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WACKER CHEMIE AG SWOT & PESTLE ANALYSIS

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Company Name : Wacker Chemie AG

Company Sector : Chemicals

Operating Geography : Germany, Europe, Global

About the Company : Wacker Chemie AG is a German multinational chemical firm headquartered in Munich, Germany. The firm was established by Alexander Wacker in 1914. The company has over 25 manufacturing facilities in Europe, Asia, and the Americas. The majority of Wacker Chemie AG's products are made from two primary raw materials: silicon and ethylene, which are divided into five divisions. Siltronic manufactures wafers for the semiconductor industry. Wacker Polysilicon manufactures ultra-pure polysilicon for use in semiconductors and solar wafers. Wacker Silicones caters to a wide range of industries, including construction, automotive, paints, textiles, and paper. Wacker Polymers, which began with ethylene, primarily serves the building industry with redispersible powders and a variety of other industries with dispersions. Wacker Biosolutions focuses on serving customers through biotechnological processes. On 31 March 2021, the company announced that The European Union has approved the production of a 20-megawatt electrolysis plant with Linde GmbH to develop green hydrogen and sustainable methanol production complex at its Burghausen site.

Wacker Chemie AG's Unique Selling Point or USP lies in being the world's second-largest silicon producer and the global leader in polymer binders and hyperpure silicon in the solar and semiconductor industries. Wacker Chemie AG's vision statement reads, " "As an innovative chemical company, WACKER makes a vital contribution to improving people's quality of life around the world. We want to continue developing and supplying solutions that meet our expectations of adding value for our customers and shareholders, and growing sustainably".

Revenue :

4,692.2 million – FY ending 31st December 2020 (y-o-y growth -4.8%)

4,927.6 million – FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Wacker Chemie AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Integrated production system resulting in minimum wastage 2.Leading market supplier in all business categories 3.Diverse product portfolio which proved resilient to pandemic conditions 4.Established vaccine manufacturing and ingredient production capabilities 5.Technical competence centers and training program supporting sales and marketing 	<ul style="list-style-type: none"> 1.High pension obligations blocking investments on innovations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing demand for photovoltaics along with solar energy 2.Novel applications of silicone-based products coming up 3.Strong fundamental market drivers offering growth in polymers 4.Leveraging technology for BioSolutions growth 	<ul style="list-style-type: none"> 1.Reduction in raw material prices causing volatility in business 2.Volatility in electricity prices and CO2 emission allowances

PESTLE Analysis :

The PESTLE Analysis for Wacker Chemie AG is given below:

<p style="text-align: center;">Political</p> <p>1. Geopolitical conflicts like US-China trade war and Brexit</p>	<p style="text-align: center;">Economical</p> <p>1. Coronavirus pandemic halting economic activity globally</p> <p>2. Impact of fluctuations in raw material and energy costs</p>
<p style="text-align: center;">Social</p> <p>1. Increasing urbanization to drive demand for silicones</p>	<p style="text-align: center;">Technological</p> <p>1. Huge progress in solar technology increasing cell efficiency</p> <p>2. Enabling smart textile use in medicine and sports</p>
<p style="text-align: center;">Legal</p> <p>1. China's anti-dumping and anti-subsidy tariffs</p> <p>2. CSR Directive Implementation Act setting guidelines for production</p> <p>3. Illegal uses of silicone could hamper genuine business</p>	<p style="text-align: center;">Environmental</p> <p>1. Sustainability and biodegradability of silicones very important</p> <p>2. European Green Deal likely to disrupt construction industry</p> <p>3. Demand for resource efficient solutions with low CO2 footprint</p>

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