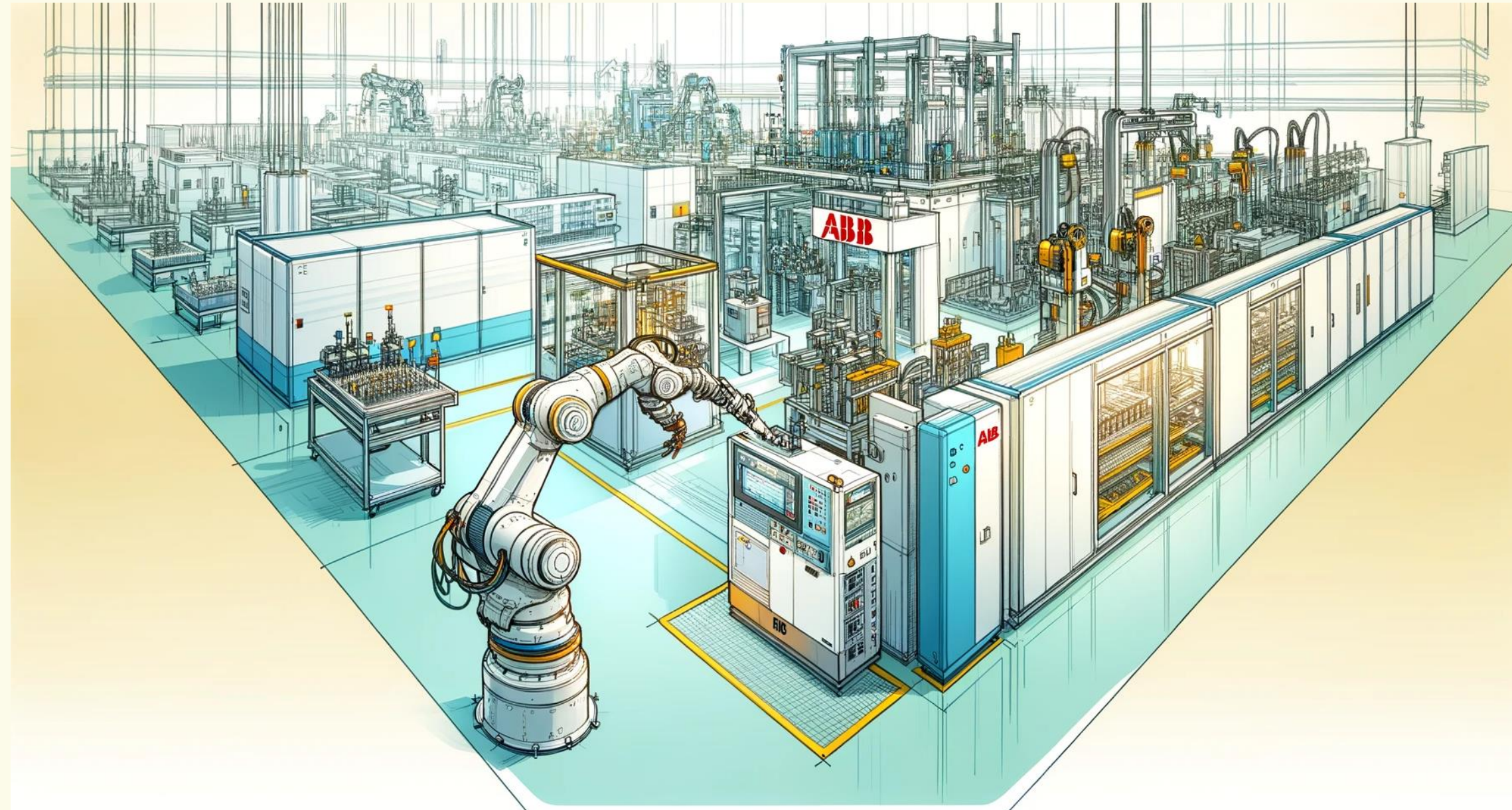




SWOT ANALYSIS

ABB Group 2024

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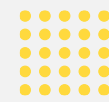




SWOT ANALYSIS – ABB Group



STRENGTHS



- Global leader in smart electrification and automation, with over \$29 billion in sales.
- Strong innovation pipeline in robotics and industrial automation.
- Established customer relationships with high switching costs.
- Decentralized structure for enhanced agility and customer focus.



WEAKNESSES



- Complex organizational structure with high corporate costs affecting margins.
- Lagging growth and profitability in divisions like Power Grids.
- Exposure to cyclical markets such as oil, gas, and construction.



OPPORTUNITIES



- Benefit from trends in automation, urbanization, and EV adoption.
- Cross-selling to the install base to boost recurring revenues.
- Strategic mergers and acquisitions for organic growth enhancement.
- Leverage software platforms for efficiency gains and data monetization.



THREATS



- Intense competition from Siemens, Schneider Electric, and Emerson.
- Rising trade tensions impacting global growth and supply chains.
- Commoditization risk in portfolios affecting prices and margins.
- Foreign exchange volatility due to a global operational footprint.

