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GIVAUDAN SWOT & PESTLE ANALYSIS

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Company Name : Givaudan

Company Sector : Flavours and Fragrance

Operating Geography : Switzerland, Europe, Global

About the Company : Givaudan is a Swiss manufacturer of Flavours, fragrances, and active cosmetic ingredients, having its headquarters in Vernier, Switzerland. The company has more than 250 years of history, starting from 1768, but was officially launched as a perfumery company in 1895 by Leon and Xavier Givaudan. It is the world's largest company (25% market share) in the flavors and fragrances, with around 16,600 employees spread across 166 locations worldwide (including Europe, Africa and the Middle East, North America, Latin America, and Asia Pacific) as of early 2023. Givaudan focuses on creating products that contribute to happier and healthier lives, are nature sensitive, employee friendly, and connect the communities positively.

Givaudan has divided its operations in two divisions – Flavours and Fragrances. In Flavours divisions, they develop tastes with various categories including Dairy, Sweet Goods, Beverages, and Savory. Fragrance division works on multiple smells with products in developing Fragrance Ingredients & Active Beauty, Fine Fragrances, and Consumer Products.

With its tagline “Enjoy the essence of Life”, Givaudan aims to remind every individual about their memorable Flavours and Fragrances. With more than 10% of turnover invested in research, company focuses on innovating and exploring new ingredients to add to their huge portfolio. The company is moving towards growing along with customers, delivering each value with excellence, and partnering with stakeholders for shared success.

Revenue :

CHF 7.11 billion – FY ended 31st Dec 2022

CHF 6.68 billion – FY ended 31st Dec 2021

SWOT Analysis :

The SWOT Analysis for Givaudan is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader in flavors and fragrances with highest share 2. Presence in over 181 countries globally 3. High number of product offerings across multiple divisions 4. Focus on sustainability at the core 5. Strong innovation culture driving growth 	<ul style="list-style-type: none"> 1. Season based procurement & availability of raw materials
Opportunities	Threats
<ul style="list-style-type: none"> 1. Use of technology to innovate new flavors & fragrances 2. Focus on unconventional raw materials 3. Expanding business in more emerging markets 4. Major acquisitions across divisions 5. Demand from consumers for natural, organic, and clean products 	<ul style="list-style-type: none"> 1. Demand fall due to Covid-19 2. Easier to get counterfeit and duplicate goods 3. Brand switching is high due to change in shopping behavior 4. Variation in government compliances & regulations

PESTLE Analysis :

The PESTLE Analysis for Givaudan is given below:

Political	Economical
1.High Tax Rates involved in the industry 2.Impact of Russia Ukraine war on Natural Fragrance Market sector	1.Fluctuations in currency across global markets 2.Rise in unemployment due to Covid-19
Social	Technological
1.Consumer Behaviour change in the industry 2.Knowledge gap with consumers & distributors 3.Focus on Naturals, Health, and well-being solutions	1.Innovations in Flavours & Fragrances Industry 2.Cyber security risks rising with improved technology 3.Leveraging Artificial Intelligence and Digital technologies
Legal	Environmental
1.Laws related to Intellectual property Rights (IPR) 2.Laws related to competitors in the industry 3.Non-harmonized regulations in food and ingredients across global markets 4.Stringent regulations in fragrances may impact raw material usage	1.Strong focus on sustainability and responsible innovation 2.Impact of Toxic gas release, and Waste Disposal Management 3.Commitment to responsible raw material sourcing

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