

**\$211.18** **\$1.16 (0.55%)** as of Friday's close

Cap (\$M USD)  
**\$3,154,147**

P/E  
**32.9**

EPS (1Y)  
**-2.3%**

Dividend  
**\$1.04**

Last Filing  
**03/31/25**

52-wk Range

\$169.21  \$260.10

Sales (\$M)  
**400,366**

Fwd. P/E  
**27.0**

Sales (1Y)  
**3.8%**

Fwd. Yield  
**0.5%**

Next Earnings  
**07/31/25**

### Dividend Adjusted Return Jul 18, 2024 - Jul 18, 2025

**AAPL 211.18 (-7.3%)** **Technology 685.53 (+18.2%)** **S&P 500 6296.79 (+14.1%)**



AAPL has underperformed the S&P 500 by -21.4% in the past year.

AAPL has underperformed its sector by -25.5% in the past year.

The Technology sector has outperformed the market by 4.2% in the past year.

### ANALYST CONSENSUS

**Buy**

The consensus rating has improved a little since last month when it was also Buy.



Strong Buy | 18  
Buy | 3  
Hold | 14  
Sell | 0  
Strong Sell | 2

### QUANTITATIVE SCORES

**Fair Value** \$198.25

**Margin of Safety** -6%

The Margin of Safety is the difference between a company's Fair Value and the current price. See more on page 8.

**2 warnings**  
Details on Page 8

**Value Score**

**69**

**Value Score:** Our value score looks at EV/EBITDA, P/E, P/S, P/TB (Price/Tangible Book) and EPS Predictability. P/S and P/TB are compared within a sector. Other metrics are compared across all stocks

**Quality Score**

**74**

**Quality Score:** Our quality score compares profitability and balance sheet metrics to find high quality companies using ROIC, Net Margin, Gross Margin, Interest Coverage, and Debt / Equity metrics.

**Growth Score**

**84**

**Growth Score:** Our growth score looks at the 5 year history and the forward estimates for EBITDA, Sales, and EPS growth, ranking the best companies across all stocks.

**Sentiment Score**

**32**

**Sentiment Score:** Our sentiment score finds stocks in favor by analyzing Short Interest, returns in key periods over the last year, Price vs. 52-wk High, Days Since 52-wk High and MACD signals.

### BUSINESS SUMMARY


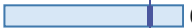

Apple is among the largest companies in the world, with a broad portfolio of hardware and software products targeted at consumers and businesses. Apple's iPhone makes up a majority of the firm sales, and Apple's other products like Mac, iPad, and Watch are designed around the iPhone as the focal point of an expansive software ecosystem. Apple has progressively worked to add new applications, like streaming video, subscription bundles, and augmented reality. The firm designs its own software and semiconductors while working with subcontractors like Foxconn and TSMC to build its products and chips. Slightly less than half of Apple's sales come directly through its flagship stores, with a majority of sales coming indirectly through partnerships and distribution.

**Employees** 164,000

**Homepage** [www.apple.com](http://www.apple.com)

**Headquarters** Cupertino, CA

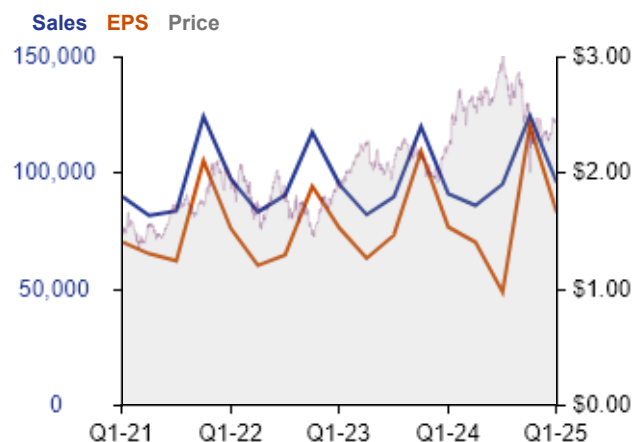
### VALUATION SUMMARY

	AAPL	Industry	S&P 500
Value Score	<b>69</b>	<b>47</b>	<b>70</b>
Price / Earnings	32.9	33.3	30.0
Price / Sales	8.0	5.4	3.3
Price / Free Cash Flow	32.6	32.1	40.3
Price / Book	47.2	17.3	5.5
Price / Tangible Book	47.2	487.7	500+
EV / EBITDA	23.1	23.0	25.2
EPS Predict. Pctl.	99	52	71
Piotroski F Score	7	7	6
5-Year P/E Range	20.5		43.7
5-Year P/B Range	20.2		66.2
5-Year P/S Range	5.2		10.4



### GROWTH SUMMARY

	AAPL	Industry	S&P 500
Growth Score	<b>84</b>	<b>48</b>	<b>76</b>
<b>Sales Growth</b>			
Sales Growth Next Year	5.8%	5.1%	10.5%
Sales 1-Year Chg (%)	3.8%	-0.9%	7.3%
Sales 3-Year Avg (%)	1.1%	0.3%	7.9%
Sales 5-Year Avg (%)	7.9%	7.9%	11.1%
<b>EPS Growth</b>			
Next Yr. Growth Est.	8.9%	8.9%	14.3%
EPS 1-Year Chg (%)	-2.3%	-7.1%	10.1%
EPS 3-Year Avg (%)	2.0%	1.1%	7.7%
EPS 5-Year Avg (%)	14.2%	14.3%	14.9%



### PEERS ANALYSIS SUMMARY

Ticker	Company	Cap (\$M USD)	P/E	Fwd. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
NVDA	NVIDIA	\$4,204,658	55.6	0.0%	18.5%	42.4%	-14%	<b>57</b>	<b>100</b>	<b>100</b>
MSFT	Microsoft	\$3,790,968	39.4	0.7%	6.2%	16.7%	0%	<b>62</b>	<b>98</b>	<b>99</b>
AAPL	Apple	\$3,154,147	32.9	0.5%	7.4%	-5.4%	-6%	<b>69</b>	<b>84</b>	<b>74</b>
AVGO	Broadcom	\$1,332,634	103.1	0.8%	13.0%	78.5%	-11%	<b>52</b>	<b>100</b>	<b>90</b>
TSM	Taiwan Semicondu...	\$975,026	28.4	1.4%	12.6%	41.9%	-2%	<b>70</b>	<b>99</b>	<b>99</b>
ORCL	Oracle	\$689,428	56.5	0.8%	16.6%	79.7%	-	<b>54</b>	<b>96</b>	<b>87</b>
PLTR	Palantir Technologi...	\$362,293	500+	-	9.7%	436.0%	-29%	<b>49</b>	<b>54</b>	<b>79</b>
SAP	SAP	\$358,704	54.1	0.8%	5.6%	56.5%	9%	<b>59</b>	<b>94</b>	<b>95</b>
CSCO	Cisco Systems	\$269,477	27.8	2.4%	4.0%	45.5%	9%	<b>73</b>	<b>72</b>	<b>93</b>
IBM	IBM	\$265,686	48.8	2.4%	0.9%	59.0%	8%	<b>67</b>	<b>68</b>	<b>73</b>
AMD	Advanced Micro D...	\$254,544	114.9	-	23.8%	0.8%	-26%	<b>49</b>	<b>99</b>	<b>84</b>
CRM	Salesforce	\$250,835	41.0	0.6%	1.1%	6.7%	37%	<b>57</b>	<b>96</b>	<b>72</b>

### PROFITABILITY SUMMARY

	AAPL	Industry	S&P 500
Quality Score	<b>74</b>	<b>52</b>	<b>76</b>
Gross Margin	46.6%	37.7%	31.6%
Operating Margin	31.8%	21.4%	15.1%
Net Margin	24.3%	16.4%	11.2%
Return on Assets	28.3%	28.2%	10.9%
Return on Equity	145.7%	137.3%	34.6%
ROIC	59.0%	53.5%	24.8%



### RETURNS SUMMARY

	AAPL	Industry	S&P 500
Sentiment Score	<b>32</b>	<b>51</b>	<b>56</b>
5-Day Return	0.0%	-0.1%	0.6%
1-Month Return	7.4%	5.4%	5.6%
YTD Return	-15.5%	-8.6%	7.7%
1-Year Return	-5.4%	4.1%	15.0%
3-Year Return	45.9%	45.2%	71.5%
5-Year Return	125.5%	108.2%	109.8%
Beta 1-Year	1.23	1.04	1.00

**Dividend Adjusted Return** Jul 18, 2024 - Jul 18, 2025

**AAPL 211.79 (-8.1%)**



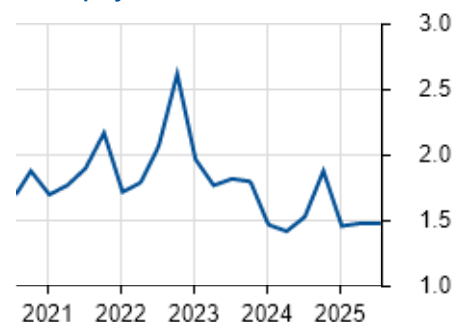
### DIVIDEND

	AAPL	Industry
Forward Dividend Yield	0.5%	0.5%
Payout Ratio	15.5%	15.6%
TTM Yield	0.5%	-
Fwd. Div. Per Share	\$1.04	\$0.90
Div. 1Y Chg (%)	4.0%	3.1%
Div. 3Y Avg (%)	4.2%	5.1%
Div. 5Y Avg (%)	4.9%	6.4%
Cons. Growth Years	10+	10+
Div. Coverage Ratio	6.2	6.1

### DEBT & EQUITY

Current Ratio	0.8
Quick Ratio	0.8
Price	\$211.18
Net Cash Per Share	-\$3.30
Equity Per Share	\$4.47
Debt / Equity	1.5
Solvency Ratio	49%
Short % of Float	0.7%
Altman Z-Score	9.5

**Debt / Equity 1.5**



### ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	1.00	# Up Last 30 days	2.00
# Down Last 30 days	2.00	# Down Last 30 days	2.00
Mean Estimate	1.42	Mean Estimate	1.66
% Change (30 Days)	-0.05%	% Change (30 Days)	-0.09%

### MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$1.42	\$1.66	\$7.17	\$7.81
30 Days Ago	\$1.42	\$1.66	\$7.18	\$7.83
90 Days Ago	\$1.49	\$1.77	\$7.32	\$8.18
% Change (90 Days)	-5.2%	-6.2%	-1.9%	-4.5%

### EARNINGS SURPRISES

Earnings surprise is the difference between a company's announced earnings and the average analyst estimated value. Surprises typically causes the stock price to jump and are often followed by more of the same surprise type.

**Surprise Summary (Last 12 Quarters)**

Surprise Type	Amount	Percent
Positive Quarters (> 2%)	8	66.7%
Negative Quarters (< 2%)	1	8.3%
In-Line Quarters (within 2%)	3	25.0%

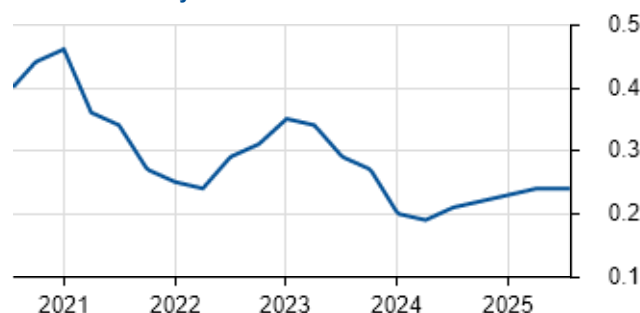
#### Surprise Detail (Last 6 Quarters)

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
In-Line	05/01/25	03/31/25	\$1.65	\$1.63	1.2%
In-Line	01/30/25	12/31/24	\$2.40	\$2.35	1.9%
Positive	10/31/24	09/30/24	\$1.64	\$1.60	2.5%
Positive	08/01/24	-	\$1.40	\$1.35	3.7%
Positive	05/02/24	-	\$1.53	\$1.50	2.0%
Positive	02/01/24	-	\$2.18	\$2.10	3.8%

### RISK

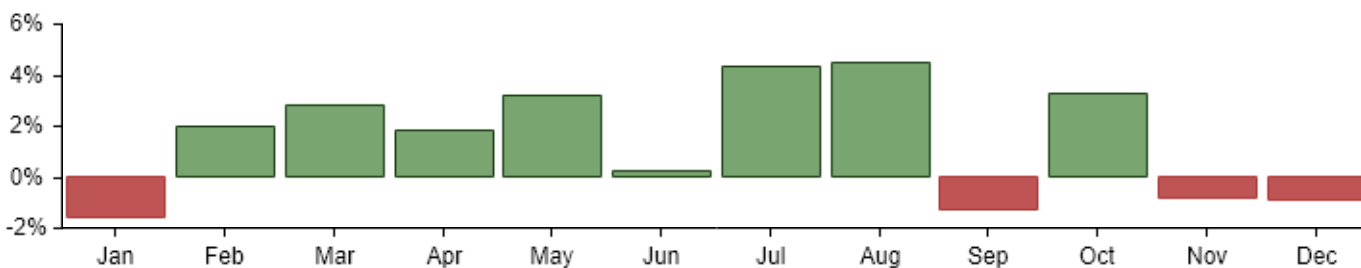
	AAPL	Industry	S&P 500
Best Monthly Return (5Y)	18.5%	16.6%	9.4%
Worst Monthly Return (5Y)	-13.7%	-14.8%	-9.6%
Beta 1-Year	1.23	1.04	1.00
Volatility 1-Year	0.31	0.26	0.19
Volatility 1Y Pctl.	29	-	-
Max Drawdown 1-Year	-33.4%	-33.2%	-18.7%
Max Drawdown 3-Year	-33.4%	-33.6%	-18.7%
Max Drawdown 5-Year	-33.4%	-36.7%	-24.6%

#### AAPL Volatility 1-Year 0.2



### SEASONALITY

#### Seasonal Performance vs the S&P 500



### 5-YEAR RELATIVE PERFORMANCE VS S&P 500

Relative to the S&P 500 baseline, AAPL has outperformed the S&P 500 by 14.7% in the past 5 Years.

AAPL has underperformed its sector by -26.0% in the past 5 Years.

The Technology sector has outperformed the market by 40.7% in the past 5 Years.

#### Dividend Adjusted Return Jul 17, 2020 - Jul 18, 2025



Overall Rating  
vs. Peers






**47**

Ratings scores are relative to industry groups. They compare key metrics to rank stocks vs. their competitors. For example, higher growth than peers will score high even when the absolute growth is below the market average.











### Growth vs Peers

Ticker	Company	Growth Rating vs. Peer	Sales QoQ Chg.	Eps QoQ Chg.	Sales Growth Next Y.	Sales 1Y Chg (%)	Sales 3Y Avg (%)	Sales 5Y Avg (%)
TSM	Taiwan Semiconductor	100	38.7%	60.7%	16.3%	28.8%	17.9%	20.1%
NVDA	NVIDIA	99	69.2%	26.7%	25.5%	86.2%	71.2%	65.9%
AVGO	Broadcom	96	20.2%	134.1%	20.1%	33.9%	23.9%	20.0%
MSFT	Microsoft	95	13.3%	17.7%	13.4%	10.2%	10.8%	13.5%
AAPL	Apple	37	5.1%	7.8%	5.8%	3.8%	1.1%	7.9%

### Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Fwd. P/E	PEG Trailing	P/S	P/B	5Y P/E Range
TSM	Taiwan Semiconductor	62	28.4	22.1	1.3	11.7	8.0	12.7  40.5
MSFT	Microsoft	37	39.4	33.7	2.2	14.1	11.8	22.2  42.6
NVDA	NVIDIA	24	55.6	29.9	0.6	28.7	50.3	35.1  257.6
AVGO	Broadcom	18	103.1	34.7	2.8	24.0	19.2	19.2  201.7
AAPL	Apple	14	32.9	27.0	2.3	8.0	47.2	20.5  43.7

### Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
NVDA	NVIDIA	100	70.1%	58.0%	51.7%	19.5%  95.7%	10.2%  88.8%
AAPL	Apple	99	46.6%	31.8%	24.3%	87.9%  197.0%	17.3%  29.8%
MSFT	Microsoft	99	69.1%	45.2%	35.8%	30.0%  44.7%	16.5%  22.2%
AVGO	Broadcom	94	66.1%	37.5%	22.6%	7.8%  62.8%	3.3%  19.3%
TSM	Taiwan Semicond...	94	57.4%	47.1%	41.2%	23.4%  34.2%	16.2%  22.9%

### Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
NVDA	NVIDIA	95	0.1	361.4	3.0	5.0%	216%	0.9%
TSM	Taiwan Semiconductor	89	0.2	150.9	2.2	0.4%	80%	0.5%
MSFT	Microsoft	82	0.2	48.9	1.4	25.5%	73%	0.7%
AAPL	Apple	62	1.5	-	0.8	-	49%	0.7%
AVGO	Broadcom	47	1.0	5.7	0.9	81.5%	27%	1.1%

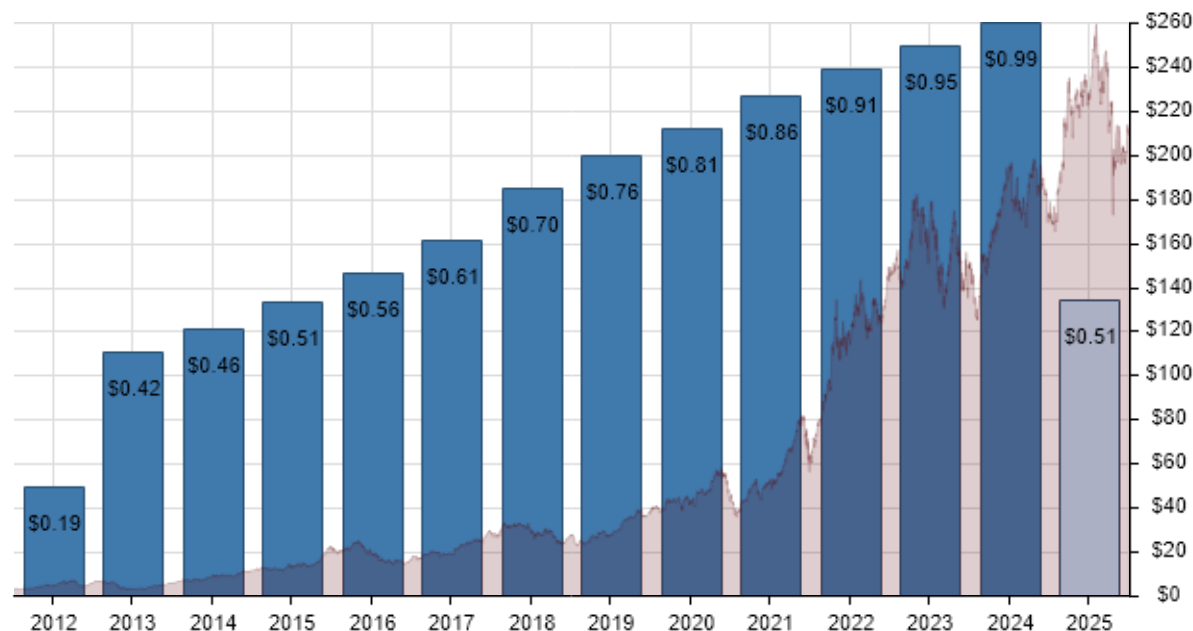
### Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Fwd. Yield	TTM Yield	Price	Fwd. Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
AVGO	Broadcom	64	0.8%	0.8%	\$283.33	\$2.36	10+	81.3%
MSFT	Microsoft	60	0.7%	0.6%	\$510.05	\$3.32	10+	24.3%
TSM	Taiwan Semiconductor	58	1.4%	1.1%	\$240.40	\$3.29	2	32.0%
AAPL	Apple	50	0.5%	0.5%	\$211.18	\$1.04	10+	15.5%
NVDA	NVIDIA	28	0.0%	0.0%	\$172.41	\$0.04	1	1.3%

### Momentum vs Peers

Ticker	Company	Momentum Rating vs. Peer	1M Return	3M Return	6M Return	YTD Return	1Y Return	Beta 1Y	Volatility 1Y	Price vs 52-wk High (%)
AVGO	Broadcom	98	13.0%	66.1%	20.0%	22.9%	78.5%	2.02	0.59	98.3%
NVDA	NVIDIA	98	18.5%	69.9%	25.2%	28.4%	42.4%	2.13	0.56	98.9%
TSM	Taiwan Semiconductor	96	12.6%	59.0%	14.5%	22.6%	41.9%	1.54	0.44	96.8%
MSFT	Microsoft	90	6.2%	38.9%	19.3%	21.5%	16.7%	0.97	0.25	99.1%
AAPL	Apple	34	7.4%	7.3%	-8.0%	-15.5%	-5.4%	1.23	0.31	81.2%

### DIVIDEND DETAIL



### CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
<b>2025 Dividends</b>				<b>\$0.51</b>
	05/12/25	05/15/25	Regular	\$0.26
	02/10/25	02/13/25	Regular	\$0.25
<b>2024 Dividends</b>				<b>\$0.99</b>
	11/08/24	11/14/24	Regular	\$0.25
	08/12/24	08/15/24	Regular	\$0.25
	05/10/24	05/16/24	Regular	\$0.25
	02/09/24	02/15/24	Regular	\$0.24
<b>2023 Dividends</b>				<b>\$0.95</b>
	11/10/23	11/16/23	Regular	\$0.24
	08/11/23	08/17/23	Regular	\$0.24
	05/12/23	05/18/23	Regular	\$0.24
	02/10/23	02/16/23	Regular	\$0.23
<b>2022 Dividends</b>				<b>\$0.91</b>
	11/04/22	11/10/22	Regular	\$0.23
	08/05/22	08/11/22	Regular	\$0.23
	05/06/22	05/12/22	Regular	\$0.23
	02/04/22	02/10/22	Regular	\$0.22
<b>2021 Dividends</b>				<b>\$0.86</b>
	11/05/21	11/11/21	Regular	\$0.22
	08/06/21	08/12/21	Regular	\$0.22
	05/07/21	05/13/21	Regular	\$0.22
	02/05/21	02/11/21	Regular	\$0.20
<b>2020 Dividends</b>				<b>\$0.81</b>

### UPCOMING DIVIDEND

Ex-Dividend Date	05/12/25
Payment Date	05/15/25
Amount	\$0.26
Type	Regular

























### DIVIDEND RATE

Regular Dividend	\$0.26
Forward Dividend Rate	\$1.04
Forward Dividend Yield	0.5%
Trailing 12 Months Dividends	\$1.01
Trailing 12 Months Yield	0.5%

### STATISTICS

Payout Ratio	15.5
Dividend Coverage Ratio	6.2
Consecutive Growth Years	10+
3 Year Growth Rate	4.2%
5 Year Growth Rate	4.9%
10 Year Growth Rate	7.2%

### FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2020	2021	2022	2023	2024	TTM	CAGR
<b>Income Statement</b>								
Revenue		294,135	378,323	387,537	385,706	395,760	400,366	7.0%
Operating Income		74,253	116,903	113,965	118,658	125,675	127,364	12.6%
Net income		63,930	100,555	95,171	100,913	96,150	97,294	9.7%
Earnings per share diluted		\$3.71	\$6.03	\$5.89	\$6.43	\$6.30	\$6.42	12.8%
Average shares diluted		17,352	16,716	16,185	15,718	15,302	15,200	-2.9%
P/E Ratio		40.5	31.7	21.3	31.5	41.2	32.9	-4.5%
<b>Balance Sheet</b>								
Cash		76,826	63,913	51,355	73,100	53,775	48,498	-9.6%
Current assets		154,106	153,154	128,777	143,692	133,240	118,674	-5.6%
Net Property, Plant and Equipm...		37,933	39,245	42,951	43,666	46,069	46,876	4.8%
Working Capital		21,599	5,580	-8,509	9,719	-11,125	-25,897	-
Net Debt		35,217	58,885	59,755	34,940	43,024	49,688	7.9%
Stockholders' Equity		66,224	71,932	56,727	74,100	66,758	66,796	0.2%
<b>Cash Flow</b>								
Operating Cash Flow		88,921	112,241	109,190	116,433	108,294	109,556	4.7%
Cap Ex		-8,702	-10,388	-11,692	-9,564	-9,995	-11,070	5.4%
Free Cash Flow		80,219	101,853	97,498	106,869	98,299	98,486	4.6%
Free Cash Flow per share		\$4.62	\$6.09	\$6.02	\$6.80	\$6.42	\$6.48	7.7%
<b>Profitability</b>								
Operating Margin		25.2%	30.9%	29.4%	30.8%	31.8%	31.8%	5.2%
Return on Assets		19.4%	29.2%	26.9%	29.3%	27.7%	28.3%	8.7%
Return on Equity		96.5%	139.8%	167.8%	136.2%	144.0%	145.7%	9.5%
Return on Invested Capital		37.4%	53.0%	58.6%	55.4%	58.8%	59.0%	10.5%
<b>Dividends</b>								
Dividends Per Share		\$0.81	\$0.86	\$0.91	\$0.95	\$0.99	\$1.04	5.7%
Dividend Yield		0.6%	0.5%	0.7%	0.5%	0.4%	0.5%	-4.9%
Dividend Growth		-	7.1%	5.2%	4.4%	4.2%	7.2%	0.4%
Dividend Coverage		4.6x	7.0x	6.5x	6.8x	6.4x	6.5x	7.5%

### VALUATION & PROFITABILITY HISTORY


Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		32.9	34.9	32.9	23.9	32.8
Price / Cash Flow		29.3	31.7	28.4	21.0	25.3
Price / Book		47.2	46.1	49.0	35.2	35.0
Price / Tangible B...		47.2	46.0	49.0	35.1	35.0
Price / Sales		8.0	9.2	8.1	6.3	7.7
EV / EBITDA		23.1	25.8	24.7	18.8	22.1
Forward Dividend...		0.5%	0.4%	0.5%	0.6%	0.6%
Shareholder Yield		3.7%	3.1%	3.1%	4.1%	3.9%
Gross Margin		46.6%	46.0%	43.5%	43.3%	41.0%
Net Margin		24.3%	26.4%	24.7%	25.7%	25.0%
Return on Assets		28.3%	29.8%	27.7%	28.5%	26.2%
Return on Equity		145.7%	152.8%	157.2%	171.5%	135.0%
ROIC		59.0%	60.7%	58.1%	57.6%	48.1%



### WARNINGS

Name	Severity	Details
MACD Crossover	Low 	MACD Crossover Days: 2; MACD Divergence: -0.03

The MACD indicator has turned negative in the past week. This is a bearish signal among technical traders.

Declining EPS Growth	Low 	EPS 1Y Chg (%): -2.3%; EPS 3Y Avg (%): 2.0%; EPS 5Y Avg (%): 14.2%
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EPS growth has declined. Comparing EPS growth rates, the 1-year is less than the 3-year which is less than the 5-year. Be sure to understand the reasons as declining earnings growth puts pressure on the stock price.

### REPORT TIPS

#### Metric Definitions

Metric descriptions are available at [stockrover.com/help/metrics/metric-overview](https://stockrover.com/help/metrics/metric-overview)

#### Quantitative Scores

Our scores analytics is to offer our concise analysis of a stock in powerful, but easy to digest format. Each of the composite score metrics are designed to use the best available accounting practices as well as source data from SEC filings. The scores are computed for a company vs. the market as a whole.

#### Fair Value

Fair value performs a forecasted discounted cash flow analysis of a company to determine the company's intrinsic value based on the expected future cash flows the company will produce. It basically determines what a company is worth based on how much cash flow it is expected to generate for you in the future,

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Additional data provided by [Zacks](#), [Intrinio](#), [Quandl](#), [Yodlee](#), [IEX Cloud](#)