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ARDAGH GROUP SWOT & PESTLE ANALYSIS

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Company Name : Ardagh Group

Company Sector : Packaging

Operating Geography : Ireland, Europe, Global

About the Company : Ardagh Group is a glass and metal component manufacturer headquartered in Luxembourg. The Irish Glass Bottle Company was established in Dublin in 1932 and grew through a series of acquisitions after Paul Coulson bought a stake in the company in 1998. The company operates two of the country's oldest continuously operating glass container plants in Dunkirk, Indiana. Ardagh operates 57 metal and glass plants, as well as owning a 42 per cent stake in Trivium Packaging, a leading provider of sustainable metal packaging to the food, speciality, and personal care industries. The firm creates packaging for numerous market sectors including, among others, beverage cans, food, beers, wine and spirits. With the majority of its wine bottle manufacturing capacity strategically located in the heart of the major North American wine regions, Ardagh Group is the leading glass packaging supplier to the US wine industry. It produces the industry's widest collection of luxury bottles, in a variety of colours, sizes, and types. In March 2021 Ardagh Group, Glass – North America, a division of Ardagh Group, and Bragg Live Food Products teamed up to launch a new 16-ounce glass bottle for their line of apple cider vinegar beverages.

Ardagh Group's Unique Selling Point or USP lies in it being the world's largest provider of reusable, indefinitely recyclable metal and glass packaging for brand owners. Ardagh Group's vision statement reads, "We will achieve our vision by delivering customer innovation, providing an inspirational environment for our people and creating sustainable value for our business through growth and development. The future we're creating for Ardagh is built around our three core values of trust, teamwork and excellence".

Revenue :

USD 6,731 million - FY ending 31st December 2020 (y-o-y growth 1.1%)

USD 6,660 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Ardagh Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Significant and growing can capacity 2. Long term relationship with diverse blue chip companies 3. Strategic acquisitions have helped in growth of Ardagh 4. Operates in multiple economies with multiple production facilities distributed across different geographies 	<ul style="list-style-type: none"> 1. Customers are concentrated leading to maintenance of proper relationship with them 2. Variations in cost of raw materials and tariffs on them affects production cost 3. High maintenance cost of the glass packaging business 4. Substantial debt of the company restricts its operational decisions
Opportunities	Threats
<ul style="list-style-type: none"> 1. Focus on sustainability may lead to innovations to reduce production costs 2. Expanding operations and sales to Asian market which is a growing industry 	<ul style="list-style-type: none"> 1. Presence of substitute materials for packaging like plastics and composites 2. Supply and costs of energy may affect operational costs 3. Seasonal demand of packaged products can affect profitability of Ardagh group

PESTLE Analysis :

The PESTLE Analysis for Ardagh Group is given below:

Political	Economical
1.Impact of Brexit on Ardagh and the packaging industry 2.US-China trade war led to tariffs affecting the packaging industry	1.Impact of COVID 19 on Ardagh's business 2.Dependence on steel and aluminium prices for production 3.Growth of the global beverage industry
Social	Technological
1.Industry trend moves to using recyclable materials like metal instead of plastic and polymers for packaging 2.Rising paper packaging industry poses a threat	1.Innovation leading to substitutes in packaging materials
Legal	Environmental
1.Recycling regulations have been added in EU	1.Green-house gases emission should be on check and must be controlled

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