

---

# S&P TEST

SWOT & PESTLE.com

---

## H.B. FULLER 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 :** 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:

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

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

The complete report for **H.B. Fuller** SWOT & PESTLE Analysis is a paid report at **27 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)2025 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)