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NUTRIEN SWOT & PESTLE ANALYSIS

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Company Name : Nutrien

Company Sector : Chemical and Fertilizers

Operating Geography : Canada, North America, Global

About the Company :

Nutrien specifically operates as a Canadian fertilizer company, providing an insight into the production of crops through its varied services. The company manufactures and distributes potash, nitrogen and phosphate commodities to its diverse agricultural and industrial customers. Nutrien is the back bone of the agricultural industry as it provides its services internationally and it is one of the major producers of fertilizers. Nutrien is headquartered at Saskatoon, Canada with its 1,500 retail stores spread across various countries. The company employs approximately 22300 people globally. As a result of the merger between PotashCorp and Agrium, Nutrien was created in 2018. Nutrien is making endless strides towards helping in the pandemic; it is committed to allocating US\$1 million to facilitate local food solutions towards venerable groups and communities. Moreover, according to their 2020 ESG report, they have intricately demonstrated their commitment towards supporting growers across the globe in procuring quality food sustainably. Nutrien has even secured the 2019 North American Regional Environmental Respect Award for its numerous endeavors. Nutrien is responding to the unprecedented market uncertainty due to supply disruptions from Eastern Europe as a result of the war crisis, by safely expanding potash production to 15 million tonnes in 2022, an increase of nearly one million tonnes compared to previous expectations, in order to help provide our customers with the crop inputs they need.

Nutrien's unique selling proposition or USP lies in being the world's largest fertilizer producer by capacity and the largest agricultural retailer in the United States, providing for its customers through its innumerable stores and online platforms. Its mission statement reads, "Grow our world from the ground up: By 2050, we will need to grow food for almost 10 billion people. From the bottom of the mine to the top of the silo, our employees around the world are committed to feeding the future safely and with integrity each day."

Revenue :

US\$ 27,712 million – FY ending 31st December 2021 (y-o-y increase of 33%)

US\$ 20,908 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Nutrien is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Best-positioned Company in the Agricultural Sector 2. Strong global footprint as the leading integrated Ag solutions provider 3. Highly efficient innovative products such as ESN and Smart Nutrition MAP 4. Greater resilience to the external environment factors in terms of earnings 5. Investments in innovation & technology driving growth 6. Leading the wave of sustainable agriculture 	<ul style="list-style-type: none"> 1. Shutting production facilities due to weak demand
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expansion into the US, Brazilian and Australian agricultural market through acquisitions 2. Investments in the digital platforms' progress of agricultural retail markets 3. Strengthening of retail business through further acquisitions 	<ul style="list-style-type: none"> 1. Impact on business due to political issues like shutting down of potash mine due to CN rail strike 2. Global slowdown of potash markets 3. Higher susceptibility to climate change, trade disputes in terms of demand

PESTLE Analysis :

The PESTLE Analysis for Nutrien is given below:

Political	Economical
1.Strong impact of US-China trade deal on the external trade activities 2.Impact of CN rail strike on Ag business	1.Fluctuations in demand due to price movements, weather conditions in the US and Canada 2.Low commodity prices putting significant pressure on growers
Social	Technological
1.Estimated global population of 10 billion by 2050 to increase demand for food 2.Consumption shift to plant-based diets	1.Building an open digital ecosystem by digital collaboration in agronomy 2.Implementation of cloud-based irrigation scheduling solutions like FieldNET Advisor
Legal	Environmental
1.Intellectual property rights in the operating geographies for the proprietary products 2.Policy developments impacting fertilizer industry outlook	1.Extreme weather events becoming more frequent, severe and difficult to predict 2.Investments in sustainable strategies including alliances, technologies and products 3.Approaches to achieve Greenhouse (GHG) reductions

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