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HELEN OF TROY LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Helen of Troy Limited

Company Sector : Retail

Operating Geography : United States, North America

About the Company : Helen of Troy Limited is a leading global consumer products company offering creative solutions for its customers through a diversified portfolio of well-recognized and widely trusted brands which include- OXO, Hydro Flask, Vicks, Braun, Honeywell, PUR, Hot Tools and Drybar. It was founded in 1968 by Gerald Rubin and is headquartered in El Paso, Texas, United States. The company has three business segments: Housewares, Health & Home, and Beauty. The Housewares segment provides a broad range of products to help with food, preparation, cooking, cleaning, organization and other tasks to ease everyday living for families. Health & Home segment provides healthcare and home comfort products. The company's Beauty segment offers personal care, beauty care and wellness products including hair styling appliances, grooming tools, decorative haircare accessories and liquid-solid and powder-based personal care products. In January 2020, Helen of Troy completed the acquisition of DryBar Products LLC, a fast-growing, innovative, trendsetting prestige hair care and styling brand in the multi-billion-dollar beauty industry.

Braun No touch + touch with Age Precision –BNT400 received a 2019 iF DESIGN AWARD, an internationally recognized sign of design excellence. Helen of Troy Limited's USP or unique selling proposition lies in its thoughtful design and consumer centric, performance-oriented products.

Revenue :

US\$ 1.70 billion – FY ending 29th February 2020 (y-o-y increase of 9%)

US\$ 1.56 billion – FY ending 28th February 2019 (y-o-y increase of 5.8%)

US\$ 1.48 billion – FY ending 28th February 2018

SWOT Analysis :

The SWOT Analysis for Helen of Troy Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of well-known and diversified brands 2.Higher than expected growth in net sales revenue and adjusted EPS 3.Stronger capital structure resulting in decrease in interest expenses 4.Disciplined acquisitions driving company's core strategy 5.Numerous industry awards for Outstanding Innovation, Design & Performance 	<ul style="list-style-type: none"> 1.Heavy reliance on a few top-notch, high-end customers for a major portion of revenues 2.Impact on the margins due to net sales decline in the Personal Care category
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments in digital transformation to drive growth 2.Restructuring plan to enhance the Beauty segment performance 	<ul style="list-style-type: none"> 1.Aggressive competition from other industry players in saturated market 2.Impact of Covid-19 pandemic on the brick-and-mortar retail sector 3.Higher cost incurred due to the US tariffs 4.Increasing menace of counterfeit products hurting brand

PESTLE Analysis :

The PESTLE Analysis for Helen of Troy Limited is given below:

Political	Economical
1.Impact of the US-China trade war on business 2.Effect of UK's exit from EU on business processes	1.Fluctuations in foreign currency exchange rates 2.International trade parameters getting affected by tariffs imposed by the US on Chinese products
Social	Technological
1.Customer trend of switching to online retail/e-commerce mode 2.Health & Home segment set to grow strongly in times of health crisis	1.Retailing through the online platforms leveraging shared service capabilities
Legal	Environmental
1.Regulatory developments such as GDPR in Europe, California Consumer Privacy Act in the US, etc. 2.Negative impact created on jurisdiction black-listing of subsidiaries in ECOFIN like Bermuda and Barbados	1.Hydro Flask's initiative towards promoting environmental sustainability

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Client Support:
support@swotandpestle.com