

Dean Foods USP or unique selling proposition lies in being America's largest dairy company, offering a wide range of natural and nutritious products which make for a healthy diet and which can be served in various eating places, including houses on a daily basis. Dean Foods vision statement as per the annual report reads "At Dean Foods, we aim to be the most admired and trusted provider of wholesome, great-tasting dairy products at every occasion."

Revenue :

US\$ 7,755 million - FY ended Dec 2018 (year-on-year growth of -0.4%)

US\$ 7,795 million - FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Dean Foods is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading food and beverage company 2. Large and diverse product portfolio with power brands 3. Presence in the healthy sector 4. Extension distribution and transportation network 	<ul style="list-style-type: none"> 1. Loss of key retail accounts
Opportunities	Threats
<ul style="list-style-type: none"> 1. Diversification and differentiation in product portfolio 2. Growing potential of the online channel 3. Reduction in cost and supply chain optimization 	<ul style="list-style-type: none"> 1. Decline in demand of milk 2. Threat from increasing competition in milk segment 3. Promotion of private labels by retailers 4. Stiff competition in non-dairy sector 5. Growing strengths of local distributors

PESTLE Analysis :

The PESTLE Analysis for Dean Foods is given below:

Political	Economical
1.Dean Foods - a probable casualty of U.S.-China Trade War	1.Dean Foods - a probable casualty of U.S.-China Trade War
Social	Technological
1.Change in consumer tastes leading to decrease in milk demand in US 2.Increase in consumers with health-conscious preferences and plant-based products 3.Making packaging greener and eco-friendly	1.Advanced technologies to enhance better decision-making in production 2.Advanced refrigeration technology in production
Legal	Environmental
1.Extensive regulations in milk and food processing industry 2.Involvement in lawsuits and insider trading allegations maligning the company	1.Sustainability with greenhouse gas reduction 2.Implementation of renewable energy initiatives

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Client Support:
support@swotandpestle.com