

---

# S&P TEST

SWOT & PESTLE.com

---

## KRAFT HEINZ 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. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Kraft Heinz

**Company Sector :** FMCG, Food and Beverages

**Operating Geography :** United Kingdom, Global

**About the Company :** Kraft Heinz is an American multinational food and beverage company with sales in more than 190 countries. Headquartered in both Pittsburgh and Chicago, Kraft Heinz is a globally trusted producer of high quality delicious foods which come under a host of iconic brands like Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Smart Ones and Velveeta. This company was formed by the merger of Kraft foods and Heinz in 2015. It has become the globe's fifth largest food and beverage company and third largest in the United States. Kraft Heinz had 39000 employees as of 2017. Kraft Heinz merger contributed to a large number of brand extensions that proved out to be beneficial in generating extra revenue. One such brand extension of Kraft Heinz witnessed by consumers in 2018 was 'Just crack an egg', which is a first-of-its-kind savory product that prepares delicious breakfast in no time. The Company claims to provide "high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go."

Kraft Heinz mission statement reads "We are Kraft Heinz. We are not for everyone, but we are exceptional for the few. Our values of Ownership and Meritocracy are two exciting elements of the Kraft Heinz culture. They create an environment of empowerment unique to our company and provide high-potential employees with unlimited growth opportunity." Kraft Heinz vision is "To Be the Best Food Company, Growing a Better World." Kraft Heinz Unique selling proposition or USP lies in it being one the leading food and beverage companies across the world, offering unparalleled range of products from iconic brands. It is the topmost food and beverage brand in North America and the fifth largest food and beverage Company in the world.

**Revenue :**

?\$26,260 million - FY ending 31st December 2018 (y-o-y growth negligible)

\$26,232 million - FY ending 31st December 2017 (y-o-y growth of negative -0.9%)

\$26,487 million - FY ending 31st December 2016

## SWOT Analysis :

The SWOT Analysis for Kraft Heinz is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand name with a wide portfolio of products</li> <li>2.Healthy growth with strong financials</li> <li>3.Strong distribution channels</li> <li>4.Robust investment in R&amp;D</li> </ul>	<ul style="list-style-type: none"> <li>1.Frequent Product recalls</li> <li>2.Increasing debt attracting unwanted risks</li> <li>3.Food products have a limited shelf life</li> <li>4.High cost of raw materials</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Demand for healthier food products</li> <li>2.Expansion of business to emerging markets</li> <li>3.Huge Millennial Market</li> </ul>	<ul style="list-style-type: none"> <li>1.Increase in regulations in food industry</li> <li>2.Competition from established players</li> <li>3.Health conscious people avoiding confectionery</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kraft Heinz is given below:

Political	Economical
1.Political engagement, contributions and corporate lobbying	1.Strong GDP growth in emerging markets 2.Impact of foreign currency fluctuations and inflation
Social	Technological
1.Emerging local brands and rapid taste shifts along milllenials	1.Generation of supply chain insights through technology
Legal	Environmental
1.Regulatory compliances and government oversight 2.Strong compliance for supply chain transparency and labor practices	1.Initiatives to promote food security 2.Sustainable environmental practices across operations

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Kraft Heinz** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* 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](http://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](mailto:support@swotandpestle.com)**