

Description

NIKE, Inc., together with its subsidiaries, engages in the design, development, marketing, and sale of athletic footwear, apparel, equipment, accessories, and services worldwide. The company provides athletic and casual footwear, apparel, and accessories under the NIKE, Jumpman, Converse, Chuck Taylor, All Star, One Star, Star Chevron, and Jack Purcell trademarks. It also sells a line of performance equipment and accessories comprising bags, sport balls, socks, eyewear, timepieces, digital devices, bats, gloves, protective equipment, and other equipment for sports activities under the NIKE brand; and various plastic products to other manufacturers. In addition, the company markets apparel with licensed college and professional team, and league logos, as well as sells sports apparel; licenses unaffiliated parties to manufacture and sell apparel, digital devices, and applications and other equipment for sports activities under NIKE-owned trademarks; and operates digital platforms, including fitness and activity apps; sport, fitness, and wellness content; and digital services and features in retail stores. It sells its products to footwear stores; sporting goods stores; athletic specialty stores; department stores; skate, tennis, and golf shops; and other retail accounts through NIKE-owned retail stores, digital platforms, independent distributors, licensees, and sales representatives. The company was founded in 1964 and is headquartered in Beaverton, Oregon.

Technical Analysis

Short Term:

The overall market sentiment is currently **Bullish**, with bearish events outweighing bullish events, as indicated by a score of **2**, suggesting *Bullish Evidence*. Despite this, the sector is showing a **Bullish** direction, supported by a **2**, which reflects *Bullish Evidence*. However, the broader market index is also in a **Bullish** direction, with a score of **1**, reinforcing *Weak Bullish Evidence* at the index level.

Long Term:

The long-term market outlook is currently **Bearish**, with bearish events consistently outweighing bullish events, as reflected by a score of **1**, indicating *Weak Bearish Evidence*. In contrast, the sector is experiencing a **Bearish** trend, supported by a **1**, signifying *Weak Bearish Evidence*. However, when considering the broader market index, it is also trending in a **Bearish** direction, with a score of **2**, reinforcing *Bearish Evidence* at the index level.

NKE Stock Price Movement



Stock Overview

Sector	Consumer Cyclical
Industry	Footwear & Accessories
Price	\$53.59
Market Cap	\$79,102 M
Revenue	\$47,818 M
52 Week High	\$98.04
52 Week Low	\$52.28
PE Ratio	16.59
Beta	1.15
Price Target	\$77.64
Analyst Rating	2.2 - Buy
Earnings Growth	-30.20%
Dividend Yield	2.92%

Resources:

- [Website](#)
- [IR Website](#)
- [Recent Filing](#)
- [Wikipedia](#)

News:

- [Big banks report Q1 beats, China stops taking Boeing deliveries: Morning Buzz](#)
- [The Day After the Market Skyrocketed](#)

Valuation Overview

Financial Info

P/E	16.59
P/S	-
P/B	-
P/EBITDA	16.59
EBITDA	-
Quick Ratio	1.33
Current Ratio	2.19
Gross Margin	43.82%
Operating Margin	6.99%
Profit Margin	9.43%
Revenue Growth	-9.30%
Earnings Growth	-30.20%
Debt to Equity	85.07

Analyst Rating:

The stock has a price target of \$0, rated as **HOLD**. The implied move is -100.00%, with a view of **Near Fair Value**. A discount of -3%. The recommendation score is 2/3.

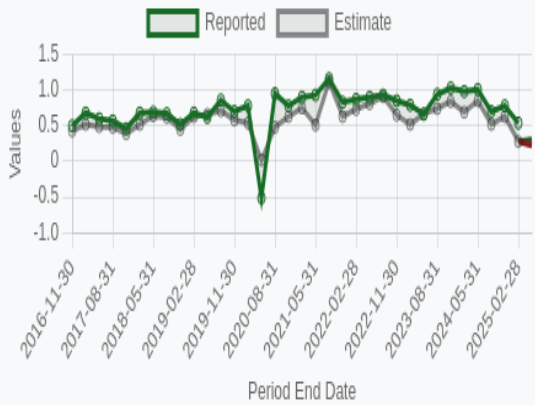
Bull Case:

- The global sportswear market has been uneven, but it should expand, especially in Asia and other developing areas. As the share leader in most countries, Nike is positioned to benefit.
- Nike recently brought back longtime executive Elliott Hill to serve as its CEO. Given his company knowledge and relationships with key partners, we are confident in his ability to improve Nike's results.
- Although currently depressed, Nike's EBIT margins should return to midteen levels in the medium term as it increases full-price sales, releases new merchandise, and grows sales in high-margin markets.

Bear Case:

- Nike has had a tumultuous period due to economic issues in key regions and its own mistakes. Given the depth of its problems, the timing of a turnaround is uncertain.
- The Chinese sportswear market is increasingly competitive, as nationalism has boosted native brands and as international brands like Lululemon expand. Nike's ability to gain share in this market is crucial to its long-term growth and profitability.
- Nike's dominance in running shoes has been challenged by the success of relative newcomers like Hoka and On. It has fallen behind some others on innovation.

Reported vs Estimated Earnings



Related Companies:

Tick	PE Ratio	Market Cap	P/B	Rating	P/EPS	EPS	Div (%)	Trailing PE	Year High	Year Low	Price
NKE	16.59	\$79,102 M	-	2.2 - Buy	16.59	-	2.92%	16.59	\$98.04	\$52.28	\$53.59
SBUX	21.54	\$91,022 M	-12.18	2.3 - Buy	-	27.51	2.91%	-	\$117.46	\$71.55	\$80.13
V	26.04	\$635,840 M	17.23	1.7 - Buy	-	29.21	0.70%	-	\$366.54	\$252.70	\$329.62
DIS	15.96	\$148,547 M	1.46	1.8 - Buy	-	15.06	1.18%	-	\$118.63	\$80.10	\$82.17
WMT	33.39	\$728,090 M	8.01	1.5 - Buy	-	34.67	1.00%	-	\$105.30	\$58.56	\$90.82
COST	48.88	\$426,794 M	16.69	2.0 - Buy	-	53.25	0.47%	-	\$1,078.23	\$702.00	\$961.93