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BEYOND MEAT SWOT & PESTLE ANALYSIS

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Company Name : Beyond Meat

Company Sector : Food Processing

Operating Geography : United States, North America

About the Company : Beyond Meat is a Los Angeles-based producer of plant-based meat substitutes headquartered in El-Segundo, California. The company was established by Ethan Brown in 2009. The company have 27,000 several points of distribution for their products in the United States and is rolling out their products to fifty international markets, partnering with Tesco in the UK and Tim Hortons and A&W in Canada. Beyond Meat has products designed to emulate beef, meatballs, ground meat, and pork sausage links and patties. In November 2020, Beyond Meat announced its alliance with McDonald's for expansion of the McPlant option, a plant-based patty and chicken substitute and it started testing the McPlant in Denmark and Sweden in February 2021. In February 2021, the company announced its collaboration with PepsiCo to develop snacks and beverages made from plant-based protein and also started a partnership with McDonald's and Yum Brand with an objective to bring new choices to the food menu, such as the McPlant Burger and the plant-protein based pizza toppings, chicken alternatives and possibly taco fillings for Yum Brands' restaurants KFC, Taco Bell and Pizza Hut. Beyond Meat's Unique Selling Proposition or USP lies in bringing innovation to the food palette and enjoying a huge customer base and brand recognition. The company's mission statement reads, "We believe there is a better way to feed our future and that the positive choices we all make, no matter how small, can have a great impact on our health and the health of our planet".

Revenue :

\$406.7 million – FY ended 31st December 2020

\$297.8 million – FY ended 31st December 2019

SWOT Analysis :

The SWOT Analysis for Beyond Meat is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Nutritious products without any genetically modified ingredients in contrast to additives in the meat industry 2.Good replication of meat in all aspects, including nutrition, flavor and appearance 3.Corporate partnerships with large restaurant and fast-food chains 	<ul style="list-style-type: none"> 1.Lack of variety in the products offered, with notable absence of lamb or seafood options 2.Earnings of beyond meat missing expectations for consecutive quarters, lowering the stock price 3.Lack of presence in the global arena with the particular absence in china
Opportunities	Threats
<ul style="list-style-type: none"> 1.Global meat alternative market is expected to see a meteoric rise to \$ 27.8 Billion by 2025 2.Vegan meat or meat alternatives are much cheaper to produce than animal meats, giving scope for increased profitability 3.Rise in adoption of veganism in developed countries, with a 600% increase in vegan population in three years 	<ul style="list-style-type: none"> 1.Growing concerns over animal welfare & environment impact of meat production 2.Social constraints in the form of stereotypes that only meat makes people strong 3.Very competitive alternative foods markets, with even traditional meat companies entering the fray 4.Covid-19 crisis is affecting the employment rates, which is severely affecting consumption rates of vegan meats

PESTLE Analysis :

The PESTLE Analysis for Beyond Meat is given below:

<p style="text-align: center;">Political</p> <p>1. Animal farming and meat sector is under political pressure to cut back on expansion</p> <p>2. State and federal governments enforcing more stringent greenhouse gas emission rules</p>	<p style="text-align: center;">Economical</p> <p>1. Vegan meat industry is set to grow from 1% of total meat industry in 2019 to over 10% by 2029</p> <p>2. With drastic increases in efficiency, vegan meat will be cheaper than animal meat, increasing consumption</p>
<p style="text-align: center;">Social</p> <p>1. Rise of veganism in developed countries, with a 600% increase in people who have shifted to vegan food</p> <p>2. Environmentally conscious citizens being more vocal about the ill-effects of animal meat, and moving to vegan meat</p>	<p style="text-align: center;">Technological</p> <p>1. Vegan meat industry marked by extensive use of technology in R&D for developing new products</p> <p>2. New delivery and advertising channels for these products using social media technology</p>
<p style="text-align: center;">Legal</p> <p>1. New food safety standards in development to deal with the classification of plant-based meat alternatives</p>	<p style="text-align: center;">Environmental</p> <p>1. Soy farming has raised concerns of deforestation and soil degradation in some areas</p> <p>2. Plant based meats are shown to be significantly more environment friendly than animal meats</p>

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