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METSÄ GROUP SWOT & PESTLE ANALYSIS

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Company Name : Metsä Group

Company Sector : Wood, Pulp and Paper products

Operating Geography : Finland, Europe, Global

About the Company :

The Metsä Group (formerly known as Metsäliitto Group) is a company in the forest business that uses renewable wood from sustainably managed forests. The business's main office is located in Helsinki, Finland. The parent firm of Metsä Group, Metsäliitto Cooperative, can trace its roots to the cooperative movement, which began to take place in Finland around the turn of the 20th century. In 1947, Metsäliitto was established as a cooperative company. The primary industries of the company include wood products (Metsä Wood), board (Metsä Board), the pulp (Metsä Fibre), tissue and cooking papers (Metsä Tissue), as well as wood trading and forestry services (Metsä Forest). The Metsä Group has about 9,500 employees as of early 2022. Nearly 100,000 Finnish forest owners are members of Metsäliitto Cooperative, the main company of Metsä Group. By committing to a membership with the Ellen MacArthur Foundation, Metsä Group joined the largest circular economy network in the world in June 2022.

Metsä Group's USP lies in its being a pioneer in a sustainable economy, using renewable wood from sustainably managed northern forests, and its Metsä Wood division is a world leader in the production of engineered wood goods. The mission statement of the company reads, "Advancing bio-economy and circular economy by efficiently processing northern wood into first-class products".

Revenue :

6,017 million - FY ending 31st December 2021 (y-o-y growth 2%)

5,054 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Metsä Group is given below:

Strengths	Weaknesses
<p>1.Strong R&D operations through collaborations with universities and start-ups.</p> <p>2.Leading producer of diverse products like wood products, pulp and timber sawn, paperboard, tissues and greaseproof papers etc.</p> <p>3.The group has self -sufficiency in wood timber and pulp, hence dependency on third party is less.</p> <p>4.Net debt of the company has decreased significantly which gives it a financial advantage.</p> <p>5.A recognized market leader in driving sustainable operations and growth.</p>	<p>1.The company is undergoing an investigation in antitrust violation case.</p> <p>2.Fluctuations in revenue and profit growth exposes the company to risk.</p> <p>3.Production capacity constraints is affecting the delivery of certain products at present.</p>
Opportunities	Threats
<p>1.Drive growth through investments and innovation.</p> <p>2.Capture the growing paperboard and premium paperboard markets.</p> <p>3.Innovate to produce plastic alternative packaging and drive growth in the packaging market.</p>	<p>1.Supply chain disruptions can affect the productions of the company.</p> <p>2.Any adverse events in the mills like fire or workers strike can disrupt operations.</p> <p>3.Uncertainty revolving around the covid-19 can affect the company.</p>

PESTLE Analysis :

The PESTLE Analysis for Metsä Group is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Differences between China and EU over Ukraine war can affect their trade relations 2.Ukraine- Russia war has forced business to stop operations in Russia. 3.EU trade sanctions has stopped the import and exports of Russian goods including wood. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Energy prices have increased in Europe due to the cut down of Russian energy supply. 2.Rise in the inflation rate is affecting the input costs of companies.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers are preferring paper or cardboard packaging over plastic. 2.Personalisation trend is becoming popular among consumers and brands. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.3D based packaging solutions are being developed to replace plastic packaging. 2.Industrial automation in manufacturing industries is becoming common.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.EU has enforced regulations on the use of single use plastic in packaging. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Reduction in plastic waste is important for climate change goals. 2.Recycle, reduce and reuse is important for achieving a circular economy.

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