
S&P TEST

SWOT & PESTLE.com

AVERY DENNISON SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Avery Dennison

Company Sector : Labelling and Functional Materials

Operating Geography : United States, North America, Global

About the Company : Headquartered in Mentor, Ohio, United States, Avery Dennison Corporation is a multinational manufacturer and distributor of pressure- sensitive adhesive materials (such as self- adhesive labels), RFID inlays, apparel branding labels and tags and specialty medical products. Founded in 1935, the name of the company was coined as Avery Dennison after its merging with Dennison Manufacturing Company in 1990. The Avery Dennison operations are organized into three business units: The Pressure- Sensitive Materials Segment manufactures and sells pressure- sensitive roll- label materials, reflective highway- safety products, performance polymers, films for graphic applications, a variety of specialized tapes and extruded films. The Retail Branding and Information Solutions Segment designs, manufactures and sells various branding and information management products and solutions for general retail and apparel, including tickets, barcode, graphic and radio-frequency identification (RFID) tags. Avery Dennison Medical, which provides products such as barrier films, wearable sensors, wound dressing and a variety of tapes and securement products for the healthcare industry. In 2022, Avery Dennison acquired Frick, a Switzerland- based company and Tex Trace, a technology developer that specializes in custom- made woven and knitted RFID products. In 2022 the company also acquired the linerless label technology developed by the UK company, Catchpoint Ltd. As of early 2022, the number of people employed with Avery Dennison are approximately 36,000 working in over 50 countries.

Avery Dennison's vision statement is "The pursuit of our vision has aligned our businesses into a focused, customer- driven company that specializes in materials science. Our in- depth pool of expertise and global scale enable us to deliver insights, innovative products and intelligent solutions to customers all over the world." The USP or Unique Selling Point of Avery Dennison

lies in having a strong market presence in pressure- sensitive materials along with being a member of Fortune 500.

Revenue :

US\$ 8,408.3 million - FY ending 31st December 2021 (y-o-y growth 20.6%)

US\$ 6,971.5 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Avery Dennison is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Several successful acquisitions. 2. The company was able to significantly reduce cost in face of the pandemic. 3. Teaming up with the Premier League on embellishments. 4. Investment in automation and digitization. 5. The company has been way on track in terms of their environmental goals. 6. Became the first label manufacturer to offer a complete range of film solutions. 7. Efficient management of foreign exchange risks. 	<ul style="list-style-type: none"> 1. Decline in profit margins
Opportunities	Threats
<ul style="list-style-type: none"> 1. Massive growth prospects in Intelligent Labels division 2. Print label market looks promising for the company's products 3. Expansion into newer markets 	<ul style="list-style-type: none"> 1. New and innovative developments by competitors. 2. Supply chain challenges to the labelling industry.

PESTLE Analysis :

The PESTLE Analysis for Avery Dennison is given below:

Political	Economical
1.Impact of ongoing conflict in Ukraine on business	1.Record inflation to affect margins. 2.Weakening of the Euro against the Dollar to affect its revenue from Europe.
Social	Technological
1.Shift toward e-commerce and curbside pickups increasing demand for safe and secure packaging 2.Consumers demanding more transparency in their food products	1.Collaboration with innovators to address technological challenges in the labelling industry 2.Blockchain to transform digital verification industry
Legal	Environmental
1.Newly imposed plastic regulations in India 2.Greater responsibility placed on industry to manage chemical usage compliances	1.Focus on sustainability-oriented products helping clients 2.Initiatives to be in line with the world's net zero carbon emission goals by 2050 Digital care-labels improving circularity and tracking

Please note that our free summary reports contain the SWOT and PESTLE table contents only.
 The complete report for **Avery Dennison** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com