
S&P TEST

SWOT & PESTLE.com

LINDT & SPRÜNGLI 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.

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:

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

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

The complete report for **Lindt & Sprüngli** SWOT & PESTLE Analysis is a paid report at **170 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 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