
S&P TEST

SWOT & PESTLE.com

PEPSICO 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. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : PepsiCo

Company Sector : FCMG, Non-alcoholic beverages

Operating Geography : North America, United States, Global

About the Company :

PepsiCo, Inc. is an American multinational food, snack, and beverage corporation headquartered in Purchase, New York. The merger of two reigning companies, Pepsi-Cola Company and Frito-Lay, Inc. gave birth to PepsiCo in 1965. PepsiCo is the largest food and beverage business by net revenue in North America, while it is the second largest in the world. It is involved in manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products, boasting around 22 iconic top billion-dollar brands like Pepsi, Lays, Mountain Dew, Tropicana, Brisk, Starbucks, Fritos, Aquafina, Quaker and more. The PepsiCo Company comprises of six divisions viz., PepsiCo Beverages North America, Frito-Lay North America, Quaker Foods North America, Latin America, Europe Sub-Saharan Africa and Asia, the Middle East and North Africa. Each of these divisions have unique backgrounds, own approach towards business and USPs. PepsiCo is a global brand with presence in more than 200 countries and territories and employs approximately 291,000 people worldwide as of 2022. The company ranked #44 in Fortune 500 list as of early 2023.

PepsiCo's USP or Unique Selling Proposition prevails in being the second-largest food and beverage business in the world and largest in North America. It is also one of the most popular global brands amongst the youth. PepsiCo's mission statement reads "Create more smiles with every sip and every bite". PepsiCo's new vision is, "Be the global leader in convenient foods and beverages by winning with purpose". The company aims at achieving this Vision by becoming 'Faster, Stronger and Better in everything they do'.

Revenue :

\$86.39 billion – FY ending December 26, 2022

\$79.47 billion – FY ending December 26, 2021

SWOT Analysis :

The SWOT Analysis for PepsiCo is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Consistently strong financials and dividend payout 2.Large, diversified and unique product portfolio 3.Innovative marketing campaigns both on physical and digital media 4.World Class Partnerships to increase its sales and presence across various markets 5.Numerous initiatives for Environmental Sustainability 	<ol style="list-style-type: none"> 1.Largely Dependent on US Markets 2."Unhealthy" perception of consumers 3.Involved in various lawsuits which led to penalty
Opportunities	Threats
<ol style="list-style-type: none"> 1.Venezuela Impairment charges could result in new opportunities 2.Pursue inorganic growth with focus on healthier offerings 3.Winning the MSG contract 4.Ramping up digital capabilities and e-commerce 	<ol style="list-style-type: none"> 1.Intense competition in beverages segment 2.No-Deal Brexit could create uncertainties 3.Frequent product recalls could result in loss 4.Change in consumer preference due to Covid-19 pandemic 5.Snacks, sodas could get pricier after scant consumer pushback

PESTLE Analysis :

The PESTLE Analysis for PepsiCo is given below:

Political 1. Political contributions made in compliance with laws and regulations 2. Changes in political scenario in operating markets 3. Tagged as hypocrite for donating to Ukraine while failing to exit Russia	Economical 1. Impact of economic crisis 2. Imposition of sugar taxes
Social 1. Cultural shift from carbonated drinks to healthy beverages 2. Increasing popularity of flavoured sparkling waters 3. Focus on nutritious and healthy food	Technological 1. Leveraging big data for optimization of supply chain
Legal 1. Laws and Government regulations on food and beverages 2. Additional labelling or warning requirements or limitations on the marketing or sale of carbonated beverages or fast foods deemed unhealthy 3. Costs and compliance with international regulations and attracting penalties for any breaches	Environmental 1. Addressing sustainability and climate change 2. Adoption of environmental friendly practices through 'Sustainable Farming Program'

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

The complete report for **PepsiCo** SWOT & PESTLE Analysis is a paid report at **12.53 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 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