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## PACTIV EVERGREEN INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Pactiv Evergreen Inc.

**Company Sector :** Packaging

**Operating Geography :** United States, North America, Global

**About the Company :**

Pactiv Evergreen Inc. is a manufacturer of food and beverage packaging solutions and is headquartered in Illinois, United States. The founding of Packaging Corporation of America, which later became Pactiv, in 1959 saw the merger of Central Fibre, American Boxboard, and Ohio Boxboard (PCA). The business was first known as PCA, then as Tenneco Packaging Inc. (1995), and finally as Pactiv Corporation (1999), when Tenneco spun it off to become an independent firm. Foodservice, Food Merchandising, and Beverage Merchandising are its three business segments. These divisions provide a wide variety of goods, including trays for meat and poultry, drinkware, tableware, service ware, ready-to-eat food containers, clear rigid-display containers, moulded fibre egg cartons, and printed cartons, spouts & filling machines, and other goods. The United States, the Rest of North America, and Others are the company's three geographic divisions, with the United States accounting for the great majority of its sales. Pactiv Evergreen divested its Evergreen Asia unit in 2022 as it turned its focus towards North American markets.

Pactiv Evergreen Inc.'s USP lies in its being one of North America's top producers of fresh food and beverage packaging, holding a dominant position in a wide range of key product categories. The mission statement of the company reads, "Delivers innovative food and beverage packaging solutions, designed to exceed the needs of consumers and the businesses that serve them".

**Revenue :**

US\$ 5,437 million - FY ending 31st December 2021 (y-o-y growth 15.95%)

US\$ 4,689 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Pactiv Evergreen Inc. is given below:

Strengths	Weaknesses
<p>1.Broad manufacturing base with 1,100 production lines and approximately 129 billion units manufactured annually</p> <p>2.Strong product innovation and R&amp;D with around 400 patents</p> <p>3.Broad and diversified mix of customers</p> <p>4.Well positioned to cater to the changing preferences of customers</p>	<p>1.Lower bargaining power with raw material supplier can push cost of products.</p> <p>2.Lower productivity due to increasing employee turnover.</p> <p>3.38% of the company's revenue comes from 10 large customers in the market who can put price pressures on the company and decrease revenue.</p> <p>4.Company has a high outstanding debt and lower profit.</p> <p>5.Inability to expand globally and continue sustained operations.</p>
Opportunities	Threats
<p>1.Technological automation of operations can reduce labor dependency and improve efficiency for the company.</p> <p>2.A move to use 100% recycled products can save costs for the company.</p>	<p>1.Changing customer preference for new products will affect the sales of present product lines.</p> <p>2.Supply chain crisis can cause shortage of raw materials.</p> <p>3.Ban on the usage of certain products can affect the operations of the company.</p>

## PESTLE Analysis :

The PESTLE Analysis for Pactiv Evergreen Inc. is given below:

Political	Economical
1.Ukraine-Russia war is putting increased pressure on the global supply chain and raw materials availability.	1.Inflation is driving up cost of commodities. 2.Energy prices are soaring up due to many reasons. 3.Many industries are grappling with labor shortages and high labor costs.
Social	Technological
1.Awareness about packaging and its effect on health is increasing among the consumers. 2.Consumers are preferring to shop online for most of their needs.	1.Automation in the packaging industry is revolutionizing the industry. 2.Smart packaging is being used to give customers immersive and interactive experience.
Legal	Environmental
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.	1.Circular economy is the key to reducing waste from the environment. 2.100% PET plastics are replacing single-use plastics.

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