
S&P TEST

SWOT & PESTLE.com

B. BRAUN SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : B. Braun

Company Sector : Healthcare

Operating Geography : Germany, Europe, Global

About the Company : B. Braun is a German-based medical and pharmaceutical device company, founded by Julius Wilhelm Braun in 1839 and is still owned by the Braun family. It is headquartered in Melsungen, in central Germany. B. Braun is one of the world's leading providers and manufacturers of healthcare solutions, supplying the global healthcare market with products and systems for anesthesia, intensive care, cardiology, extracorporeal blood treatment and surgery. It also provides services for clinics, physicians in private sectors, and the home care sector. In total, the product range comprises of 5,000 different products, of which 95% are manufactured by the company. As of December 31, 2020, B. Braun has approximately 64,317 employees in more than 60 countries. It has subsidiaries all around the world which guarantees optimum customer proximity and best-possible service in the national markets. In 2021, Aesculap, a division of B. Braun, won an iF DESIGN AWARD 2021, along with its partner, Design3, a design agency, for its product AEscuLAP Aicon.

B. Braun's unique selling proposition lies in being the world's leading providers of healthcare products. B. Braun's mission statement reads, "To develop effective solutions and guiding standards for the healthcare system in a constructive dialog with our customers and partners."

Revenue :

EUR 7,426.3 million - FY ending 31st December 2020 (y-o-y decline 0.6%)

EUR 7,471.3 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for B. Braun is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diverse portfolio of products being manufactured by the company 2.Hospital Care division is considered a leading supplier for infusion, nutrition and pain therapy 3.Focus on digitalization of its services 4.Provides services in diverse therapeutic areas and applications 5.B. Braun Avitum is the largest provider of services for kidney failure 6.Stable financial performance during the pandemic 	<ul style="list-style-type: none"> 1.Disruptions in supply chain and increased prices of products due to US-China trade war
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments in R&D and other assets secures the future of the company 2.Internet of medical things and development of cloud platform may transform the way services are provided 3.Expansion of partnerships with multiple organization may drive innovations for the company 4.Developing and expanding telehealth facilities 	<ul style="list-style-type: none"> 1.Threat of cyber-attacks causing disruptions in the operations of the company

PESTLE Analysis :

The PESTLE Analysis for B. Braun is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of US-China trade war on healthcare industry</p> <p>2.Brexit will affect the healthcare industry in Europe</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of COVID-19 on hospitals and healthcare industry in Europe</p> <p>2.Rising healthcare expenditure over time in European countries may drive growth</p>
<p style="text-align: center;">Social</p> <p>1.Rising use of telemedicine by people in Europe after COVID</p> <p>2.Aging population of Europe may lead to increased demand for healthcare products</p>	<p style="text-align: center;">Technological</p> <p>1.Digital transformation of European healthcare industry</p> <p>2.Risk of cyberattacks on hospitals</p>
<p style="text-align: center;">Legal</p> <p>1.Medical privacy laws need to be adhered by the companies</p>	<p style="text-align: center;">Environmental</p> <p>1.Impact of climate change on European healthcare industry</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **B. Braun** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com