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BAYER AG SWOT & PESTLE ANALYSIS

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Company Name : Bayer AG

Company Sector : Chemicals, Agrichem, Life Sciences, Pharmaceuticals,

Operating Geography : Germany, Europe, Global

About the Company :

Bayer AG founded in 1863 is a German company that works within the fields of chemical, pharmaceutical, life sciences, crop science and animal health. The headquarters are located in Leverkusen, Germany. The first ever product manufactured by the chemical czar was acetylsalicylic acid which was later registered under the name of Aspirin that became its most popular product. The pharmaceutical segment of the company focuses its researches mainly in the fields of cardiology, oncology, gynecology, radio-pharmacology, hematology and ophthalmology. The consumer health segment manufactures over the counter drugs for segments like dermatology, dietary supplement, analgesic, gastrointestinal, cold, allergy, sinus and flu, and sun protection. Veterinary products are manufactured by the Animal Health division while seeds and crop protection solutions are developed by the Crop Science segment. The company has about 99,637 employees as of early 2022.

Bayer's mission statement reads "We leverage science to address these societal needs – with the ultimate goal to improve people's lives." The vision of the company is "to be the world's leading integrated chemical and pharmaceutical company, with core competencies in health care, agriculture, plastics, and specialty chemicals." The tagline of the company is "science for a better life."

Revenue :

44,081 million - FY ending Dec 31, 2021

41,400 million - FY ending Dec 31, 2020

SWOT Analysis :

The SWOT Analysis for Bayer AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global reach and strong business distribution 2.Global leader in health & nutrition 3.Strong focus on R&D for improvement of products 4.A dedicated and trained workforce 5.Consistently growing financial performance from the last 5 years 	<ul style="list-style-type: none"> 1.Embroided in lawsuits and patent disputes
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing concerns of health due to pandemic leading to increase in demand for healthcare 2.Growing world population and the resulting higher demand for food 3.Potential partnerships with governmental organisation 	<ul style="list-style-type: none"> 1.Unfavorable patent laws across jurisdictions 2.Stringent regulatory environment impact costs 3.Threats from product counterfeiting

PESTLE Analysis :

The PESTLE Analysis for Bayer AG is given below:

Political	Economical
1.Varying taxation policy and subsidy policy from ministry to ministry and product to product	1.Strong GDP growth in emerging markets 2.Fluctuations in the foreign currency exchange
Social	Technological
1.Lending expertise and resources to combat the spread of the novel corona Virus 2.Increase in social value of health improvements 3.Demographic change impacting health care systems	1.Strengthening technology through R&D 2. Leveraging data, advanced analytics and artificial intelligence in pharma
Legal	Environmental
1.Compliance with the rules and regulations of the countries 2.Involvement in major lawsuits	1.Ecological and economic approach to raw materials

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