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GRAPHIC PACKAGING HOLDING COMPANY SWOT & PESTLE ANALYSIS

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Company Name : Graphic Packaging Holding Company

Company Sector : Packaging

Operating Geography : United States, North America, Global

About the Company :

Graphic Packaging Holding Company provides customers with paper-based packing solutions for products like food, beverages, food and other product companies. The business was established in 1994 and is headquartered in Atlanta, Georgia, United States. 25000 employees have been working worldwide. The company manufactures folding and paperboard cartons for a variety of well-known consumer goods, particularly packaged foods and beverages. They also make an effort to use nearly all of the wood that enters the mills that make virgin paperboard, either to make paperboard or to use the biomass to generate electricity. The business operates on a global basis and is known to be one of the largest producers of folding cartons and paper-based foodservice products in the United States, and it also holds leading market positions in solid bleached sulfate paperboard, coated unbleached kraft paperboard and coated-recycled paperboard. Many of the most well-known brands and businesses in the world are among the company's clients. In 2022, Graphic Packaging announced that it will be showing advanced packaging equipment, material and innovative packaging that will put more impact on the retail shelf, drive consumer preference and improve its functionality at every point.

The USP of Graphic Packaging Holding Company is that it is a pioneer in the design and manufacture of commercial product packaging and the provision of recyclable and renewable materials. The mission statement of the company states, "Inspired Packaging. A World of Difference".

Revenue :

- \$ 7,156 million FY ending 31st December 2021 (y-o-y growth 9%)
- \$ 6,560 million FY ending 31st December 2020



SWOT Analysis :

The SWOT Analysis for Graphic Packaging Holding Company is given below:

Strengths	Weaknesses
1.Ten acquisitions in the past five years have	1.The company has a high debt which affects
helped the company to expand into new	its cash flow and flexibility.
geographies and product categories.	2.Slow growth in the profit level can be a
2.Award winning packaging portfolio in many	concern for the company.
categories.	
3.Leading market producer in product	
categories like CUK, SBS, CRB.	
4.Clients include large companies like PepsiCo,	
The Coca-Cola company, Kellogg company,	
McDonald, L'Or\u00e9al, Johnson & Johnson	
etc.	
5.Large patent portfolio with patent rights to	
2700 patents and 600 pending patents.	
Opportunities	Threats
1.Expand operations into new geographies	1.Supply chain disruptions can affect the
through partnerships and acquisitions.	availability of raw materials
2.Drive growth in the sustainable packaging	2.Labor shortages can affect the production of
solutions.	the company
	3.Changes in the consumer preferences can
	affect the sales of certain products.
	4.Ban or regulations on certain products can
	affect the sales.



PESTLE Analysis :

The PESTLE Analysis for Graphic Packaging Holding Company is given below:

Political	Economical
1.Ukraine-Russia war has forced global	1.Inflation is driving up cost of raw materials
businesses to stop operations in Russia	2.Energy prices are increasing due to cut down
2.Increased pressure on the global supply	of Russian oil and gas supplies
chain and raw materials availability due to	3.Manufacturing industries are grappling with
political turmoil	labour shortages
Social	Technological
1.Brands are using promotional packaging to	1.Manufacturing industries are adopting
identify with their customers.	automation of operations to tackle labour
	shortage and increase efficiency
	2.Keel clip technology is being adopted by
	companies to use recyclable cardboard instead
	of plastic fasteners
Legal	Environmental
1.Many countries are changing the packaging	1.Reuse, Recycle and Reduce are the key to
regulations around the globe	reducing waste from the environment
2.US states are imposing ban on single use	2.Increasing number of brands are adopting
plastics under the Environment protection bill	sustainable packaging
3.Patent infringement is a major issue that	
product companies face	

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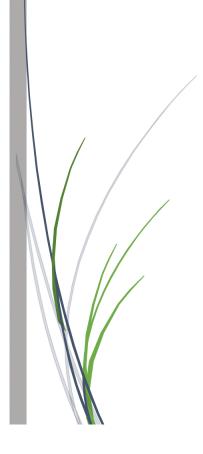


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