

---

# S&P TEST

SWOT & PESTLE.com

---

## DS SMITH PLC SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** DS Smith Plc

**Company Sector :** Paper Based Packaging Solutions

**Operating Geography :** England, Europe, Global

**About the Company :** DS Smith plc is a British multinational packaging business. The company has its headquarters in London, England. In 1940, the business was set up by two cousins David Gabriel Smith and David Solomon Smith to build cartons. The business was listed on the London Stock Exchange later in 1950s. The company operates in packaging - corrugated packaging, plastic packaging and recycled paper in 37 countries. The company has around 27,500 employees as of early 2021. This multinational company also makes use of infrastructure of the countries in which they operate such as energy provider, telecommunication and transportation network. The company is funded by an amalgamation of shareholder equity, debt and cash flow generated through its operations. In 2020, the charitable foundation of the company made its mark on local communities by responding to Covid-19 through innovative packages for vulnerable citizens and donations around the world. The company has been awarded for three of its innovative packaging solutions prized with 2020 World Star Packaging Award, which are, The Tuorekartano Oy potato fridge-box, The Maggi 'Food Travel' display and The Red Bull Event car. The company believes in generating sustainable value which is found in balancing the needs of its business, environment and its people.

DS Smith plc's Unique Selling Proposition or USP lies in it being the leading provider of packaging solutions, paper products and recycling services globally. The company aims to become a trusted partner to its customers by providing innovative packaging solutions for all their needs. D S Smith's vision statement reads "Our vision is to be the leading supplier of sustainable packaging solutions."

**Revenue :**

£ 6043 million - FY ending 30th April 2020 (y-o-y decline 2.0%)

£ 6171 million - FY ending 30th April 2019

**SWOT Analysis :**

The SWOT Analysis for DS Smith Plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Employing innovation for introducing sustainable packaging solutions</li> <li>2. Europe's largest paper and cardboard recycler</li> <li>3. Increasing foothold by acquisition, consultancy and rightsizing</li> <li>4. Scaling business with FMCG</li> <li>5. Healthy balance sheet and robust financials over the past fiscals</li> </ul>	<ul style="list-style-type: none"> <li>1. Lack of global presence</li> <li>2. Accidents maligning brand equity and eroding profits</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Paper packaging presenting promising alternatives to plastic ones</li> <li>2. Growing e-commerce promotes paper packaging</li> <li>3. Transformation of packaging and storage solutions in super markets</li> <li>4. High demand of packaging material in pharmaceutical and healthcare sector</li> <li>5. Rise of demand for anti-Covid solutions</li> </ul>	<ul style="list-style-type: none"> <li>1. Light weight plastics still preferred over corrugated cardboards</li> <li>2. Poor recycling leads more troubles than benefits of paper packaging</li> <li>3. High competition in the segment</li> <li>4. Tightened compliances</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for DS Smith Plc is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Uncertainty of Brexit deal impacting</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Impact of Covid on packaging industry 2.Growing prospects of paper requirements in US and Europe</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Changing preferences of consumers towards eco-friendly packaging 2.Promoting collaboration with suppliers</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digitization of transactions with suppliers 2.Promoting Circular Design Principles</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Regularization of supply chain by transparent terms and conditions with suppliers 2.Anti trust regulations affecting business</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Enabling consumers to reduce carbon footprint 2.Launching eco-friendly sustainable packaging solutions</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **DS Smith Plc** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)