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PACKAGING CORPORATION OF AMERICA SWOT & PESTLE ANALYSIS

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Company Name : Packaging Corporation of America

Company Sector : Paper and Packaging

Operating Geography : United States, North America, Global

About the Company :

Packaging Corporation of America, headquartered in Lake Forest, Illinois, is an American manufacturer. In 1965, Tenneco bought the company after it was created in 1959 by the merger of three enterprises. The name of the corporation was changed to Tenneco Packaging Inc. in November 1995, and the name Packaging Corporation of America was re-established in 1999 by a new entity. PCA manufactures around 4 million tonnes of containerboard each year, the majority of which is transformed into corrugated boxes, and ships approximately 59 billion square feet of corrugated products. Linerboard and semi-chemical corrugating mediums are also produced by PCA's mills. Shipping containers for manufactured goods, multi-colour boxes and displays for retail sites, and honeycomb protective packaging are among the company's corrugated packaging offerings. It also makes packaging for food and beverage, as well as other consumer and industrial goods. PCA has around 100 production facilities across the United States. Beachbody's Cookies & Creamy Shakeology, Nestlé Canada's Smarties, Lamb Weston's Alexia Bio-Based Packaging, and John Soules' Rotisserie Seasoned Chicken Breast with Rib Meat received nine Flexible Packaging Achievement awards from the Flexible Packaging Association in 2022.

Packaging Corporation of America's USP lies in its being the third-largest containerboard producer in the United States and the third-largest uncoated freesheet producer in North America. The mission statement of the Packaging Corporation of America reads, "To serve the needs of our customers, today and tomorrow, with products and services that exceed expectations for performance and environmental responsibility."

Revenue :

US\$ 7,730.3 million - FY ending 31st December 2021 (y-o-y growth 16.1%)

US\$ 6,658.2 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Packaging Corporation of America is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.A large customer base leading to sales of containerboard and corrugated products in over 30000 locations. 2.A diversified product portfolio. 3.It is a fortune 500 company with rank 433 and has strong financial performance. 4.Specializes in creating custom produce packaging to meet consumer demands. 	<ul style="list-style-type: none"> 1.The company is highly indebted 2.Reliance on third parties for transportation. 3.The company lacks vertical integration which lowers margins.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Scope for growth in the containerboard market due to the pandemic 2.Need for sustainable packaging in various sectors like pharmaceutical and food. 	<ul style="list-style-type: none"> 1.Decrease in demand for the paper segment. 2.Operates in a highly competitive industry. 3.Material disruptions of manufacturing. 4.Higher costs of sales leading to decrease in profit margins.

PESTLE Analysis :

The PESTLE Analysis for Packaging Corporation of America is given below:

Political 1.The Biden administration is against plastic waste, creating opportunities for the paper packaging industry	Economical 1.The economic recession due to the pandemic negatively impacting the demand for paper 2.The US-China trade war impacting the packaging industry
Social 1.People prefer sustainable produce packaging 2.Increasing shift towards digitalization will negatively impact the paper segment	Technological 1.Use of technology to aid with automated packaging systems
Legal 1.Subject to environmental rules and regulations like Resource Conservation and Recovery Act	Environmental 1.To increase sustainability, continuous recycling initiatives are undertaken 2. Use of eco-friendly methods to generate energy 3.Focused on conservation of water in packaging industry

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