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## BAUSCH HEALTH COMPANIES INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Bausch Health Companies Inc.

**Company Sector :** Healthcare

**Operating Geography :** Canada, North America, Global

**About the Company :** Bausch Health Companies Inc. (formerly Valeant pharmaceuticals) is a multinational specialty pharmaceutical company headquartered in Laval, Canada. It develops, produces, and markets pharmaceutical products and branded generic drugs, primarily for skin disease, gastrointestinal disorders, eye health, and neurology. In 1959, Yugoslavian immigrant Milan Panic` founded International Chemical and Nuclear Corporation (INC) and in 2003, the company changed its name to Valeant. The largest acquisition of the company was Bausch & Lomb, a supplier of eye products in 2013, and Salix Pharmaceuticals, in 2015. In 2018, the company changed its name from Valeant Pharmaceuticals International, Inc. to Bausch Health Companies Inc. Bausch Health's main products involve drugs in the fields of dermatology, neurology, and infectious disease. The company had sold its skincare brands to L'Oréal for \$1.3 billion in January 2017, and its Dendreon biotech unit to Sanpower for \$819.9 million. The company announced that VYZULTA® (latanoprostene bunod ophthalmic solution), 0.024% which is an important treatment option for people suffering from glaucoma has received regulatory approval from the Ministry of Food and Drug Safety in South Korea in 2021.

Bausch Health Companies Inc. 's Unique Selling Proposition or USP lies in it being a leading firm within its industry and having a large product portfolio where it produces unique products that are not offered by its competitors. Bausch Health Companies Inc. 's mission statement reads, "Bausch Health Companies Inc. is a global company whose mission is to improve people's lives with our health care products. We develop, manufacture and market a range of pharmaceutical, medical device and over-the-counter products, primarily in the therapeutic areas of eye health, gastroenterology and dermatology".

**Revenue :**

USD 8,601 million - FY ending 31st December 2019 (y-o-y growth 2.64%)

USD 8,380 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Bausch Health Companies Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Bausch + Lomb's fully integrated eye-health business helps it maintain an edge over competition</li> <li>2. Well diversified portfolio catering to multiple divisions in health sector</li> <li>3. Strong global presence with sales in nearly 90 countries and manufacturing facilities in 11 countries</li> <li>4. Excellent 2</li> </ol>	<ol style="list-style-type: none"> <li>1.78% y-o-y growth of Xifaxan product in Salix segment in the last two years resulting in \$</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.452 Billion sales in 2019</li> <li>5.Increased focus on R&amp;D which has 225 products in the pipeline.</li> </ol>	<ol style="list-style-type: none"> <li>1. The huge debt of USD 24.34 Billion puts the company in a precarious position</li> <li>2. Steep fall of stock price in 2020</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Bausch Health Companies Inc. is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1. Uncertainty regarding COVID relief bill in the USA</li> <li>2. Trade wars and rising anti globalisation sentiment</li> </ol>	<ol style="list-style-type: none"> <li>1. COVID-19 induced reduction in consumption expenditure</li> <li>2. Disruptions in global supply chain due to COVID-19 restrictions</li> <li>3. Optimisation and sharing of resources to maintain profitability in a pandemic hit world</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1. Ageing demographics in developed nations</li> <li>2. Changing Consumer healthcare behaviour post COVID</li> </ol>	<ol style="list-style-type: none"> <li>1. Emergence of unified E-Commerce platforms in healthcare sector</li> <li>2. Leveraging online platforms to address increasing consumer preference for contactless treatments</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1. Potential of fast tracking of drug approval process for non Corona virus drugs</li> </ol>	<ol style="list-style-type: none"> <li>1. EHS+S Global sustainability commitments</li> <li>2. Reducing overall energy usage at global manufacturing and supply chain sites</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Bausch Health Companies Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**