
S&P TEST

SWOT & PESTLE.com

AAK AB 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. Topurchase reprints of this document, please email support@swotandpestle.com.

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:

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

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

The complete report for **AAK AB** SWOT & PESTLE Analysis is a paid report at **27 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)2024 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