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CRODA INTERNATIONAL PLC SWOT & PESTLE ANALYSIS

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Company Name : Croda International plc

Company Sector : Specialty Chemicals

Operating Geography : United Kingdom, Europe, Global

About the Company : Croda International plc. is a chemicals company located in Snaith, England. The company was founded by George William Crowe, an entrepreneur and Henry James Dawe, a chemist in 1925. They realized the growing importance of science in modern life. The company initially refined wool grease from the then increasing Yorkshire wool business into lanolin. It gradually became a global chemicals company producing goods utilized in manufacturing of products used by several industries and consumers. The company creates, makes and sells chemicals used for special purposes that provide benefits to a wide range of products like health and beauty care products, lubricants for engines, plastics etc. The company's core business ranges over specific markets namely, Personal Care, Life Sciences, Performance Technology and Industrial Chemicals. Personal Care includes ingredients used in cosmetic products for skin, hair, sun protection, colour etc. Life Sciences include ingredients used for Health Care, Crop Protection and Seed Enhancement. Performance Technology includes ingredients used in technology for energy, smart products etc. Industrial chemicals are used in various developing application etc. The company seeks to develop and deliver unique ingredients in a sustainable manner. The company operates in 38 countries across Asia, Australia, Europe, Middle East, Africa, North America and South America. It has a total of 4000 employees working in 36 offices across its operating region.

Croda's Unique Selling Proposition or USP lies in its varied ingredient portfolio and technological know-how with which it services the needs as well as desires of its consumers in the most sustainable manner. The company was voted "most admired company in the British chemical sector" for the fourth consecutive year in 2020. It was also named as the "fifth most admired company in Britain" in 2020. The company was awarded a Platinum medal in EcoVadis in 2020 for its responsible handling of labour rights, environmental accountability etc.

Revenue :

£1,390.3 million – FY ending 31st December 2020 (y-o-y growth 0.91 %)

£1,377.7 million – FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Croda International plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Life Sciences sector driving maximum growth for company 2.Global R&D network driving innovation and reducing time-to-market 3.Leading renewable raw material position enabling customers meet sustainability requirements 4.Robust business model leading to resilient financial performance 	<ul style="list-style-type: none"> 1.Reduction in sales price/mix affecting profitability in multiple business sectors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Recent investments to deliver higher Return on Invested Capital 2.High growth in emerging markets 3.Increased demand for new and sustainable products 4.Increased digitalization helping to acquire customers 	<ul style="list-style-type: none"> 1.Disruption in consumer shopping channels 2.Covid-19 causing disruption in supply chain 3.Increase in bio-based feedstock prices resulting in higher operating costs

PESTLE Analysis :

The PESTLE Analysis for Croda International plc is given below:

Political	Economical
1.Brexit uncertainty causing supply chain and trade disruptions	1.Improved living standard in emerging markets increasing consumer demand
Social	Technological
1.Customers looking for sustainable ingredients in end-products 2.Increased digitalization changing expectations of consumers regarding choice	1.Lipid technology useful in covid-19 recovery 2.Sustainable solutions transitioning industries into low-carbon economies 3.Leveraging technology and smart science to enhance customer experience
Legal	Environmental
1.Adherence to stringent regulations in personal care and food industry 2.Increase in demand for halal certified ingredients	1.Need for land conservation increasing use of agricultural products 2.Growing concern for increasing microplastics in the environment 3.Delivering sustainable solutions for customers to become Climate Positive

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