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DENTSPLY SIRONA SWOT & PESTLE ANALYSIS

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Company Name : Dentsply Sirona

Company Sector : Healthcare, Dental goods

Operating Geography : United States, North America, Global

About the Company : Dentsply Sirona is an American dental equipment manufacturer and dental consumables producer that specializes in anesthetics, plaque and gum disease prevention (prophylaxis) and tooth polishers. It is headquartered in Charlotte, North Carolina, U. S. The company designs and produces laboratory and speciality products relating to dental supplies and also construct artificial teeth. In 1899, DENTSPLY International was formed as Dentists' Supply Company in New York City and the company Sirona Dental Systems was established in 1877 in Erlangen, Germany. Later, in 2016 the two companies merged to form Dentsply Sirona, operating in more than 40 countries worldwide and a sales presence in more than 120 countries.

Dentsply Sirona designs, produces and markets a complete line of dental and oral health products, including general dental supplies and devices, CAD/CAM restoration systems (CEREC and inLab), a full suite of dental restorative products, digital intra-oral, panoramic and 3D imaging systems, handpieces, hygiene systems, dental treatment centres and dental speciality products in orthodontics, endodontics and implants. In March 2021, the company announced its extended partnership with North American Dental Group for cutting edge technology and clinical solutions and also the company's latest product Primescan, the intraoral scanner which provides a variety of disinfection and sterilization procedures with three different sleeve options is launched and now available for use.

Dentsply Sirona's Unique Selling Proposition or USP lies in it being the world's largest manufacturer of professional dental solutions. Dentsply Sirona's mission statement reads, "Empowering dental professionals to provide better, safer, faster dental care."

Revenue :

\$ 4,029.2 million – FY ending 31st December, 2019

\$ 3,986.3 million – FY ending 31st December, 2018

SWOT Analysis :

The SWOT Analysis for Dentsply Sirona is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Largest global provider of dental products, software and services 2. Leading the market for innovative dental solutions 3. Strong financial profile and capital structure 4. Accelerating growth profile long term 5. Strong franchise with leading brands and technologies 6. Acquisitions to further strengthen market position and target a larger patient group 	<ol style="list-style-type: none"> 1. Dependence on third party distributors for majority of their products distribution
Opportunities	Threats
<ol style="list-style-type: none"> 1. Creation of impactful innovations every year 2. The dental market is an attractive one which offers high future growth opportunity. 3. Digital Dentistry (scanners, aligners, millers) showing good growth opportunity 4. Aging population with greater discretionary income will require more dental care in the future 5. Greater demand for aesthetic Dentistry may lead to expansion of this market in near future 	<ol style="list-style-type: none"> 1. Impact of Covid 19 towards procurement of raw materials globally 2. The effect of pricing pressure from low cost competitors

PESTLE Analysis :

The PESTLE Analysis for Dentsply Sirona is given below:

Political	Economical
1. Brexit may limit UK's ability to certify medical devices for sale in the EU	1. Impact of fluctuations in foreign exchange rates and currency 2. Increasing per capita incomes and discretionary incomes in developing nations may increase the demand for health services including dental services
Social	Technological
1. In developed nations the aging population may create an increased demand for dental services in future. 2. Natural teeth are being retained for a longer period of time hence increasing the requirements for dental visits in the future	1. Introduction of newer technologies like digit Power dispenser and Aquasil ultra material 2. 'Shop' 'learn' and 'discover' an easy and customer friendly approach offered on it's e-platforms 3. Influencing the future of Implant dentistry through innovations like Acuris
Legal	Environmental
1. Fraud allegations leading to lawsuits	1. Focus on sustainability through energy efficiency and emissions reduction

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