
S&P TEST

SWOT & PESTLE.com

WACKER NEUSON SE SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Wacker Neuson SE

Company Sector : Construction Equipment

Operating Geography : Germany, Europe, Global

About the Company :

Wacker Neuson SE is a publicly-traded manufacturer of concrete and construction site technology equipment and compact machines with headquarters in Munich. Wacker Neuson, Kramer, and Weidemann are all part of the Wacker Neuson Group. Johann Christian Wacker established the company in 1848 as a blacksmith's shop in Dresden, Germany, under the name Wacker. In 1875, it began industrial production. The company makes construction, landscaping, agriculture, recycling, energy, and rail equipment. Excavators, dumpers, loaders, concrete technologies, generators, and saws are just a few of the items offered by the organisation. In addition, the company provides product attachments and accessories to aid in the delivery of optimal solutions. Compact Equipment (about half of all revenue), Light Equipment, and Services are Wacker Neuson's three business segments. Through sales and service stations strategically located around the world, the company provides a variety of services, spare parts, and rental equipment. The majority of the company's revenue comes from Europe, although it also sells to consumers in the Americas and Asia-Pacific. The Wacker Neuson Group has agreed to purchase the Enar Group in its entirety from the principal shareholders of Enarco SA in Spain. Enar has officially become part of the Wacker Neuson Group once the purchase was completed on June 1, 2022.

The USP of the Wacker Neuson Group is its position as a leading maker of light and small equipment. The mission statement of Neuson reads, "The success of our customers from construction and agriculture is the focus of our thinking, acting and learning. Due to our proximity to customers worldwide, to their regional needs, tasks and locations, we understand customer processes faster and better. As the specialist for light and compact equipment, we proactively offer innovative solutions, products and services to sustainably strengthen the economic success of our customers".

Revenue :

1,866.2 million - FY ending 31st December 2021 (y-o-y growth 15.5%)

1615.5 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Wacker Neuson SE is given below:

Strengths	Weaknesses
<p>1. Broad range of innovative product portfolio with some product groups having double digit market share.</p> <p>2. The company has reduced its net debt significantly to nearly zero which gives it a financial leverage.</p> <p>3. Strong strategic alliances with industry leaders.</p> <p>4. Higher growth in profit margins which is more than the pre-pandemic levels driven by cost control measures.</p> <p>5. Use of efficient process and advanced technology in R&D.</p>	<p>1. Weaker presence of the company outside Europe.</p> <p>2. Frequent changes in the management positions of the company can affect the decision-making process.</p>
Opportunities	Threats
<p>1. Expanding the current market positions driven by strategic focus.</p> <p>2. Zero emission product portfolio has the scope of posting huge growth.</p> <p>3. Growth in the digital services offering can help to strengthen the company's position.</p>	<p>1. Supply chain crisis can affect the operations of the company.</p> <p>2. Rising covid-19 cases in certain parts of the world can affect demand for the products of the company.</p> <p>3. Challenging market conditions in China and Southeast Asia region can affect the strategic expansion of the company.</p>

PESTLE Analysis :

The PESTLE Analysis for Wacker Neuson SE is given below:

Political	Economical
<p>1.EU has released a major infrastructure plan to counter China.</p> <p>2.Ukraine- Russia war is putting pressure on the global supply chain</p>	<p>1.Global inflation is rising and is affecting the prices of commodities.</p> <p>2.Supply chain disruption is affecting the raw material prices and shipping costs.</p> <p>3.The energy prices in EU are rising due to energy cut-off from Russia.</p> <p>4. Eurozone's economic growth is set to be affected by the Ukraine war.</p>
Social	Technological
<p>1.By the year 2050, two-thirds of the world population are predicted to be living in cities.</p> <p>2.The rising standards of living in developing and emerging economies, is creating demand from new group of consumers.</p>	<p>1.Agricultural sector in EU is also moving towards digitization and mechanization.</p> <p>2.Equipment in the construction industry are being transformed into smart equipment through IOT and AI.</p>
Legal	Environmental
<p>1.China has updated the China IV emissions standard for non-road mobile equipment.</p> <p>2.New reporting requirement is being enforced for EU taxonomy eligible activities.</p>	<p>1.Global climate change is pushing industries towards adopting net zero emissions target.</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Wacker Neuson SE** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

[Buy Now](#)

* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com