**Competitive Rivalry:**

High Competition

Since everyone is working for sustainability, there is likely competition in Jordan's market for eco-friendly packaging. Competition between established businesses may come from a wide range of factors like product quality, pricing, and environmental advantages. Companies have an excellent reason to develop and capture market share in environmentally friendly products given the attention that plastic pollution has received for the environment. In addition to this, plastic continues to take control of the packaging market since it is both affordable and adaptable, which may make competition more intense.

**Key Points:**

Competition factors**:** product quality, pricing, environmental advantages.

Competition is more intense because plastic affordable and adaptable

**Bargaining Power of Suppliers:**

Moderate to High

A significant amount of effect is held by suppliers of raw materials for environmentally friendly packaging since sustainable resources are rare and have specific characteristics. Because there aren't many alternatives available, suppliers may be able to demand higher costs. Businesses entering into the eco-friendly packaging market may find it difficult to turn a profit in this environment, particularly if they are unable to pass these costs down to their customers because of price competition from competitors.

**Key Points:**

Limited sustainable resources increase supplier power.

Challenges in maintaining profitability amid high supply costs.

**Bargaining Power of Buyers:**

Moderate

Customers can demand sustainable packaging solutions more since they are becoming more environmentally careful. This includes manufacturers that use plastic packaging. However, the current lack of widely available, affordable environmentally friendly alternatives for conventional plastic packaging limits their negotiating strength. Customers' power may have a big impact on how quickly these creative ideas are adopted if they provide affordable prices and better sustainable choices.

**Key Points:**

All the power is between the customer’s hands which are the manufacturers

customers look for affordable prices and better sustainable

**Threat of New Entrants:**

Moderate to High

Reaching affordable prices, dealing with laws and regulations including FDA approval, and needing technological advancement are some of the possible barriers to entrance into Jordan's eco-friendly packaging industry. However, new entrants may be drawn in because of the rising need for environmentally friendly packaging alternatives and possible legal support. How soon new market players are able to get above these obstacles will impact how serious this danger is.

**Key Points:**

Entry barriers: affordable cost, regulations, FDA approval

Success is dependent on overcoming initial barriers.

**Threat of Substitute Products or Services:**

The major danger presented by alternatives is the ongoing consumption of conventional plastic packaging, which is still widely used because of its affordable price and usefulness. In order to mitigate this danger, environmentally friendly packaging options must not only match but also outperform plastic in terms of cost and performance. This risk may be reduced by the development of new materials and procedures that provide equal stability and efficiency.

**Key Points:**

Ongoing preference for plastic due to cost and utility.

Need for eco-packaging to be less affordability than plastic.

affordability