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LINDT & SPRÜNGLI SWOT & PESTLE ANALYSIS

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Company Name : Lindt & Sprüngli

Company Sector : Confectionery

Operating Geography : Switzerland, Europe, Global

About the Company :

The Lindt & Sprüngli group is considered as the market leader in premium quality chocolate market. Chocoladefabriken Lindt & Sprüngli AG, more popular as Lindt, is a Swiss confectionery company and was founded in 1845. It was started by a father and son who manufactured solid chocolate in their small confectionery Sprungli & Son. It is well known for its specialty in chocolate truffles and chocolate bars among other sweets. During these 175 years of operation it has spread across 120 countries worldwide and is known as one of the most innovative and creative companies in the premium chocolate making market. It has its headquarters in Kilchberg, Switzerland and it employs 14,621 people as of 2020. Lindt now has 12 production sites in Europe and USA. Its chocolate products are then distributed by 26 subsidiary companies and branch offices in more than 490 own stores. It has a very comprehensive network of more than 100 independent distributors across worldwide.

Lindt's unique selling proposition or USP lies in its incomparable, unique taste and fine melting texture. This is attributed to its art of expertise, long lasting experience and dedication for uncompromised quality. The global and local range of finest quality chocolates present worldwide makes it the popular brand that it is today. Lindt was ranked 346 on Forbes List for World's Best Employers 2019 and 206 as Top Regarded Companies 2019.

Revenue :

CHF 4509 million – FY ending 31st December 2019 (Y-o-Y growth of +4.5%)

CHF 4313 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Lindt & Sprüngli is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading provider for premium chocolate in Travel Retail Segment 2. Strong global retail performance over years 3. Strong market share in Europe 4. Faster growth than the overall chocolate market 5. #1 premium chocolate brand in North American markets 6. Strong financial performance year on year 	<ul style="list-style-type: none"> 1. Voluntary recall of one product lot
Opportunities	Threats
<ul style="list-style-type: none"> 1. Investments in store experiences to drive growth from millennials 2. Increasing demand for dark chocolate 3. Huge potential in Asian and African markets 4. Increasing impulse product portfolio 	<ul style="list-style-type: none"> 1. Increase in price of raw materials such as cocoa 2. Intense competition in the chocolate market

PESTLE Analysis :

The PESTLE Analysis for Lindt & Sprüngli is given below:

Political	Economical
1.Impact of Brexit on confectionery	1.Impact of fluctuations in foreign currency exchange rates 2.Impact of Covid-19 pandemic on economy and industry
Social	Technological
1.Increasing health awareness among consumers to reduce sugar intake 2.Increasing consumers' shift towards organic chocolates and candies 3. Surging trend of personalized gifting	1.Use of technology to empower farmers, monitor production and predict demand 2.Leveraging technology for personalized e-commerce experience
Legal	Environmental
1.Regulation challenges in emerging markets such as India 2.Lawsuits related to trademark and patents	1.Implementation of sustainable cocoa bean resourcing and Fair-Trade Certification 2.Commitment to sustainable manufacturing and packaging

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