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## WÄRTSILÄ OYJ SWOT & PESTLE ANALYSIS

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**Company Name :** Wärtsilä Oyj

**Company Sector :** Manufacturing

**Operating Geography :** Finland, Europe, Global

**About the Company :**

Wärtsilä Oyj Abp is a Finnish company which manufactures and services power sources and other equipment in the marine and energy markets. It was founded on 12th April, 1834 and is headquartered in Helsinki, Finland. The company consists of two businesses: Marine Business and Energy Business. Services Business was incorporated into Marine and Energy Businesses as of June, 2019. Its Energy Business main customer segments are flexible baseload, grid stability and peaking, industrial self-generation, oil and gas industry. The Marine main customer segments are container vessels, tankers, bulk carriers, LNG Carriers, RoRo and other cargo vessels. Wärtsilä's services cover both the Marine and Energy Business in their entirety. The main market driver for services is lifecycle efficiency. As of early 2023, the company has operations in over 200 locations in more than 68 countries around the world, employing 17,000 people. Wärtsilä Guidance Marine won the 2020 Dynamic Positioning Award for their SceneScan system.

Wärtsilä Corporation's mission statement reads, "We shape the marine and energy markets with advanced technologies and focus on lifestyle performance, to enhance our customer's business and benefit environment." Wärtsilä Corporation's vision statement reads, "We will be our customer's most valued business partner." Wärtsilä Corporation's USP or unique selling proposition lies in its high efficiency and low emission levels, being a global leader in smart technologies and complete lifecycle solutions for marine and energy markets.

**Revenue :**

EUR 4,778 million – FY ended 31st December 2021 (y-o-y increase of 3.8%)

EUR 4,604 million – FY ended 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Wärtsilä Oyj is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global leader in the marine and energy markets with robust international presence</li> <li>2.Leading position in digital transformation by deploying smart technologies</li> <li>3.Strong R&amp;D portfolio of new technologies based on innovations and collaboration</li> <li>4.Strong emphasis and commitment towards sustainable and responsible business conduct</li> <li>5.Global manufacturing footprint optimised for competence, availability, customer presence, and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependence on few key customers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for sustainable energy innovations</li> <li>2.Decarbonisation is creating new business opportunities in marine and energy</li> <li>3.Partnerships/ JVs to promote cutting-edge technologies for sustainability</li> <li>4.Signing of major orders to facilitate growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Uncertainties in the business sectors due to the geopolitical tensions and deferred investments</li> <li>2.Extensive field of competitors in the marine segment</li> <li>3.Rising commodity prices due to supply chain disruptions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Wärtsilä Oyj is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Involvement in political lobbying 2.Impact of Russia-Ukraine war</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Uncertainties about the fuel prices and availability</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Demographics and consumer preferences impact maritime and energy industries</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Overhauling of web platforms for providing personalized services 2.Leveraging AI and advanced diagnostics for remote and real time monitoring</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Legal actions taken over non-compliance actions in the environmental areas 2.The Inflation Reduction Act will turbocharge energy storage</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Promoting carbon-neutral economy through decarbonisation initiatives 2.Initiatives for moving towards a 100% renewable energy future</p>

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

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