

IMPACTS OF THE ECONOMY, DECLINING SALES AND CHANGING CONSUMER BEHAVIORS ARE CHALLENGING TUPPERWARE'S FINANCIAL STABILITY

MOODY'S
ANALYTICS



TUPPERWARE BRANDS CORP.

1-Year PiT PD vs. Trigger

PD ABOVE TRIGGER

Trigger Definition ⓘ

Early Warning Signal

SEVERE

3M

6M

1Y

2Y

3Y

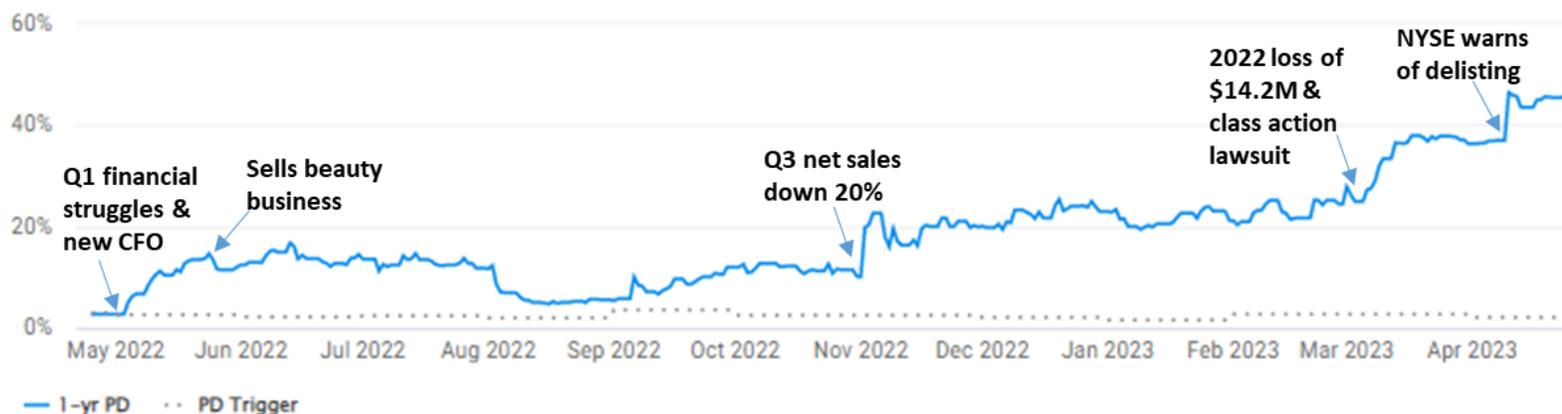
5Y

All

04/24/2022

To

04/24/2023



The iconic 77-year-old home products retailer announced it could go [bankrupt](#). While it saw some momentum during the pandemic when people were cooking more at home, it hasn't been able to adapt to changing behaviors or competition. In 2022, they invested in a brick-and-mortar partnership with Target stores offering a nondifferentiated product. With declining sales and brand power, the company is struggling to secure cashflow.