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MONSTER BEVERAGE SWOT & PESTLE ANALYSIS

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Company Name : Monster Beverage

Company Sector : Food and Beverage

Operating Geography : United States, North America

About the Company : Monster Beverage Corporation is a holding company that manufactures energy drinks. Its headquarters are located in Corona, California, USA. The company conducts business only through its consolidated subsidiaries. It has three operating and reportable segments - Monster Energy Drinks, Strategic Brands and the others segments. The Strategic Brands segment consists of the various energy drinks acquired from The Coca Cola Company. They primarily earn revenue from the Monster energy Drinks segment by selling ready-to- drink packaged energy drinks to bottlers and full service beverage distributors or to retailer, club stores, foodservice customers and the military. A total of 153 countries and territories receive one or more of the company's energy drinks.

Its major competitors are TNA Energy, Total mec and Red Bull. While the US remains the most significant market for Monster Beverage Corp, the company is seeing the benefits of investing in other markets as interest and demand for energy drinks grows in certain regions. While competition is fierce in many developed markets, Monster may see much of its growth coming from development in emerging markets. The company ranked #11 on Forbes' 2018 World's Most Innovative Companies list. It is currently also the second largest energy drink manufacturer.

The tagline of the company reads, "Unleash the Beast". The USP of the company lies in its expansive portfolio of energy drinks that is unmatched by any other. As of 2020, the company employs around 3142 employees.

Revenue :

US\$ 3,807,183 – FY ending 31st Dec, 2018

US\$ 3,369,045 – FY ending 31st Dec, 2017

SWOT Analysis :

The SWOT Analysis for Monster Beverage is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Continuous expansion of existing portfolio 2.Wide geographic presence 3.Production closer to market 4.Distribution agreements with TCCC 5.Strong sponsorships supporting the brand 6.Consistently strong financials 	<ol style="list-style-type: none"> 1.Short term production arrangements 2.Personal injury and false advertisement lawsuits 3.Heavy dependence on Monster Energy Drinks for revenue
Opportunities	Threats
<ol style="list-style-type: none"> 1.Long term co-packing facilities around the world 2.Innovative Product launches 	<ol style="list-style-type: none"> 1.Highly competitive ready-to-drink market 2.High dependence on raw material 3.Seasonality impacts consumer demand 4.Government Regulations related to obesity, impact on children and public health

PESTLE Analysis :

The PESTLE Analysis for Monster Beverage is given below:

Political	Economical
1.Government regulations related to ingredients and labelling	1.Highly Competitive Beverage Industry 2.Risk of currency fluctuations
Social	Technological
1.Changing consumer preferences to healthier alternatives 2.Age Restrictions 3.Restraints on caffeinated content	1.Rapid growth of e-commerce retailers 2.Marketing reach expansion through social media
Legal	Environmental
1.Affiliation with TCCC 2.Consumer Class-action suits adversely impact brand image and brand trust	1.Water Conservation efforts to reach sustainability goals 2.Energy efficiency 3.Environmental laws related to Container Deposition

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