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CROWN HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Crown Holdings

Company Sector : Food and Beverage Packaging

Operating Geography : United States, North America, Global

About the Company : Crown Holdings, Inc. formerly known as Crown Cork & Seal Company is an American company that designs, manufactures and sells packaged products for consumer goods. Its portfolio includes beverage, food and aerosol cans and ends, glass bottles, specialty packaging, aluminium caps and steel crowns under their brands- Liftoff, SuperEnd and Easylift. Headquartered in Yardley, Pennsylvania, employing approximately 33,000 people, they are actively involved in providing their regional expertise in over 41 countries. A significant majority of its sales come from its operations in Europe, South America and Southeast Asia. Crown Holdings Inc. was founded in 1892 by William Painter, who invented the crown cap for bottled carbonated beverages. Consequently, Crown Cork and Seal Company was established in New York City after a merger with New Process Cork Company, Crown Cork and Seal Company. In 2003, Crown reorganized as a public holding company. Statistically, it claims to manufacture one out of every five beverage cans in the world and one out of every three food cans used in North America and Europe. Crown Holdings has earned several prestigious awards to its name, predominantly the title of "Quality Excellence" at SC Johnson's 2018 Top Supplier Awards. Crown Holding's unique selling proposition or USP lies in being the leading global supplier of

rigid packaging products to consumer marketing companies. Its mission statement reads, "Building on a tradition of innovation, quality and cost control, we reach ever greater heights as we provide diversified packaging solutions and services to meet our customer needs."

Revenue :

US\$ 11,665 million - FY ending 31st December 2019 (y-o-y growth 4.6%) US\$ 11,151 million - FY ending 31st December 2018



SWOT Analysis :

The SWOT Analysis for Crown Holdings is given below:

Strengths	Weaknesses
1.Global outreach as legacy solution of metal	1.Allegations of usage of banned materials in
packaging	production
2.Mitigating competition through flexible and	2.Surmounting debt weighing high on finances
all-round solution strategy	
3.Enhancing utility of metal based packaging	
through innovation	
4.Diversified business serving broad spectrum	
of geographies, end markets and customer	
portfolio	
5.Stewardship towards circularity	
6.Rebranding itself through the healthy	
customer portfolio	
7.Signode is the flagship industrial packaging	
brand with a 100-year history of innovation	
Opportunities	Threats
1.Rising demand for beverage cans	1.Other packaging materials providing cheaper
2.Safe packaging on a high demand	alternatives
3.Metal Packaging gaining popularity, being	2.Competitive business from other brands and
the most recycled material	packaging material
	3.Metal Packaging gaining popularity, being
	the most recycled material



PESTLE Analysis :

The PESTLE Analysis for Crown Holdings is given below:

Political	Economical
1.Restriction of steel and aluminum import in	1.Dependence on prices of steel and aluminum
USA	2.Downturn of the European economy
2.US China Trade affecting Chinese business of	
American Crown	
3.Brexit uncertainties affecting business	
Social	Technological
1.Fast paced lifestyle requires convenience	1.Odds and evens of metal packaging over
and usability	other means of packaging
2.Increase in health conscious customers	
boosting healthy beverages	
3.Aligning with artisan aesthetics for modern	
consumers	
4.Ends Innovations Respond to Changing	
Consumer Demand	
Legal	Environmental
1.Compliances to the usage of bisphenol-A	1.Stepping closely towards environmental
2.Compliances related to environmental	sustainability
sustainability	2.Targeting complete reliance on renewable
3.Antitrust compliances	energy
	3.Dependence on seasonality

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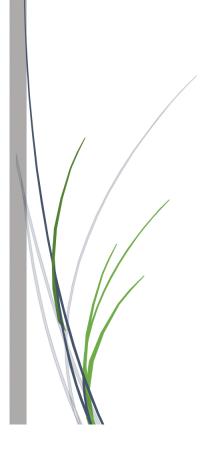


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