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## AMCOR PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Amcor plc

**Company Sector :** Plastic Packaging

**Operating Geography :** Switzerland, Europe, Global

**About the Company :** Amcor plc, a UK-domiciled packaging company develops and produces flexible packaging, rigid containers, specialty cartons, along with closures for food, beverage, pharmaceutical, medical-device, home and personal-care, and several other products. The company is listed on the New York Stock Exchange. It merged with Bemis and became Amcor plc and is headquartered in Zurich, Switzerland, and Melbourne, Australia, with another head office in Warmley, Bristol, United Kingdom for tax purposes. The two reporting segments of Amcor include flexible packaging and rigid plastics. It develops and supplies specialty folding cartons and flexible packaging. The four business units of this segment are Flexibles Europe, Middle East and Africa; Flexibles Americas; Flexibles Asia Pacific; and Specialty Cartons. Amcor's Rigid Plastics is considered as one of the world's largest suppliers of rigid plastic packaging and has four units, which are the North America Beverages, North America Specialty Containers, Latin America and Bericap Closures. The company was renamed as Amcor Limited in 1986, from its old name, Australian Paper Manufacturers. Earlier the company manufactured pulp paper and paperboard products, along with metal cans and flexible packaging. Amcor demerged its printing papers business in April 2000, to focus on global packaging. After which the spin-off company was named as 'Paperlinx'. The rigid packaging and closures businesses of Schmalbach-Lubeca, which is headquartered in Ratingen, Germany, was acquired by Amcor in July, 2002. Amcor earned the position of being the largest manufacturer of PET (Polyethylene terephthalate) containers, globally as the result of the acquisition. The products manufactured by Amcor include packaging for use with snacks and confectionery, cheese and yoghurt, beverage and pet food products, fresh produce and rigid-plastic containers for brands in the personal and home-care, food, beverage, pharmaceutical segments. In September, 2020, Amcor announced the world's flagship recyclable retort flexible packaging solution, which had been considered

impossible by many but was made possible by the company with years of dedicated research and investment.

Amcor's Unique Selling Proposition or USP lies in it being one of the world's largest manufacturers of rigid packaging along with being the global leader in packaging, providing its customers responsible packaging solutions, which prevent wastage. Amcor's mission statement reads "To create an environment for people to develop innovative ideas that will make us a leading integrator producing quality living environments for people."

**Revenue :**

US\$ 12,468 million - FY ending 30th June 2020 (y-o-y growth 31.8%)

US\$ 9,458.2 million - FY ending 30th June 2019 (y-o-y growth 1.49%)

US \$ 9,319.1 million - FY ending 30th June 2018 ?

**SWOT Analysis :**

The SWOT Analysis for Amcor plc is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Mitigating competition through acquisition</li> <li>2.Diversified product portfolio with high scalability for different sectors</li> <li>3.Business span across 40 different countries with strong leadership in its offerings</li> <li>4.Providing innovative alternative of packaging to customers</li> </ol>	<ol style="list-style-type: none"> <li>1.Payout of higher dividends than earnings</li> <li>2.Expanding at the cost of many closures</li> <li>3.Discontinuation in other markets decreasing diversity</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Rising demand of plastics in healthcare and pharmaceuticals</li> <li>2.Light weight plastic still preferred over other means packaging</li> <li>3.Innovative bio-based solutions</li> <li>4.Increased sale of sanitizers and hand wash foams</li> <li>5.Increase of E Commerce boosting packaging requirements</li> </ol>	<ol style="list-style-type: none"> <li>1.Incremental regulations on the usage of plastics</li> <li>2.Competitive business from other brands and packaging material</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Amcor plc is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Countries banning usage of polymers 2.Brexit uncertainties affecting business</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Uncertainty of business due to Covid-19</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Social habit verses social dilemma of plastic 2.Increasing awareness of consumers towards sustainability</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Odds and evens of plastic packaging over other means of packaging</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.No obligation to abide by the US shareholders 2.Antitrust compliances obstructing expansion</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Pledge to produce 100% recyclable products by 2025 2.Environmental effects of the usage of plastic</p>

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