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UPM-KYMMENE OYJ SWOT & PESTLE ANALYSIS

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Company Name : UPM-Kymmene Oyj

Company Sector : Packaging, Forest Bioindustry

Operating Geography : Finland, Europe, Global

About the Company :

UPM-Kymmene Oyj is a Finnish company leading in forest industry. It was formed by merging Kymmene Corporation with Repola Oy and its subsidiary United Paper Mills Ltd in 1996. It is headquartered in Helsinki, Finland. It is highly into sustainable, innovation-driven and exciting future across its business areas. UPM believes in creating renewable and responsible solutions which replace fossil-based materials. It relies on renewable and biodegradable raw materials which helps in producing recyclable everyday items and materials. As of 2023, UPM employs 17,200 individuals across 44 countries. The company operates a vast network of 55 production plants worldwide. UPM's sales are distributed across various markets, with Europe accounting for 62%, North America for 15%, Asia for 17%, and the rest of the world for 6%. UPM's biorefinery and Biochemicals portfolio receive industry recognition for their environmental benefits, including nominations as finalists in Packaging Europe and first position in the sustainability ranking by European Rubber Journal.

UPM's USP lies in its ability to combine environmental responsibility with innovative products, positioning itself as a leader in sustainable solutions in the forest-based industry. UPM leads the forest-based bioindustry into a sustainable, innovation-driven, and benevolent future across six business verticals. UPM Communication Papers, one of UPM's subsidiary, is the world's leading producer of graphic papers and a supplier of a wide product range that includes magazine, newsprint etc. The vision statement of UPM is "We lead the forest-based bioindustry into a sustainable, innovation-driven and exciting future beyond fossils. The competence, integrity and drive of our people make us unique." Its purpose statement is "We create value by seizing the limitless potential of bioeconomy". Its values are "Trust and be trusted, achieve together and Renew with courage".

Revenue :

EUR 11,720 million – FY ending 31st December, 2022 (year on year growth 19%)

EUR 9,814 million - FY ending 31st December, 2021

SWOT Analysis :

The SWOT Analysis for UPM-Kymmene Oyj is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Industry leader in responsibility and sustainable operations 2. Transformative growth through investments in next generation biochemicals 3. Diversified product portfolio & sustainable operations: 4. Impressive and robust financial position : 5. Extensive partner network aiding business growth 6. Innovations for growth and competitiveness 7. Over 50% growth in the pulp business 	<ul style="list-style-type: none"> 1. Customer dependency and limited diversification 2. Dependency on supplier and subcontractor network 3. Challenges in managing and executing large investment project
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing need for renewable and recyclable solutions 2. Transition opportunities in sustainability and climate change 3. Creating value for society through renewable and responsible solutions 4. Increasing demand for specialty packaging materials 5. Digital innovations to support value creation and growth 	<ul style="list-style-type: none"> 1. Operates in cyclical and highly competitive markets 2. Impact of COVID-19 outbreak on business 3. Cost of living crisis and strain on natural ecosystems

PESTLE Analysis :

The PESTLE Analysis for UPM-Kymmene Oyj is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Impact of Russia-Ukraine war 2.Tensions on global economy and business operations 3.Impact of political factors on business operations and strategies 4.Challenges in China's political and business environment for business 5.Country-specific conditions- impact on business operations and investments 	<ol style="list-style-type: none"> 1.Impact on input prices and availability 2.Global economic slowdown and Europe's resilience in 2022 3.US economic resilience and trade tensions with China 4.Impact of fluctuations in foreign currency exchange rates
Social	Technological
<ol style="list-style-type: none"> 1.Impact of consumer behavior on business and adaptation strategies 	<ol style="list-style-type: none"> 1.Dependency on information technology and increasing cybercrime activity 2.Digital innovations leading to declining paper consumption
Legal	Environmental
<ol style="list-style-type: none"> 1.Navigating legal challenges, compliance, and risks 2.Company's assessment of EU Taxonomy 3.Impact of legislative changes on company 	<ol style="list-style-type: none"> 1.Initiatives to reduce environmental impact throughout product lifecycle 2.Focus on energy efficiency initiatives 3.Sustainable practices through-out supply chain

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Client Support:
support@swotandpestle.com