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## ZOETIS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Zoetis Inc.

**Company Sector :** Animal Health

**Operating Geography :** United States, North America, Global

**About the Company :**

Zoetis Inc. is a global animal health firm headquartered in Parsippany, New Jersey, United States. The company was formerly a Pfizer subsidiary, but since Pfizer spun off its 83% ownership stake in the company in 2012, Zoetis became independent. The Company's main areas of concentration are the research, development, production, and commercialization of drugs, vaccines, diagnostic tools, biodevices, genetic tests, and precision animal health technology. It sells products for eight main species, including cattle, swine, poultry, fish, and sheep in addition to dogs, cats, and horses. It also sells products in the categories of vaccines, anti-infectives, parasiticides, dermatology, other pharmaceuticals, medicated feed additives, and animal health diagnostics. The United States and International are its two operational divisions. It provides a product line, including Alfaxan, for both livestock and companion animal consumers within each of these operating sectors. In October 2022, Zoetis announced that it had been named to Fortune's 2022 Change the World list. As of 2023, it has 13,800 employees worldwide.

The unique selling proposition of Zoetis Inc. is that it is the largest manufacturer of drugs and vaccines for livestock and pets in the world. The mission statement of Zoetis Inc. reads, "to nurture the world and humankind by advancing care for animals".

**Revenue :**

US\$ 8,080 million - FY ended Dec 2022 (y-o-y increase 3.91%)

US\$ 7,776 million - FY ended Dec 2021

US\$ 6,675 million - FY ended Dec 2020

**SWOT Analysis :**

The SWOT Analysis for Zoetis Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.The company produces vaccines and various drugs for a wide variety of species</li> <li>2.Global leader in the animal health industry with high and stable revenues</li> <li>3.Large investment in R&amp;D and drug development and holder of intellectual property</li> <li>4.Enhancing supply chain resilience and capability</li> </ul>	<ul style="list-style-type: none"> <li>1.Substantial debt and increased inventories to affect company financials</li> <li>2.Zoetis has a significant number of lawsuits against it globally</li> <li>3.Concentration of sales on few customers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Drive innovative growth and enhance customer experience</li> <li>2.Integrate data analytics and undergo digital transformation to improve operations</li> <li>3.Increasing protein demand and consumption for livestock in emerging markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Animal health industry is extremely competitive paired with the trend of industry consolidation</li> <li>2.Disruptions in industry and expiration of intellectual property can affect Zoetis' business</li> <li>3.Generic and other products may be viewed as more cost-effective</li> <li>4.Dependence on external suppliers for goods, materials, and services:</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Zoetis Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Brexit created unstable global business environment 2. Impact of Russia-Ukraine war</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. Negative impact of COVID-19 on economy 2. Foreign exchange fluctuations impact global business</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Increased expenditure on care for pets among owners 2. Rising population is pushing demand for livestock farming</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Emerging technologies and potential of digitalization in animal health industry</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. Animal health industry regulated by FDA, USDA, EPA and other regulatory bodies 2. Litigation and legal risks impacting company</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Heavy regulation on disposal or release of hazardous substances on companies 2. Extreme weather conditions and natural disasters directly and indirectly impact animal health industry 3. Risk of climate change pushing companies to reduce carbon emissions and become environment friendly</p>

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