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## KRONES AG SWOT & PESTLE ANALYSIS

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**Company Name :** Krones AG

**Company Sector :** Industrial Machinery

**Operating Geography :** Germany, Europe, Global

**About the Company :**

Krones AG is a manufacturer of packaging and bottling machines. The company was founded by Hermann Kronseder in 1951. It is headquartered at Neutraubling near Regensburg, Germany. The company initially began as a manufacturing unit of labellers. It gradually evolved into a firm designing and producing lines for filling drinks and beverages into plastic bottles, glass bottles or aluminium cans. Some products manufactured by Krones include, stretch blow-moulding machines to manufacture polyethylene terephthalate (PET) bottles, plus fillers, bottle washers, pasteurisers, etc. These products are accompanied by material flow systems and process technology which aid production of drinks and beverages at breweries, dairies etc. The company operates through four main segments namely- Plastics engineering, Filling and packing technology, Process engineering, IT solutions and material handling systems. As of 2021, the company has a total of 16,500 employees. Krones has a strong international network with approximately 100 sites located in different parts of the globe.

Krones' Unique Selling Proposition or USP lies in its service of providing customized solutions for intralogistics and digitalization used for filling and packaging technology. The company hires a special team of experts to help them achieve the same. Its Lifecycle Service helps encourage stable relations between the company and their customers. The company's mission is to share their client's values and in turn create something valuable together. Krones was awarded the German Packaging Award in 2020 in the sustainability category. It also received the WorldStar Award in 2018 for its drop-shaped lightweight bottle.

**Revenue :**

Euro 3,323 million - FY ending 31st December 2020 (y-o-y growth -16.07%)

Euro 3,959 million - FY ending 31st December 2019

**SWOT Analysis :**

The SWOT Analysis for Kronos AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Expert in line filling and packaging machinery manufacturing</li> <li>2.Well positioned global production units within customer proximity</li> <li>3.Leading industry digitization</li> <li>4.Robust capital structure and strong liquidity reserve position</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly dependent on beverage packaging industry developments</li> <li>2.Exposed to financial default risk and currency fluctuation risk</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Urbanization fuels long-term demand for packaged foods and beverage</li> <li>2.Global food and beverage packaging industry is expected to grow exponentially</li> <li>3.Paper-based carton packaging demands in the next decade will increase manufacturing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive operating market with undercutting costs create price risk</li> <li>2.Rising plastic ban could hamper beverage packaging lines manufacturing</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kronos AG is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Global trade wars raise price of raw materials for industrial machinery manufacturers</p> <p>2.Brexit could create long-term impact on the manufacturing sector in European Union (EU)</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.EU pandemic recovery legislation will penalize PET manufacturers for non-recycled plastic waste</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Consumers are opting for food and beverage products with sustainable packaging</p> <p>2.Increasing popularity of packaged cold &amp; bubble tea are driving aseptic line productions</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digital technology in beverage manufacturing helps improve production process</p> <p>2.Advancement in automation increases flexibility and high-volume outputs for food and beverage industry</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.UK's National Health Service (NHS) introduced an additional 20% tax on the beverage industry</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.European manufacturing industry is focused on reducing scope 3 emissions</p> <p>2.Beverage industry implements recyclable PET packaging</p>

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