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# S&P TEST

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## AVERY DENNISON SWOT & PESTLE ANALYSIS

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

## PESTLE Analysis :

The PESTLE Analysis for Avery Dennison is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Impact of ongoing conflict in Ukraine on business</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Record inflation to affect margins. 2.Weakening of the Euro against the Dollar to affect its revenue from Europe.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Shift toward e-commerce and curbside pickups increasing demand for safe and secure packaging 2.Consumers demanding more transparency in their food products</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Collaboration with innovators to address technological challenges in the labelling industry 2.Blockchain to transform digital verification industry</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Newly imposed plastic regulations in India 2.Greater responsibility placed on industry to manage chemical usage compliances</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>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</p>

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.**



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