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## LYONDELLBASELL INDUSTRIES N.V. SWOT & PESTLE ANALYSIS

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**Company Name :** LyondellBasell Industries N.V.

**Company Sector :** Plastics and Petrochemicals

**Operating Geography :** United Kingdom, Global

**About the Company :**

LyondellBasell is a multinational petrochemical company which specializes in production of Olefins and Polyolefins, which are used to manufacture industrial and consumer plastic products. The company also manufactures “Intermediates and Derivatives”, “Advanced Polymer Solutions”, “Refinery products” and “Technology solutions”. The company’s Olefins and Polyolefins segment is further divided into the Americas and Europe, Asia and International (EAI) segments. The company’s international headquarters are located in London, UK, while it has executive offices in various locations across the world.

The company converts large amount of gaseous and liquid hydrocarbons, called as feedstock, into plastic resins and other industrial chemicals. The final products of the company act as building blocks of other chemical manufacturers. Customers of LyondellBasell use the plastic resins produced by the company to manufacture all kinds of products used in paints and coatings, automotive components, food packaging and home furnishings. As of early 2020, LyondellBasell is the second-largest producer of PO worldwide and the second-largest producer of oxyfuels worldwide.

LyondellBasell’s USP or Unique Selling Proposition sprawls in being one of the top independent chemical companies by revenue and an industry leader in some of its product lines. The company’s mission statement reads “To consistently deliver industry-leading performance by Safely and reliably delivering high quality products to customers, Being the company of choice for employees and shareholders, Being a responsible, good neighbor in the communities where we operate.” LyondellBasell’s vision statement states “We work every day to be the best operated and most valued company in our industry, today and tomorrow.”

**Revenue :**

\$34.727 billion – FY ending 31st December 2019 (Y-O-Y Growth of (negative) – 12.3%)

\$39.004 billion – FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for LyondellBasell Industries N.V. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Developing products which drive a range of solutions across major geographies and sectors</li> <li>2. Disciplined capital allocation which generates cash consistently</li> <li>3. Global leader in polyolefins and chemicals technology</li> <li>4. An industry leader with a global presence</li> <li>5. Focus on sustainability through value driven innovation</li> </ul>	<ul style="list-style-type: none"> <li>1. Company is prone to cyclical and volatility</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Renewal of Chinese plastic demand</li> <li>2. Growing demand for polyurethane based products</li> </ul>	<ul style="list-style-type: none"> <li>1. Low crude oil prices leading to lower competitive advantage</li> <li>2. Exchange rate fluctuations could lead to reduced profitability</li> <li>3. PE spreads in China at a seven-year low</li> <li>4. Adverse weather conditions forcing plant shutdowns</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for LyondellBasell Industries N.V. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Public policy &amp; political engagement</li> <li>2.Saudi-Russia oil price war making products less competitive</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Impact of Covid-19 on Plastic Industry</li> <li>2.China's tariff exemptions changing market dynamics</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. GoalZero objective helping to retain employees</li> <li>2. Population growth in emerging markets presenting new challenges</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Next evolution in plastics with Hyperzone PE technology</li> <li>2.Meeting rising urethane demand with new PO/TBA plant</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Plastic and paper bag legislations in the United States could reduce consumer demand</li> <li>2. European Union legislations to drive circular economy</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Multi-prolonged approach to address the challenge of plastic waste</li> </ol>

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