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## H.B. FULLER SWOT & PESTLE ANALYSIS

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**Company Name :** H.B. Fuller

**Company Sector :** Specialist Chemicals, Adhesive

**Operating Geography :** United States, North America, Global

**About the Company :** H.B. Fuller Company is a major American adhesives manufacturer that exports industrial adhesives all over the world. The company is headquartered in Minnesota, United States. In 1887, Harvey Benjamin Fuller started the business as a one-man wallpaper paste shop. Through its reliable, responsive technical service, the company creates lasting, rewarding connections with customers in the packaging, hygiene, electronic and assembly materials, automotive, paper converting, woodworking, construction, general assembly and consumer goods industries. Advanced hot melt, cyanoacrylate, water-based, urethane, epoxy, solvent-based, solventless, and tile-setting adhesive technologies, as well as mastics, coatings, and sealants are provided by the industry's top chemists and technicians. Gums and adhesives for envelopes, business forms, and packaging products, as well as converted paper and paperboard products, are all available from H.B. Fuller. Hot melts and primers from the company are often used in graphic arts applications; this range of products offers a variety of speciality pieces for bookbinding, backbone priming, book assembly, and hardcover lamination. On April 6, 2021, H.B. Fuller announced two new compostable adhesive solutions under its globally recognised Flextra™ Evolution brand, that offer many distinct benefits in terms of sustainability goals and manufacturer benefits.

H.B. Fuller's Unique Selling Point or USP lies in it being one of the world's leading manufacturers of adhesives, coatings, sealants, and speciality chemicals and its business is built on long-term, deep customer relationships, and its outstanding customer service is a true competitive advantage. H.B. Fuller's mission statement reads, "Our mission is to be a leading worldwide formulator, manufacturer and marketer of technology-driven speciality chemical products and related services and solutions. We are committed to the balanced interests of our customers, employees, shareholders and communities".

**Revenue :**

USD 2,790.3 million - FY ending 31st December 2020 (y-o-y growth -3.69%)

USD 2,897.0 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for H.B. Fuller is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global leader with huge, diversified portfolio of adhesive products</li> <li>2.Specialized manufacturing units with center of excellence</li> <li>3.Consistent strong financial performance</li> </ul>	<ul style="list-style-type: none"> <li>1.H.B. Fuller have been facing penalties from state gov for safety violations</li> <li>2.Unable to drive business for its non-adhesive divisions</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Hotmelt adhesive demand is expected to surge in next 5 years</li> <li>2.Methyl Methacrylate adhesive (MMA) market is expected to rise due to innovation &amp; fast paced globalization.</li> <li>3.Packaging industry in India is expected to grow at CAGR 26%; Make in India can help in expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.International business operations face issue of currency fluctuation</li> <li>2.Middle eastern conflicts could impact chemical and adhesive manufacturing and transportation.</li> <li>3.Pandemic has disrupted raw material supply chains for adhesive and sealants industry.</li> <li>4.Adhesive industry is facing issue of low-quality counterfeit products in emerging markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for H.B. Fuller is given below:

Political	Economical
1.Heavy investment by Indian govt in Infrastructure will create adhesive demand	1.US economy is recovering at fastest rate from pandemic 2.International operations can be impacted by changes in economic, political, and regulatory conditions
Social	Technological
1.Urbanization to drive growth in infrastructure and construction 2.Pandemic and rising e-commerce has made consumers make purchases online 3.Consumers has become value, availability, convenience conscious	1.Covid-19 vaccine has created huge Cold-storage packaging needs for supply chain industry 2.Wearable technologies are helping workers with augmented reality and livestream issues to experts
Legal	Environmental
1.Changes in chemical industry regulations can act as impediment in business	1.European unions' green deal focus has created requirement for sustainable green construction 2.Recycling challenges of packaging industry are likely to affect adhesive industry

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The complete report for **H.B. Fuller** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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