



# SWOT ANALYSIS

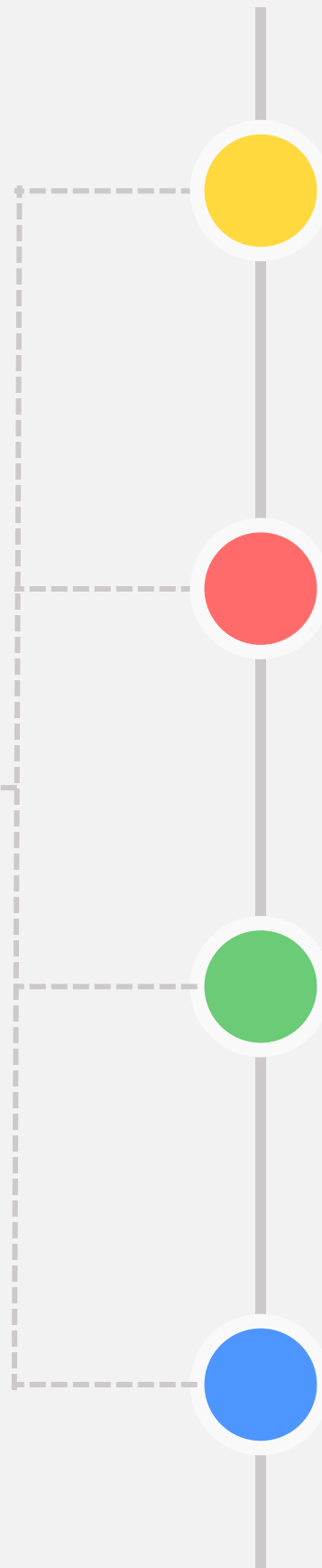
## Nestlé







# SWOT ANALYSIS Summary Nestlé



**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

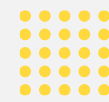
**THREATS**



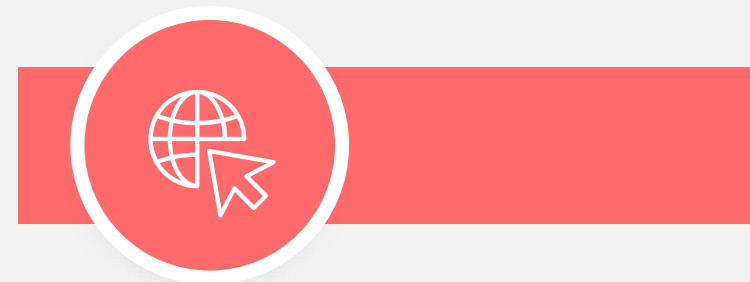
# SWOT ANALYSIS – Nestlé 2024



## STRENGTHS



- Broad brand portfolio ensures market presence.
- Global scale enhances operational efficiencies.
- Leading R&D drives innovation.
- Strong financials support growth investments.
- Diverse revenue streams beyond consumer products.



## WEAKNESSES



- Complexity from managing numerous brands.
- Dependence on volatile emerging markets.
- Supply chain vulnerabilities.
- Ethical and reputational issues.
- Regulatory compliance risks.



## OPPORTUNITIES



- Growth through premium and healthier products.
- Expansion in rising emerging markets.
- Strategic acquisitions to fill portfolio gaps.
- Development of direct-to-consumer channels.
- Focus on health and wellness trends.



## THREATS



- Intense competition across categories.
- Rise of private label brands.
- Commodity price volatility.
- Shifting consumer preferences.
- Geopolitical and economic uncertainties.

