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BARRY CALLEBAUT SWOT & PESTLE ANALYSIS

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Company Name : Barry Callebaut

Company Sector : Food Industry

Operating Geography : Europe, Middle East, Africa, Americas, Asia Pacific

About the Company : Headquartered in Zurich, Switzerland, Barry Callebaut is a 175-year-old manufacturer of high-quality cocoa and chocolate products. The company has its presence in more than 40 countries employing over 12,000 people and sells to 140 countries worldwide as of August 2020. The company was the result of a merger between Belgian chocolate maker Callebaut and French chocolate maker Cacao Barry in 1996. Since 1998, the organization has been listed on SIX Swiss Exchange. In June 2013, Barry Callebaut acquired the cocoa business from Petra Foods making it one of the largest producers of both cocoa and chocolate products.

The group's business is divided into three categories namely – Food Manufacturers Products, Gourmet and Specialties Products and Cocoa Products. The company takes innovation very seriously and considers it a part of their corporate strategy. Around 40% of the sales' revenue is from innovation and product renovation which are a result of 32 R&D centres around the world.

Revenue :

CHF 6,893 million - FY ended Aug 31st 2020

CHF 7,309 million - FY ended Aug 31st 2019

SWOT Analysis :

The SWOT Analysis for Barry Callebaut is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Truly global presence in terms of manufacturing and sales providing a competitive advantage 2. Mastering all stages in the chocolate value chain 3. Strong R&D and Innovation as a part of the core strategy 4. Operation of 23 Chocolate Academies globally to train individuals 5. Actively practicing sustainability in aspects related to sourcing of cocoa 	<ul style="list-style-type: none"> 1. Low sales volume in Asia Region
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growth in the cocoa-chocolate market 2. Foray into end-consumer products along with business to business portfolio 3. Growth opportunities by acquiring competitors 4. Opportunity in sugar-reduced and non-milk products 5. Ruby chocolate to drive growth for Barry Callebaut 	<ul style="list-style-type: none"> 1. Rapidly growing competition in the industry 2. Lack of motivation among cacao farmers to continue farming 3. A negative perception of chocolate as unhealthy

PESTLE Analysis :

The PESTLE Analysis for Barry Callebaut is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of political and economic uncertainty</p>	<p style="text-align: center;">Economical</p> <p>1.Cocoa consumption in emerging and developed economies 2.Rise of global cocoa prices</p>
<p style="text-align: center;">Social</p> <p>1.Social drivers of cocoa and chocolate consumption 2.Increasing demand for reduced sugar chocolates</p>	<p style="text-align: center;">Technological</p> <p>1.Technological disruptions in manufacturing of cocoa and chocolate products 2.3D printing technology to offer the consumer with personalized experiences</p>
<p style="text-align: center;">Legal</p> <p>1.Impact of new EU Cadmium regulation on Cocoa Supply Chain 2.Child Labour regulations on cocoa farming 3.Several regulations around the export and import of cocoa products</p>	<p style="text-align: center;">Environmental</p> <p>1.Deteriorating environment conditions due to cocoa and chocolate production 2.Focusing on initiatives for sustainable supply of cocoa 3.UTZ certificated products advancing sustainability</p>

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