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

PESTLE Analysis :

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

Political	Economical
<ul style="list-style-type: none"> 1.Ukraine-Russia war has forced global businesses to stop operations in Russia 2.Increased pressure on the global supply chain and raw materials availability due to political turmoil 	<ul style="list-style-type: none"> 1.Inflation is driving up cost of raw materials 2.Energy prices are increasing due to cut down of Russian oil and gas supplies 3.Manufacturing industries are grappling with labour shortages
Social	Technological
<ul style="list-style-type: none"> 1.Brands are using promotional packaging to identify with their customers. 	<ul style="list-style-type: none"> 1.Manufacturing industries are adopting 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
<ul style="list-style-type: none"> 1.Many countries are changing the packaging regulations around the globe 2.US states are imposing ban on single use plastics under the Environment protection bill 3.Patent infringement is a major issue that product companies face 	<ul style="list-style-type: none"> 1.Reuse, Recycle and Reduce are the key to reducing waste from the environment 2.Increasing number of brands are adopting sustainable packaging

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Client Support:
support@swotandpestle.com