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## O-I GLASS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** O-I Glass Inc.

**Company Sector :** Glass Packaging

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

**About the Company :**

O-I Glass, Inc. is an American business that specialises in glass products for containers headquartered in Perryburgs, Ohio. The Illinois Glass Company and Owens Bottle Company amalgamated to form Owens-Illinois, Inc. in 1929. To unify its international activities under a single, cross-cultural and cross-language brand name, the company changed its trade name to O-I in 2005. The company manufactures glass bottles for alcoholic beverages such beer, wine, spirits, and flavoured malt drinks. The business also manufactures glass containers for a range of foods, beverages, teas, juices, and medications. O-I Glass makes glass bottles in a variety of sizes, shapes, and hues. Food and drink producers such as Anheuser-Busch InBev, Brown-Forman, Carlsberg, Coca-Cola, Constellation, Diageo, Heineken, Molson Coors, Nestle, PepsiCo, and Pernod Ricard are among its clients. Brazil, Canada, Colombia, Ecuador, Mexico, Peru, and the United States are among the countries in the Americas where it operates glass container production facilities. It has a distribution centre in the US where glass containers are imported from its operations in Mexico. O-I Glass announced in July 2022 that it would construct a brand-new greenfield glass plant in Bowling Green, Kentucky. It intends to invest up to \$240 million and add 140 new jobs to the area.

The USP of O-I Glass is that it is one of the top producers of packaging goods globally, ranking first in the production of glass containers in North America, South America, Asia-Pacific, and Europe producing about one out of every two glass containers produced globally. The vision statement of O-I Glass reads, "to be the most innovative, sustainable, and chosen supplier of brand-building packaging solutions".

**Revenue :**

US\$ 6,357 million - FY ending 31st Dec 2021 (y-o-y growth 4.3%)

US\$ 6,091 million - FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for O-I Glass Inc. is given below:

Strengths	Weaknesses
<p>1. Leading market position in Europe and Americas with 70 manufacturing plants in 19 countries.</p> <p>2. Supply agreements with large companies like Coca-Cola, Nestle, Heineken, Nestle, Pepsi-co etc.</p> <p>3. Diverse range of glass packaging solutions for alcoholic beverages, food items, soft drinks, pharmaceuticals etc.</p> <p>4. Strong R&amp;D activities that focus on various areas.</p>	<p>1. Divestment of Asia-Pacific business unit has made presence of the company in this region weaker.</p> <p>2. High outstanding debt can affect the financial stability of the company.</p> <p>3. Lower shareholder returns than the market and peers over past years.</p> <p>4. Reorganization in the structure of the group can affect strategic decisions and operations.</p>
Opportunities	Threats
<p>1. Drive product innovation through new technologies.</p> <p>2. Improve operational efficiency through major strategic initiatives.</p>	<p>1. Supply chain disruption can affect the availability of raw materials.</p> <p>2. Change in trade regulations or lawsuits related to the operations of the company can affect the reputation.</p> <p>3. Increase in competition can affect the market share of the company.</p>

## PESTLE Analysis :

The PESTLE Analysis for O-I Glass 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 raw materials. 2.Energy prices are increasing in EU due to cut down of Russian oil and gas supplies.
Social	Technological
1.Customized packaging has become a trendsetter in the packaging industry.	1.Manufacturing industries are adopting automation of operations to tackle labour shortage and increase efficiency. 2.Digital printing technology on glass bottles helps manufacturers in differentiating their products.
Legal	Environmental
1.US states are implementing new EPR framework policies. 2.US states are imposing ban on single use plastics under the Environment protection bill.	1.Recycling products is an important step to achieve circular economy. 2.Brands are shifting towards sustainable packaging.

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