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AAK AB SWOT & PESTLE ANALYSIS

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Company Name : AAK AB

Company Sector : Consumer Goods – Food Products

Operating Geography : Sweden, Europe, Global

About the Company : AAK AB, a producer of vegetable oils and fats is headquartered in Malmö, Sweden. It was founded in 2005 through the merger of Karlshamns AB and Aarhus United A/S and was formerly known as AarhusKarlshamn. AAK AB specializes in plant-based oils that are the value-added ingredients in consumer products. It provides services to a wide-range of industries, including Chocolate & Confectionery, Bakery, Dairy, Plant-based Foods, Special Nutrition, Foodservice and Personal Care. As of April 30, 2021, the company had approximately 3,900 employees in 25 regional sales offices, 15 dedicated Customer Innovation Centers. It has a multi-oil and multi-process approach with more than 20 production facilities and customization plants all over the world. AAK was awarded with 2020 Sustainable Beauty Award and shared the Sustainability Leadership Category award with Lush.

AAK AB's unique selling proposition lies in being one of the leading providers of plant-based oil solutions in the world. AAK AB's vision is, "We make these products better tasting, healthier, and more sustainable. We can also optimize production by substituting existing ingredients with plant-based equivalents that give our customers better efficiency. AAK's value-adding solutions enable our customers to be successful in a better way."

Revenue :

SEK 27,934 million - FY ending 31st December 2020 (y-o-y growth -2.02%)

SEK 28,510 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for AAK AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Co-development model is helping create innovative solutions and gain customers 2.Continues to grow above the underlying market in specialty and semi-specialty ingredient segment 3.Broad portfolio of profitable industries with global footprints 4.Acquisition of world's largest confectionary market strengthens footprints in local market 	<ul style="list-style-type: none"> 1.Company fails to implement NDPE compliance policy for its palm suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1.There is a growing demand for efficient and value adding bakery solutions worldwide 2.Consumers demand for plant-based food has risen, gives boost to plant based offerings 3.Increasing popularity and demand of essential oils in aromatherapy 	<ul style="list-style-type: none"> 1.Faces intense international competition with low margin penetration 2.Increasing raw material prices are impacting cash flow 3.Biofuel demand is increasing soy and palm oil prices 4.Exposed to currency fluctuation and raw material price risks

PESTLE Analysis :

The PESTLE Analysis for AAK AB is given below:

<p style="text-align: center;">Political</p> <p>1.Sweden and China relations worsen, could cause disruption to exports</p>	<p style="text-align: center;">Economical</p> <p>1.Food Industry contributes to EU's circular economy adoption action plan 2020</p>
<p style="text-align: center;">Social</p> <p>1.Consumers are focused on healthier and more sustainable solutions</p> <p>2.Increased consumer demand for natural ingredients in the personal care products</p>	<p style="text-align: center;">Technological</p> <p>1.Innovative technology to deliver customizable solutions to bakery customers</p> <p>2.Edible oil industry is benefiting from technology for clean labels and changing oil formulas</p>
<p style="text-align: center;">Legal</p> <p>1.EU proposed palm oil ban could impact edible oil manufacturers</p> <p>2.EU has extended Sweden from Biofuel tax exemption till 2030</p>	<p style="text-align: center;">Environmental</p> <p>1.Focus on reducing GHG emissions reduction targets through SBTi and coconut industry</p> <p>2.PALM risk tool allowing satellite monitoring to curb deforestation of palm oil</p>

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