

# Fortum Oyj Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Fortum Oyj Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Fortum Oyj and its competitors. This provides our Clients with a clear understanding of Fortum Oyj position in the Industry.

The report contains detailed information about Fortum Oyj that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Fortum Oyj. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Fortum Oyj financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Fortum Oyj competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Fortum Oyj business.

## **About Fortum Oyj**

Fortum Oyj operates as an energy company in the Nordic region, including the Baltic Rim. Its activities cover the generation, distribution and sale of electricity and heat, the operation and maintenance of power plants, as well as energy-related services. The main products are electricity, heat and steam. The company has primary operations in Finland, Sweden and Norway. It operates in four segments: Power Generation, Heat, Distribution, and Markets.

### **Power Generation**

The business area comprises power generation and sales in the Nordic countries and the provision of operation and maintenance services in the Nordic area and selected international markets. The Power Generation segment sells its production to Nord Pool. The segment includes business units Generation, Portfolio Management and Trading (PMT), and Service.

In January-March, the segment's power generation in the Nordic countries was 12.8 TWh, of which about 5.6 TWh or 44% was hydropower-based, 7.0 TWh or 55% nuclear power-based and 0.2 TWh or 1% thermal powerbased.

### **Heat**

The business area comprises heat generation and sales in the Nordic countries and other parts of the Baltic Rim. Fortum is the major heat producer in the region. The segment also generates power in the combined heat and power plants (CHP) and sells it to end-customers mainly by long-term contracts, as well as to Nord Pool. The segment includes business units Heat and Varme.

In January-March, power sales at combined heat and power plants (CHP) totaled 1.6 TWh. Fortum acquired an 85% share of a Polish district heating company PESC Czestochowa, with annual sales of some 780 GWh.

### Distribution

Fortum owns and operates distribution and regional networks and distributes electricity to a total of 1.4 million customers in Sweden, Finland, Norway and Estonia. As of March 31, 2005, the volume of distribution and regional transmissions totaled 7.2 TWh and 5.1 (5.2) TWh, respectively. Electricity transmissions via the regional distribution network to customers outside the company totaled 4.2 TWh in Sweden and 0.9 TWh in Finland.

### Markets

Markets is responsible for retail sales of electricity to a total of 1.1 million private and business customers, as well as to other electricity retailers in Sweden, Finland and Norway. The company buys its electricity through Nord Pool.

### Significant Events

On May 12, 2009, Fortum Oyj and Metso Corp. have partnered to explore oxyfuel combustion technology. Oxyfuel combustion is part of a technical concept which enables carbon capture in power and heat generation.

The company and Metso Corp. have agreed on collaboration to develop an electric concept car and the related recharging technology.

The company and Metsähallitus have jointly begun developing a wind power project in the Kuolavaara-Keulakkop area, located in the Kittil and Sodankyl municipalities in northern Finland.

On October 14, 2009, Fortum Oyj and Teollisuuden Voima Oy are collaborating with

Siemens Energy in the field of carbon capture and storage. Siemens Energy was chosen as the capture technology partner for the FINNCAP-Meri-Pori Carbon Capture and Storage (CCS) project by the owners of Meri-Pori power plant, Fortum and TVO.

In November 2009, the company and ABB Ltd. started a joint development project to design and install Europe's first large-scale urban smart electricity grid in a new district in the city of Stockholm.

## History

Fortum Oyj was founded in 1998.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. FORTUM OYJ COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. FORTUM OYJ BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. FORTUM OYJ SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. FORTUM OYJ FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. FORTUM OYJ COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Fortum Oyj Direct Competitors
- 5.2. Comparison of Fortum Oyj and Direct Competitors Financial Ratios
- 5.3. Comparison of Fortum Oyj and Direct Competitors Stock Charts
- 5.4. Fortum Oyj Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. Fortum Oyj Industry Position Analysis

## **6. FORTUM OYJ NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. FORTUM OYJ EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. FORTUM OYJ ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. FINLAND PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. FORTUM OYJ IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. FORTUM OYJ PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. FORTUM OYJ VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

#### **LIST OF FIGURES**

Fortum Oyj Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Fortum Oyj 1-year Stock Charts  
Fortum Oyj 5-year Stock Charts  
Fortum Oyj vs. Main Indexes 1-year Stock Chart  
Fortum Oyj vs. Direct Competitors 1-year Stock Charts  
Fortum Oyj Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

Fortum Oyj Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Fortum Oyj Key Executives  
Fortum Oyj Major Shareholders  
Fortum Oyj History  
Fortum Oyj Products  
Revenues by Segment  
Revenues by Region  
Fortum Oyj Offices and Representations  
Fortum Oyj SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Fortum Oyj Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Fortum Oyj Capital Market Snapshot  
Fortum Oyj Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Industry Statistics



Fortum Oyj Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Fortum Oyj Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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