

---

# S&P TEST

SWOT & PESTLE.com

---

## AJINOMOTO SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Ajinomoto

**Company Sector :** FMCG, Food Industry

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Ajinomoto Co. Inc. is a Japanese food and biotechnology corporation which manufactures and distributes seasonings, cooking oils, frozen foods, beverages, sweeteners, amino acids and pharmaceuticals. The company's headquarters are located in Chuo, Tokyo. The company's star ingredient was discovered by Kikunae Ikeda at the University of Tokyo in 1908, with the help of his two brothers - who were involved in the extraction of Iodine from seaweed to produce the renowned substance commercially. They commenced the marketing of "AJI-NO-MOTO," which translated to 'essence of taste'. The company invests a higher percentage of its sales on research compared to its peers, reflecting its fascination for fine chemical and pharma products. Ajinomoto Co. announced their partnership with the Tokyo 2020 Organizing Committee of the Olympic and Paralympics to include coffee beans and Instant coffee powder to the list of products. Ajinomoto is entitled to market as an Official Partner. Ajinomoto has won several remarkable awards including Global Environment Awards and Accelerate Japan 2019 Awards.

Ajinomoto Co. Inc's Unique Selling Proposition or USP lies in being the world's first and largest producer of monosodium glutamate (MSG) and is one of Japan's largest food- processing companies. Ajinomoto's mission statement reads, "Eat Well, Live Well."

**Revenue :**

1127 billion Yen – FY ending 31st March 2019

1114 billion Yen - FY ending 31st March 2018

**SWOT Analysis :**

The SWOT Analysis for Ajinomoto is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading edge bioscience and fine chemical technologies</li> <li>2. Reorganized research and development structure to respond to changing market</li> <li>3. Brand recognition and highest market share of Japan Food Products.</li> <li>4. Aggressive campaigning to promote use</li> </ul>	<ul style="list-style-type: none"> <li>1. Implementing digital transformation to reformulate growth strategy.</li> <li>2. Moving into asset light management.</li> <li>3. Introducing menu specific seasonings in emerging countries.</li> <li>4. Increasing sales of Ajinomoto Build up Film with arrival of IoT.</li> <li>5. Expanding pharmaceutical custom manufacturing business.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growing negative rumors regarding Umami and MSG</li> <li>2. Presence of numerous competitors with low entry barriers</li> </ul>	<ul style="list-style-type: none"> <li>1.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ajinomoto is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Diversifying manufacturing operations amidst US-China trade tensions</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Impact of fluctuations in foreign currency exchange rates or interest rate volatility</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Growing concerns about the side effects of using Ajinomoto 2.Increasing usage of amino acids for various purposes</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Embracing digitalization transformation using technology 2.Use automation technology to improve production system</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Group shared policy on global tax 2.Regulatory bodies like FSSAI, USFDA mandate the declaration and limit on use of MSG</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Practicing sustainable materials sourcing 2.Focused to create positive impact on environment</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Ajinomoto** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)