

# UPM-Kymmene Oyj. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

UPM-Kymmene Oyj. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between UPM-Kymmene Oyj. and its competitors. This provides our Clients with a clear understanding of UPM-Kymmene Oyj. position in the [Paper and Forest Products](#) Industry.

The report contains detailed information about UPM-Kymmene Oyj. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for UPM-Kymmene Oyj.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The UPM-Kymmene Oyj. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes UPM-Kymmene Oyj. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of UPM-Kymmene Oyj. business.

## **About UPM-Kymmene Oyj.**

UPM-Kymmene Corporation, together with its subsidiaries, engages in energy and pulp, paper, and engineered materials businesses.

### **Energy and Pulp**

The Energy and Pulp group generates and distributes electricity; offers chemical pulp products, including softwood pulp and hardwood pulp; and owns and operates forests, as well as provides sawn timber products and components for building and other industries.

The Energy business area manages and develops the company's power generation assets that are not integrated into pulp and paper mills, generating and procuring electricity for the group and for market sales. It is also responsible for the company's electricity distribution and natural gas procurement.

The Pulp business area is a chemical pulp producer operating in Finland and through its associated company Oy Metsä-Botnia Ab. The products range from northern softwood pulp and northern hardwood pulp to eucalyptus pulp made from plantation wood in the southern hemisphere. The company owns 47% of its associated company Oy Metsä-

## Botnia AB.

The company's Forest and timber operations is responsible for forest biomass sourcing for its mills and biomass-fired power plants worldwide. The business area includes the company's own forests, wood procurement operations, the service offering for private forest owners and sawmills. It owns approximately one million hectares of forests, supplying on average 10% of its annual wood consumption. The company manages approximately 1.7 million hectares of forest in Finland, the United Kingdom, Russia and the United States, including private forests.

## Paper

The Paper group produces magazine papers and newsprint papers, which are used in magazines, newspapers, news paper supplements, printed advertising materials, and catalogues; fine paper used in direct advertising products, magazines, and copier and non-impact printing; and specialty papers, including face and release papers for label materials and various packaging papers.

## Engineered Materials

The Engineered Materials group provides self-adhesive label materials for product and information labeling; uncoated and coated plywood for various industries, including building, construction, and transportation; and veneer for furniture and parquet end uses. It also offers tags and inlays based on radio frequency identification technology for supply chain, pharmaceuticals, apparel, industrial and brand protection, transportation, and ticketing; and wood plastic composite materials for out door use.

The Label business, consisted of UPM Raflatac, manufactures self-adhesive label materials for product and information labelling. Typical customers are small and medium-sized label printers doing roll-to-roll label printing using UV-flexo and letterpress printing methods.

The company offers a range of uncoated and coated plywood for various industry specific solutions which require both quality plywood and specially treated surfaces. It also manufactures veneer furniture and parquet end uses. The company sells its plywood and veneer products under the name WISA. The company has nine plywood mills, seven in Finland, one in Russia and one in Estonia. The business area also includes three veneer mills, two in Finland and one in Russia.

**RFID:** The company manufactures various RFID tags and inlays designed for specific market segments. It manufactures passive HF and UHF tags and inlays designed for high volume applications like supply chain, pharmaceuticals, apparel, industrial and brand protection, transportation and ticketing.

**Wood plastic composite– UPM ProFi:** UPM ProFi develops, manufactures, markets and sells high quality wood plastic composite products made mainly from the surplus paper and plastic left over from the production of self-adhesive label materials. UPM ProFi is a start-up business.

**Biofuels:** The company engages in the production of second generation biodiesel and production of renewable biofuels.

## Markets

The company sells its products to paper merchants, printers, publishers, and converters primarily in Germany, the United Kingdom, Finland, France, and the other European countries, as well as in the United States, Canada, and Asia.

## Significant Events

On June 8, 2009, Metso Corp. and UPM-Kymmene Corp. have developed a new concept for the production of biomass-based bio-oil to replace fossil fuels in heating and power generation. Test production will begin at Metso's test plant in Tampere, Finland, in June 2009. Bio-oil can be manufactured by UPM's renewable energy power plants which are equipped with a boiler and functional raw material management.

## History

UPM-Kymmene Corporation was founded in 1995.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. UPM-KYMMENE OYJ. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. UPM-KYMMENE OYJ. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. UPM-KYMMENE OYJ. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. UPM-KYMMENE OYJ. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. UPM-KYMMENE OYJ. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. UPM-Kymmene Oyj. Direct Competitors
- 5.2. Comparison of UPM-Kymmene Oyj. and Direct Competitors Financial Ratios
- 5.3. Comparison of UPM-Kymmene Oyj. and Direct Competitors Stock Charts
- 5.4. UPM-Kymmene Oyj. Industry Analysis
  - 5.4.1. Paper and Forest Products Industry Snapshot
  - 5.4.2. UPM-Kymmene Oyj. Industry Position Analysis

## **6. UPM-KYMMENE OYJ. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. UPM-KYMMENE OYJ. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. UPM-KYMMENE OYJ. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. FINLAND PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. UPM-KYMMENE OYJ. IFE, EFE, IE MATRICES<sup>2</sup>**

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

## **11. UPM-KYMMENE OYJ. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. UPM-KYMMENE OYJ. VRIO ANALYSIS<sup>2</sup>**

## **APPENDIX: RATIO DEFINITIONS**

## **LIST OF FIGURES**

UPM-Kymmene Oyj. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit

Profit Margin Chart

Operating Margin Chart

Return on Equity (ROE) Chart

Return on Assets (ROA) Chart

Debt to Equity Chart

Current Ratio Chart

UPM-Kymmene Oyj. 1-year Stock Charts

UPM-Kymmene Oyj. 5-year Stock Charts

UPM-Kymmene Oyj. vs. Main Indexes 1-year Stock Chart

UPM-Kymmene Oyj. vs. Direct Competitors 1-year Stock Charts

UPM-Kymmene Oyj. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

UPM-Kymmene Oyj. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
UPM-Kymmene Oyj. Key Executives  
UPM-Kymmene Oyj. Major Shareholders  
UPM-Kymmene Oyj. History  
UPM-Kymmene Oyj. Products  
Revenues by Segment  
Revenues by Region  
UPM-Kymmene Oyj. Offices and Representations  
UPM-Kymmene Oyj. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
UPM-Kymmene Oyj. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
UPM-Kymmene Oyj. Capital Market Snapshot  
UPM-Kymmene Oyj. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Paper and Forest Products Industry Statistics



UPM-Kymmene Oyj. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
UPM-Kymmene Oyj. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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