

SWOT Analysis - Unilever

Unilever's Strategic Snapshot: A SWOT Summary



Internal Factors	Strengths	Weaknesses
External Factors	Opportunities	Threats
	Helpful	Harmful



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Strengths

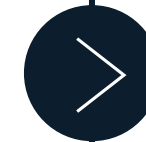
- **Strong Global Presence:** Operates in over 190 countries with a diverse customer base.
- **Iconic Portfolio of Power Brands:** Owns over 400 brands; 30 "Power Brands" drive over 75% of turnover and profit growth.
- **Focus on Innovation and Technology:** Invests heavily in R&D, emphasizing sustainability and technologies like AI and robotics.
- **Shifting Toward Premiumisation:** Actively moving into premium personal care, beauty, and wellbeing segments.
- **Social-First Marketing Approach:** Embraces digital and social media channels, leveraging data and AI for targeted engagement.
- **Commitment to Sustainability:** Integrates sustainability into core practices, focusing on sourcing, plastic waste reduction, and value chain livelihoods.

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Weaknesses

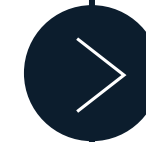
- **Past Underperformance in Certain Areas:** Faced challenges in Ice Cream and some Foods segments.
- **Gaps in Brand Superiority:** Needs consistent "Unmissable Brand Superiority" across all six Ps.
- **Complexity of Global Operations:** Managing diverse markets adds operational complexity.
- **Exposure to Emerging Market Volatility:** Significant presence in emerging markets poses economic and political risks.
- **Need for Continued Digital Transformation:** AI and digital capabilities must be further integrated across the value chain.

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Opportunities

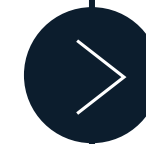
- **Growth in Emerging Markets:** Potential in markets like India with rising incomes and urbanization.
- **Expanding Prestige Beauty and Wellbeing Portfolio:** Leverage acquisitions and expand premium brands globally.
- **Leading in Sustainable Practices:** Differentiate through sustainable packaging, sourcing, and operations.
- **Harnessing AI and Digitalization:** Further integrate AI and analytics to boost efficiency and innovation.
- **Expanding in High-Growth Channels:** Invest more in e-commerce and specialized retail channels.

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Threats

- **Intensifying Competition:** Faces strong competition from global and local players.
- **Economic Slowdown and Inflation:** Economic uncertainty and inflation can affect spending and margins.
- **Changing Consumer Preferences:** Must adapt quickly to evolving trends and preferences.
- **Supply Chain Disruptions:** Vulnerable to global supply chain issues due to various risks.
- **Regulatory and Sustainability Challenges:** Needs to comply with evolving regulations, especially in sustainability.