McDonald's (MCD)

Consumer Cyclical / Restaurants

StockRover
Stock Report | July 19, 2025

$297.07 **-$3.30 (-1.10%)** as of Friday's close

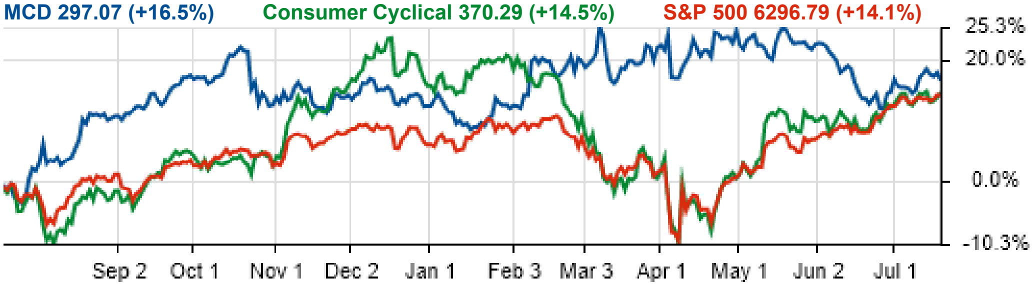
Cap ($M USD)	P/E	EPS (1Y)	Dividend	Last Filing
$212,414	**26.3**	**-0.8%**	**$7.08**	**03/31/25**

Sales ($M)	Fwd. P/E	Sales (1Y)	Fwd. Yield	Next Earnings
25,706	**22.4**	**-0.2%**	**2.4%**	**08/06/25**

52-wk Range
$246.12 $326.32

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

MCD 297.07 (+16.5%) **Consumer Cyclical 370.29 (+14.5%)** **S&P 500 6296.79 (+14.1%)**



MCD has outperformed the S&P 500 by 2.4% in the past year.

MCD has performed nearly in line with its sector over the past year.

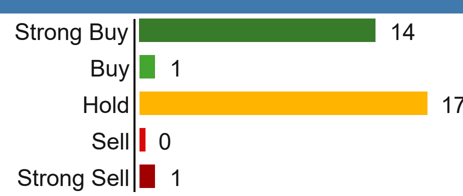
The Consumer Cyclical sector has performed nearly in line with the market over the past year.

ANALYST CONSENSUS

Buy

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

Strong Buy	Buy	Hold	Sell	Strong Sell



QUANTITATIVE SCORES

Fair Value $274.66
Margin of Safety -8%

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

3 warnings
Details on Page 8

Value Score 62 — **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 87 — **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 81 — **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 76 — **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

McDonald's is the largest restaurant owner-operator in the world, with 2024 system sales of $131 billion across more than 43,000 stores and 115 markets. McDonald's pioneered the franchise model, building its footprint through partnerships with independent restaurant franchisees and master franchise partners around the globe. The firm earns roughly 60% of its revenue from franchise royalty fees and lease payments, with most of the remainder coming from company-operated stores across its three core segments: the United States, internationally operated markets, and international developmental/licensed markets.

Employees 150,000 **Homepage** corporate.mcdonalds.com **Headquarters** Chicago, IL

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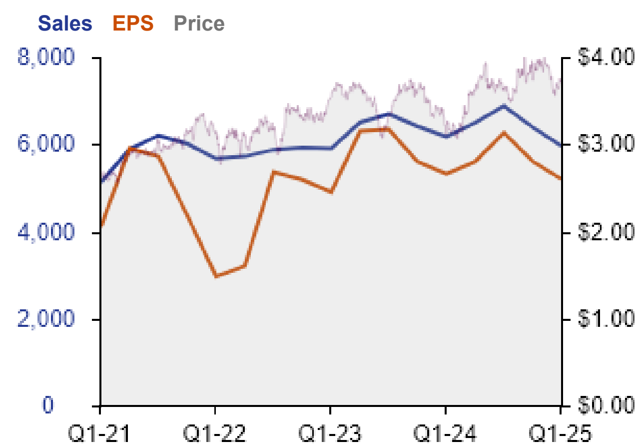
VALUATION SUMMARY

	MCD	Industry	S&P 500
Value Score	62	56	70
Price / Earnings	26.3	31.6	30.0
Price / Sales	8.3	2.5	3.3
Price / Free Cash Flow	31.9	28.7	40.3
Price / Book	-	19.0	5.5
Price / Tangible Book	-	-	500+
EV / EBITDA	19.0	19.4	25.2
EPS Predict. Pctl.	95	57	71
Piotroski F Score	6	7	6

	Low	High
5-Year P/E Range	20.9	37.5
5-Year P/B Range	-	-
5-Year P/S Range	7.0	9.5

GROWTH SUMMARY

	MCD	Industry	S&P 500
Growth Score	81	62	76
Sales Growth			
Sales Growth Next Year	5.5%	6.3%	10.5%
Sales 1-Year Chg (%)	-0.2%	4.6%	7.3%
Sales 3-Year Avg (%)	2.9%	3.9%	7.9%
Sales 5-Year Avg (%)	6.1%	7.4%	11.1%
EPS Growth			
Next Yr. Growth Est.	8.0%	10.0%	14.3%
EPS 1-Year Chg (%)	-0.8%	-4.3%	10.1%
EPS 3-Year Avg (%)	11.7%	6.1%	7.7%
EPS 5-Year Avg (%)	12.4%	11.9%	14.9%

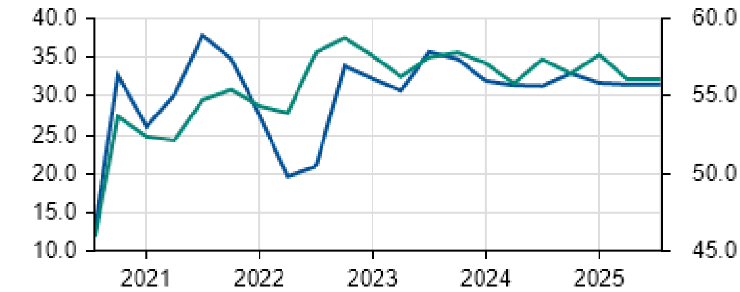


PEERS ANALYSIS SUMMARY

Ticker	Company	Cap ($M USD	P/E	Fwd. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
MCD	McDonald's	$212,414	26.3	2.4%	2.6%	17.2%	-8%	62	81	87
SBUX	Starbucks	$106,594	34.1	2.6%	1.6%	29.6%	-13%	59	80	74
CMG	Chipotle Mexican …	$72,663	47.6	-	4.1%	1.0%	-18%	57	98	61
YUM	Yum Brands	$41,405	29.7	1.9%	7.7%	18.4%	-8%	61	89	87
DRI	Darden Restaurants	$24,521	23.6	2.9%	-5.3%	51.2%	8%	68	83	76
YUMC	Yum China Holdings	$17,318	19.6	2.1%	9.5%	55.8%	2%	75	88	55
DPZ	Domino's Pizza	$15,954	26.7	1.5%	4.3%	15.6%	-15%	65	72	84
TXRH	Texas Roadhouse	$12,212	28.4	1.5%	-4.6%	10.8%	-11%	66	98	59
CAVA	Cava Group	$10,101	73.0	-	17.3%	9.2%	-26%	52	99	60
WING	Wingstop	$9,189	55.3	0.3%	-6.0%	-9.7%	-25%	52	98	89
BROS	Dutch Bros	$8,170	163.9	-	-7.8%	66.5%	-12%	41	80	55
EAT	Brinker International	$7,192	22.5	-	-9.3%	150.5%	25%	72	98	75

PROFITABILITY SUMMARY

	MCD	Industry	S&P 500
Quality Score	87	58	76
Gross Margin	56.8%	33.8%	31.6%
Operating Margin	45.9%	13.9%	15.1%
Net Margin	31.8%	8.1%	11.2%
Return on Assets	14.9%	12.0%	10.9%
Return on Equity	-236.3%	-385.9%	34.6%
ROIC	19.6%	18.9%	24.8%



RETURNS SUMMARY

	MCD	Industry	S&P 500
Sentiment Score	76	45	56
5-Day Return	-0.9%	-1.4%	0.6%
1-Month Return	2.6%	2.2%	5.6%
YTD Return	3.7%	1.7%	7.7%
1-Year Return	17.2%	15.2%	15.0%
3-Year Return	26.1%	29.2%	71.5%
5-Year Return	73.9%	46.9%	109.8%
Beta 1-Year	0.25	0.48	1.00

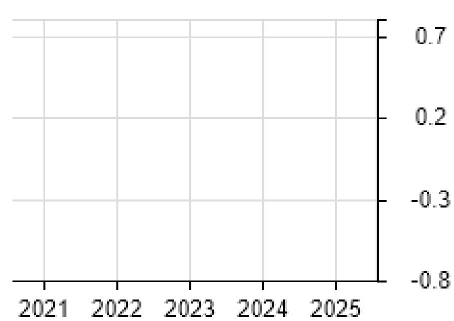
Dividend Adjusted Return *Jul 18, 2024 - Jul 18, 2025*

DIVIDEND

	MCD	Industry
Forward Dividend Yield	2.4%	2.0%
Payout Ratio	60.4%	60.4%
TTM Yield	2.4%	-
Fwd. Div. Per Share	$7.08	$3.08
Div. 1Y Chg (%)	6.0%	0.3%
Div. 3Y Avg (%)	8.7%	7.6%
Div. 5Y Avg (%)	7.2%	6.6%
Cons. Growth Years	10+	4
Div. Coverage Ratio	1.6	1.6

DEBT & EQUITY

Current Ratio	1.2
Quick Ratio	1.2
Price	$297.07
Net Cash Per Share	-$71.91
Equity Per Share	-$4.83
Solvency Ratio	18%
Interest Coverage	7.8
Short % of Float	1.1%
Altman Z-Score	5.0



ANALYST REVISIONS

Current Quarter EPS	
# Up Last 30 days	4.00
# Down Last 30 days	2.00
Mean Estimate	3.15
% Change (30 Days)	-0.04%

Next Quarter EPS	
# Up Last 30 days	0.00
# Down Last 30 days	4.00
Mean Estimate	3.37
% Change (30 Days)	-0.24%

MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	$3.15	$3.37	$12.26	$13.24
30 Days Ago	$3.15	$3.38	$12.31	$13.31
90 Days Ago	$3.12	$3.36	$12.32	$13.33
% Change (90 Days)	0.8%	0.3%	-0.5%	-0.7%

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)

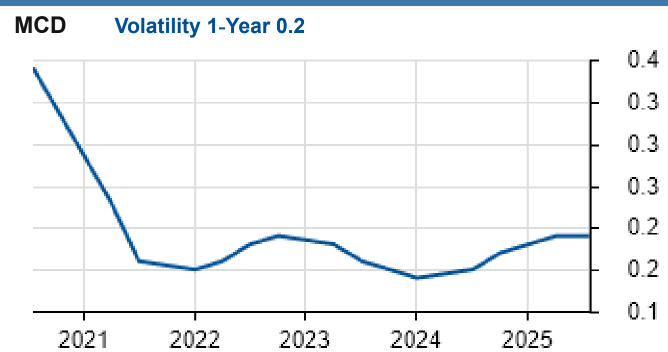
Surprise Type	Amount	Percent
Positive Quarters (> 2%)	7	58.3%
Negative Quarters (< 2%)	1	8.3%
In-Line Quarters (within 2%)	4	33.3%

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	$2.67	$2.66	0.4%
In-Line	02/10/25	12/31/24	$2.83	$2.83	-0.2%
In-Line	10/29/24	09/30/24	$3.23	$3.20	0.9%
Negative	07/29/24	-	$2.97	$3.07	-3.3%
In-Line	04/30/24	-	$2.70	$2.72	-0.7%
Positive	02/05/24	-	$2.95	$2.82	4.6%

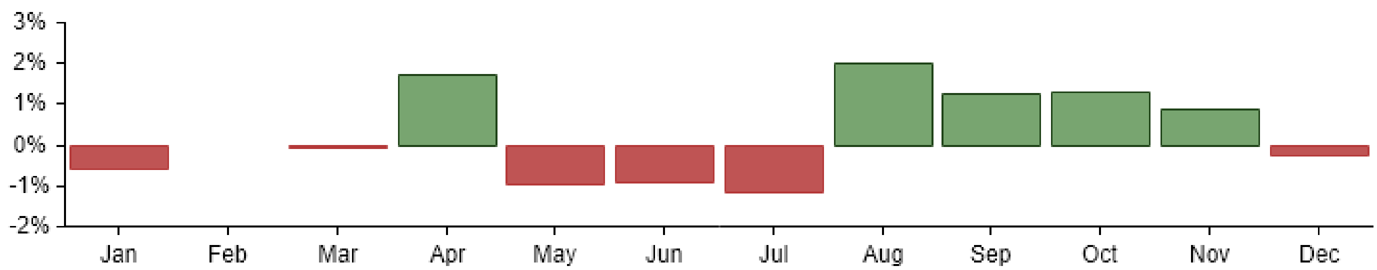
RISK

	MCD	Industry	S&P 500
Best Monthly Return (5Y)	15.9%	10.2%	9.4%
Worst Monthly Return (5Y)	-10.0%	-7.4%	-9.6%
Beta 1-Year	0.25	0.48	1.00
Volatility 1-Year	0.19	0.14	0.19
Volatility 1Y Pctl.	16	-	-
Max Drawdown 1-Year	-11.1%	-20.8%	-18.7%
Max Drawdown 3-Year	-17.2%	-26.1%	-18.7%
Max Drawdown 5-Year	-17.2%	-30.3%	-24.6%



SEASONALITY

Seasonal Performance vs the S&P 500



5-YEAR RELATIVE PERFORMANCE VS S&P 500

Relative to the S&P 500 baseline, MCD has underperformed the S&P 500 by -35.9% in the past 5 Years.

MCD has underperformed its sector by -8.6% in the past 5 Years.

The Consumer Cyclical sector has underperformed the market by -27.3% in the past 5 Years.

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

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Overall Rating vs. Peers **50**

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 (%)
CMG	Chipotle Mexican Grill	89	6.4%	7.7%	13.1%	7.7%	12.1%	15.4%
YUM	Yum Brands	83	11.8%	-18.2%	6.2%	8.9%	5.0%	7.1%
DRI	Darden Restaurants	75	6.2%	5.4%	3.7%	3.3%	6.9%	8.5%
MCD	McDonald's	52	-3.5%	-2.3%	5.5%	-0.2%	2.9%	6.1%
SBUX	Starbucks	17	2.3%	-50.0%	6.4%	-0.4%	4.4%	8.6%

Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Fwd. P/E	PEG Trailing	P/S	P/B	5Y P/E Range
DRI	Darden Restaurants	56	23.6	18.3	3.8	2.1	10.6	14.0 -
SBUX	Starbucks	32	34.1	31.5	1.7	2.9	-	18.9 208.3
MCD	McDonald's	28	26.3	22.4	2.1	8.3	-	20.9 37.5
YUM	Yum Brands	23	29.7	22.2	3.5	5.5	-	19.5 41.4
CMG	Chipotle Mexican Grill	17	47.6	37.5	1.1	6.4	20.8	40.6 186.4

Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
CMG	Chipotle Mexican ...	99	26.4%	17.6%	13.6%	13.1% 44.7%	4.6% 17.9%
DRI	Darden Restaurants	97	21.6%	11.7%	9.0%	-8.5% 50.4%	-2.2% 10.0%
MCD	McDonald's	91	56.8%	45.9%	31.8%	-236.3% -58.1%	9.4% 16.4%
YUM	Yum Brands	89	46.8%	31.3%	18.4%	-20.8% -11.5%	16.3% 28.0%
SBUX	Starbucks	64	25.0%	12.1%	8.6%	-78.9% -8.4%	2.4% 14.9%

Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
CMG	Chipotle Mexican Grill	93	1.3	-	1.5	0.2%	35%	1.9%
DRI	Darden Restaurants	83	2.8	8.3	0.2	23.9%	19%	5.2%
YUM	Yum Brands	32	-	5.0	1.4	17.5%	13%	1.7%
SBUX	Starbucks	28	-	8.7	0.5	11.1%	15%	3.7%
MCD	McDonald's	11	-	7.8	1.2	5.7%	18%	1.1%

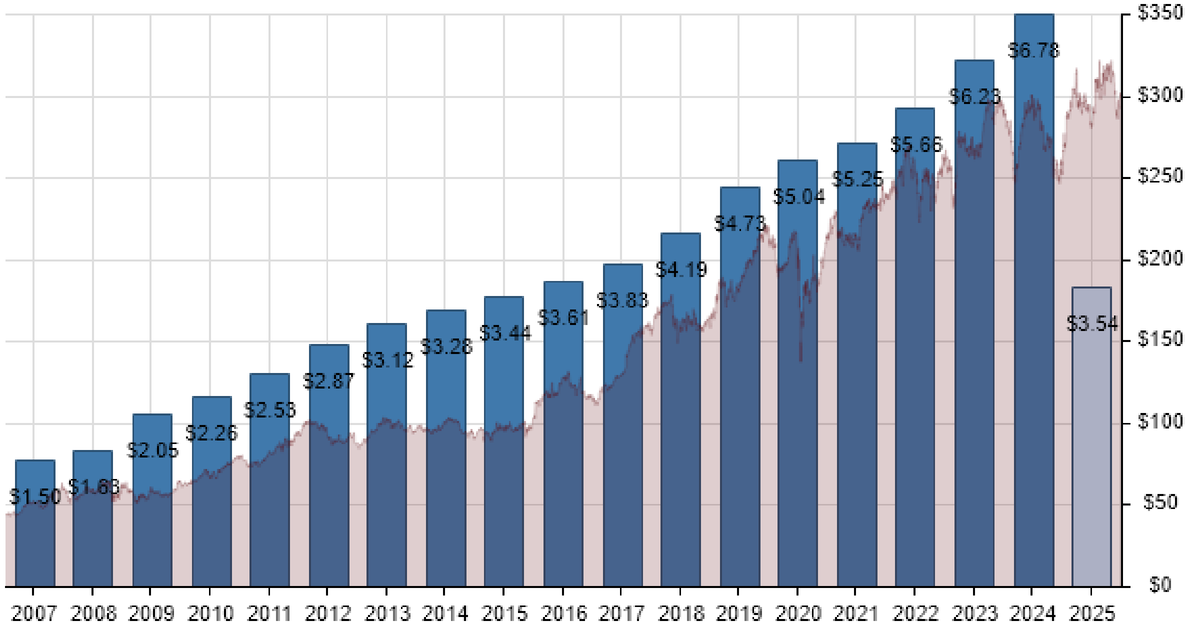
Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Fwd. Yield	TTM Yield	Price	Fwd. Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
MCD	McDonald's	87	2.4%	2.4%	$297.07	$7.08	10+	60.4%
SBUX	Starbucks	54	2.6%	2.6%	$93.80	$2.44	10+	85.2%
DRI	Darden Restaurants	42	2.9%	2.7%	$209.54	$6.00	4	61.8%
YUM	Yum Brands	29	1.9%	1.9%	$148.96	$2.84	7	53.5%
CMG	Chipotle Mexican Grill	-	-	-	$53.93	-	0	-

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 (%)
YUM	Yum Brands	56	7.7%	4.5%	20.0%	12.1%	18.4%	0.42	0.22	91.2%
SBUX	Starbucks	47	1.6%	15.9%	-0.2%	4.1%	29.6%	1.06	0.39	79.9%
DRI	Darden Restaurants	42	-5.3%	5.4%	16.9%	14.7%	51.2%	0.69	0.29	91.8%
MCD	McDonald's	36	2.6%	-4.0%	7.0%	3.7%	17.2%	0.25	0.19	91.0%
CMG	Chipotle Mexican Grill	31	4.1%	12.0%	-6.2%	-10.6%	1.0%	0.88	0.32	80.8%

DIVIDEND DETAIL



CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
2025 Dividends				**$3.54**
	06/02/25	06/16/25	Regular	$1.77
	03/03/25	03/17/25	Regular	$1.77
2024 Dividends				**$6.78**
	12/02/24	12/16/24	Regular	$1.77
	09/03/24	09/17/24	Regular	$1.67
	06/03/24	06/17/24	Regular	$1.67
	02/29/24	03/15/24	Regular	$1.67
2023 Dividends				**$6.23**
	11/30/23	12/15/23	Regular	$1.67
	08/31/23	09/18/23	Regular	$1.52
	06/02/23	06/20/23	Regular	$1.52
	02/28/23	03/15/23	Regular	$1.52
2022 Dividends				**$5.66**
	11/30/22	12/15/22	Regular	$1.52
	08/31/22	09/16/22	Regular	$1.38
	06/03/22	06/20/22	Regular	$1.38
	02/28/22	03/15/22	Regular	$1.38
2021 Dividends				**$5.25**
	11/30/21	12/15/21	Regular	$1.38
	08/31/21	09/15/21	Regular	$1.29
	05/28/21	06/15/21	Regular	$1.29
	02/26/21	03/15/21	Regular	$1.29
2020 Dividends				**$5.04**

UPCOMING DIVIDEND

Ex-Dividend Date	06/02/25
Payment Date	06/16/25
Amount	$1.77
Type	Regular

DIVIDEND RATE

Regular Dividend	$1.77
Forward Dividend Rate	$7.08
Forward Dividend Yield	2.4%
Trailing 12 Months Dividends	$6.98
Trailing 12 Months Yield	2.4%

STATISTICS

Payout Ratio	60.4
Dividend Coverage Ratio	1.6
Consecutive Growth Years	10+
3 Year Growth Rate	8.7%
5 Year Growth Rate	7.2%
10 Year Growth Rate	7.6%

FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2020	2021	2022	2023	2024	TTM	CAGR
Income Statement								
Revenue		19,208	23,223	23,182	25,495	25,920	25,706	6.6%
Operating Income		7,207	9,873	10,345	11,747	11,851	11,787	11.4%
Net income		4,731	7,545	6,177	8,469	8,223	8,162	12.8%
Earnings per share diluted		$6.31	$10.04	$8.33	$11.56	$11.39	$11.33	13.7%
Average shares diluted		750	752	741	732	722	720	-0.9%
P/E Ratio		32.8	27.6	33.2	26.2	25.5	26.3	-4.8%
Balance Sheet								
Cash		3,449	4,709	2,584	4,579	1,085	1,238	-20.2%
Current assets		6,243	7,148	5,424	7,986	4,599	4,735	-5.9%
Net Property, Plant and Equipm…		38,786	38,273	36,339	38,421	38,634	39,391	0.3%
Working Capital		62	3,129	1,622	1,127	738	727	71.9%
Net Debt		48,014	44,640	46,115	48,512	50,863	51,525	1.6%
Stockholders' Equity		-7,825	-4,601	-6,003	-4,706	-3,796	-3,454	-16.5%
Cash Flow								
Operating Cash Flow		6,265	9,142	7,387	9,612	9,447	9,485	9.6%
Cap Ex		-1,641	-2,040	-1,899	-2,357	-2,775	-2,779	12.3%
Free Cash Flow		4,624	7,102	5,488	7,255	6,672	6,706	8.5%
Free Cash Flow per share		$6.17	$9.45	$7.40	$9.91	$9.24	$9.31	9.5%
Profitability								
Operating Margin		37.5%	42.5%	44.6%	46.1%	45.7%	45.9%	4.5%
Return on Assets		9.4%	14.2%	11.8%	15.9%	14.8%	14.8%	10.5%
Return on Equity		-60.5%	-164.0%	-102.9%	-180.0%	-216.6%	-236.3%	35.0%
Return on Invested Capital		13.6%	19.5%	17.3%	20.3%	20.2%	19.6%	8.3%
Dividends								
Dividends Per Share		$5.04	$5.25	$5.66	$6.23	$6.78	$7.08	7.8%
Dividend Yield		2.4%	2.1%	2.3%	2.3%	2.4%	2.4%	-0.2%
Dividend Growth		-	4.2%	7.8%	10.1%	8.8%	8.4%	22.0%
Dividend Coverage		1.3x	1.9x	1.5x	1.9x	1.7x	1.7x	6.2%

VALUATION & PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		26.3	22.0	31.6	26.6	34.1
Price / Cash Flow		22.6	19.8	28.3	20.7	25.7
Price / Book		-	-	-	-	-
Price / Tangible B…		-	-	-	-	-
Price / Sales		8.3	7.4	9.3	8.0	9.0
EV / EBITDA		19.0	17.4	19.8	21.4	19.4
Forward Dividend…		2.4%	2.6%	2.1%	2.2%	2.2%
Shareholder Yield		3.5%	4.5%	3.2%	4.0%	2.2%
Gross Margin		56.8%	57.0%	57.5%	55.3%	53.2%
Net Margin		31.8%	32.3%	33.1%	25.8%	31.7%
Return on Assets		14.9%	15.7%	15.9%	11.7%	13.5%
Return on Equity		-236.…	-172.…	-160.…	-95.5%	-118.…
ROIC		19.6%	20.7%	21.4%	17.6%	18.7%

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Consumer Cyclical / Restaurants

StockRover

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WARNINGS

Name	Severity	Details
Negative Sales Growth Years	Medium	Number of Years: 6; Sales 1Y Chg (%): -0.2%

In the last decade this company has had several years with negative revenue growth. If the top-line sales are shrinking this company could be a value trap that looks inexpensive on some measures but never outperforms the market.

Name	Severity	Details
Declining EPS Growth	Low	EPS 1Y Chg (%): -0.8%; EPS 3Y Avg (%): 11.7%; EPS 5Y Avg (%): 12.4%

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.

Name	Severity	Details
Declining Sales Growth	Low	Sales 1Y Chg (%): -0.2%; Sales 3Y Avg (%): 2.9%; Sales 5Y Avg (%): 6.1%

Sales growth has declined. Comparing revenue 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 sales growth puts pressure on the stock price.

REPORT TIPS

Metric Definitions

Metric descriptions are available at 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,

DISCLAIMER