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LACTALIS SWOT & PESTLE ANALYSIS

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Company Name : Lactalis

Company Sector : Dairy Products

Operating Geography : France, Europe, Global

About the Company : Lactalis is a French multinational dairy products corporation headquartered in Laval, Mayenne, France. In 1933, André Besnier established a small cheese making company and launched its Président brand of Camembert in 1968. Milk powders, casein, caseinates, dairy & butter oils, dietary and health products, skimmed milk blends, and different varieties of cheese are among the products that the company manufactures and markets. Lactalis Ingredients (Lactalis) is a processor and supplier of dairy ingredients. These ingredients are utilized in chocolate bars & confectioneries, dairy products, medical and baby care products, frozen cakes, baked goods, croissant-type pastries, cookies, cheeses, ready-to-eat dinners, grilled meats and animal care products. Eurovo, Voreal, Prolacta, and Calciante are some of the company's labels. It operates as a division of the Lactalis Group. Lactalis mainly manufactures yoghurt, butter, cheese, powdered milk, infant formula, and milk beverages. On March 22, 2021, Lactalis Group announced that it has started negotiating with Bell Group about selling Royal Bell Leerdammer NL, Bell Italia, Bell Deutschland, the Leerdammer brand and all related rights, as well as Bell Shostka Ukraine, to the French dairy giant. In 2020, Lactalis Group won the "2020 World Championship Cheese Contest" for its Galbani PSLM Mozzarella.

Lactalis's Unique Selling Proposition or USP lies in it being the largest dairy products group in the world and is the second-largest food products group in France. The company's mission statement reads, "Since 1933 the vocation of the Lactalis Group has been to transform milk in all its forms and to offer the best dairy products to the broadest range of consumers. This mission translates into a strong commitment to the Dairy industry".

Revenue :

18.5 billion - FY ending 31st Dec, 2019

SWOT Analysis :

The SWOT Analysis for Lactalis is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Differentiated geographic presence and policy of acquisitions enables it to maintain stability and faster penetration of new markets 2.Good quality milk used that is produced in its dairy products increases demand and consumer loyalty 3.It has a very efficient distribution system with its widespread presence in over 90 countries. 	<ul style="list-style-type: none"> 1.Reduction in demand due to change in customer preferences 2.Embroided in major products recalls 3.Tarnished with allegations of polluting the environment
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increasing target market for expansion 2.Increased awareness among consumers about quality resulting in larger target markets 3.Immunity boosting milk to meet COVID-19 induced demand 	<ul style="list-style-type: none"> 1.High competition within the industry 2.Aggressive acquisitions may lead to inefficient integration of businesses thereby leading to losses 3.Functioning in a perishable goods industry

PESTLE Analysis :

The PESTLE Analysis for Lactalis is given below:

Political	Economical
1. Government policy and laws on agricultural goods 2. Import regulations and government international ties	1. Purchasing Power Parity of the economy impacting the dairy industry
Social	Technological
1. Seismic shifts towards embracing vegan diets 2. Demand for Halal certified food in Muslim dominated areas 3. Battle against obesity, influencing dairy product offerings	1. Advancing technology has helped cut down costs for dairy producers 2. Leveraging blockchain in dairy for quality control
Legal	Environmental
1. Food products in different countries are highly regulated by governments 2. Compliance with all regulations pertaining to advertisement and product branding	1. Reliance on health of livestock and its supply 2. Environment in which a dairy company opts

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Client Support:
support@swotandpestle.com