

---

# S&P TEST

SWOT & PESTLE.com

---

## WHIRLPOOL CORPORATION 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 :** Whirlpool Corporation

**Company Sector :** Consumer Electronics

**Operating Geography :** United States, North America, Global

**About the Company :**

Whirlpool Corporation is an American multinational manufacturer and marketer of home appliances, headquartered in Benton Charter Township, Michigan, United States. It was founded in November 11, 1911 by Louis Upton and Emory Upton. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, JennAir, Indesit and other major brand names in nearly every country throughout the world. As of 2020, it has 77000 employees around the world with 59 manufacturing and technology research centres. The company has adapted the latest consumer insights and technology to design and build innovative products that influence trends. Whirlpool launched a new initiative, #TheWhirlpoolWay to celebrate colleagues across the globe going above and beyond each other, consumers and their communities during the Coronavirus outbreak. It has won the award for Employee and Workplace Excellence in 2019. Whirlpool Corporation Brands won six prestigious If Awards for Design Excellence in 2020.

Whirlpool Corporation's mission statement reads, "Earn trust and create demand for our brands in a digital world." Whirlpool's vision statement reads, "Be the best kitchen and laundry company, in constant pursuit of improving life at home." Whirlpool's USP or unique selling proposition lies in it being the world's leading major home appliance company with differentiated brand portfolio and selling more than 67 million products every year.

**Revenue :**

USD 20,419 million – FY ended 31st December 2019 (y-o-y increase of (-) 2.8%)

USD 21,037 million – FY ended 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Whirlpool Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading appliance manufacturer with strong global footprint</li> <li>2. Strong portfolio of well-known brands</li> <li>3. Robust track record of innovative products</li> <li>4. Leadership position in cost and connected appliances</li> <li>5. Embedment of World Class Manufacturing (WCM) in operations</li> </ul>	<ul style="list-style-type: none"> <li>1. Product recalls and lawsuit settlements leading to heavy expenses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Leveraging growth potential across geographies to drive margin expansion</li> <li>2. Maximizing customer value proposition by strong brands and digital marketing capabilities</li> <li>3. Discretionary and replacement demand to support growth</li> <li>4. Lower mortgage rates and an improving housing market to boost demand</li> </ul>	<ul style="list-style-type: none"> <li>1. Intense competition in the major home appliance industry</li> <li>2. Increase in raw material costs due to tariffs imposed in the US</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Whirlpool Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Political events such as Brexit and US-China trade war affecting business</li> <li>2. Active participation and engagement in the public policy</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Impact of the steel and aluminum tariff imposition in the US</li> <li>2. Slowing US economy dampening the effects of a strong dollar</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Projected favorable growth in demand buckets</li> <li>2. Shifting preferences towards the usage of connected appliances</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Usage of advanced data analytics and AI for better supply chain productivity</li> <li>2. Leveraging big data analytics for a digital customer journey</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Class action lawsuits and product recalls leading to heavy settlement</li> <li>2. Legal allegations against the company over the Grenfell Tower fire</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Developing energy and water-efficient products</li> <li>2. Initiatives for delivering goals of emission reduction in plants and products</li> <li>3. Increase resource efficiency through zero waste to landfill targets</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Whirlpool Corporation** 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)2024 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)