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SYMRISE AG SWOT & PESTLE ANALYSIS

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Company Name : Symrise AG

Company Sector : Materials

Operating Geography : Germany, Europe, Global

About the Company : Founded in 2003, Symrise AG is a prime producer of flavours and fragrances. It was formed by the merger of two companies based in Holzminden, Germany, namely Bayer subsidiary Haarmann & Reimer (H&R) and Dragoco. Firmenich, Givaudan, International Flavors and Fragrances, Frutarom and Takasago International are some of the major competitors of Symrise. The company is also a member of the European Flavour Association. Symrise supplies fragrances, flavors, food, nutrition and cosmetic ingredients on a global scale. It made a sale of 3.5 billion in the 2020 fiscal year which made it a leading global provider. More than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America represent the group headquartered in Holzminden, Germany. The bronze award was received by CNP Assurances for Innovation for its #HorsDesCases (Outside the Box) advertising campaign on 1 October 2020, in the 19th Trophées de l'Assurance 2020 event. The acquisition of the Fragrance and Aroma Chemicals business from Sensient was successfully closed by Symrise on 1st April, 2021.

Symrise's Unique Selling Proposition or USP lies in it being one of the world's leading suppliers of custom fragrance and taste solutions, many of which offer health-promoting or nurturing characteristics. Symrise's mission statement reads "We develop customized fragrance and taste solutions, which often contain health-promoting or nurturing properties. We combine our knowledge of consumers' ever-changing needs with creativity and groundbreaking technologies." While its vision statement reads "OUR VISION: What drives us forward? We take responsibility seriously, letting our creativity unfurl with a focus on the highest quality along with sustainable processes and products. This makes even the most everyday items a special experience for consumers and their loved ones. In this way, we fulfil our promise of "always inspiring more..." day after day."

Revenue :

3,520 million - FY ending 31st December 2020 (y-o-y growth 2.7%)

3,408 million - FY ending 31st December 2019 ?

SWOT Analysis :

The SWOT Analysis for Symrise AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong focus on organic growth beyond market rate 2.Strong global presence spanning over 150 countries. 3.Consistently high and profitable EBITDA margins over the past 15 years 4.Recent acquisitions strengthened position in North America. 5.Leading global producer of nature-identical L-menthol, mint, and vanilla flavors. 	<ul style="list-style-type: none"> 1.Weak security system prone to cyber-attacks. 2.Large proportion of raw materials need to be imported.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in consumer base through diversification and strategic acquisitions 2.Greater commercialization of Scent&Care line to increase profits 3.Expanding business relations with local communities will increase goodwill and lower costs of production 	<ul style="list-style-type: none"> 1.Highly fluctuating exchange rates due to COVID-19 pandemic 2.Higher prices compared to worldwide competitors. 3.Strong competition from publicly funded US based biotech companies

PESTLE Analysis :

The PESTLE Analysis for Symrise AG is given below:

Political	Economical
1.Brexit may disrupt business with Britain 2.Frequent transportation bans due to the pandemic can disrupt supply chains	1.European Commission's multi-billion-euro European Recovery Plan Package will provide much-needed economic stimulus 2.Expansionary fiscal policy required to increase consumer demand
Social	Technological
1.There is increasing consumer demand for plant-based food options 2.Rising demand for alcohol free fragrances	1.Artificial intelligence and Big Data revolutionizing F&F sector 2.Strong global research and development (R&D) strategy driving technology innovation 3.Using technology to address increasing demand for transparency in chemical industry
Legal	Environmental
1.F&F products are subject to strict government supervision worldwide 2.Wage agreement with IG BCE trade union secures workers' wage rates	1.Deterioration of ecosystems can negatively impact availability of raw materials and raise costs of production. 2.Focus on environmental sustainability initiatives and carbon emissions reductions

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