

**\$147.16** **-\$2.64 (-1.76%)** as of Friday's close

Cap (\$M USD)  
**\$346,839**

P/E  
**23.9**

EPS (1Y)  
**-**

Dividend  
**\$3.76**

Last Filing  
**09/30/23**

52-wk Range

\$130.96  \$158.38

Sales (\$M)  
**83,265**

Forward P/E  
**22.6**

Sales (1Y)  
**3.5%**

Div. Yield  
**2.6%**

Next Earnings  
**01/18/24**

**Dividend Adjusted Return** Oct 27, 2022 - Oct 27, 2023

**PG 147.16 (+14.5%)** **Consumer Defensive 176.30 (-2.3%)** **S&P 500 4117.37 (+9.2%)**



PG has outperformed the S&P 500 by 5.3% in the past year.

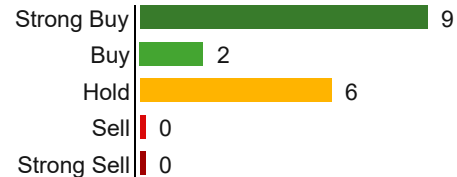
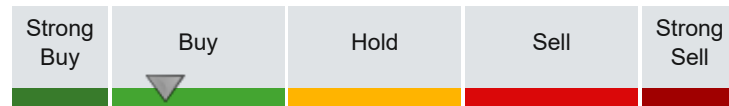
PG has outperformed its sector by 16.8% in the past year.

The Consumer Defensive sector has underperformed the market by -11.5% in the past year.

**ANALYST CONSENSUS**

**Buy**

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



**QUANTITATIVE SCORES**

**Fair Value** \$130.75

**Margin of Safety** -11%

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**

**67**

**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**

**94**

**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**

**66**

**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**

**92**

**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**

Since its founding in 1837, Procter & Gamble has become one of the world's largest consumer product manufacturers, generating more than \$80 billion in annual sales. It operates with a lineup of leading brands, including more than 20 that generate north of \$1 billion each in annual global sales, such as Tide laundry detergent, Charmin toilet paper, Pantene shampoo, and Pampers diapers. P&G sold its last remaining food brand, Pringles, to Kellogg in calendar 2012. Sales outside its home turf represent around 53% of the firm's consolidated total.

**Employees** 107,000

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

**Headquarters** Cincinnati, OH

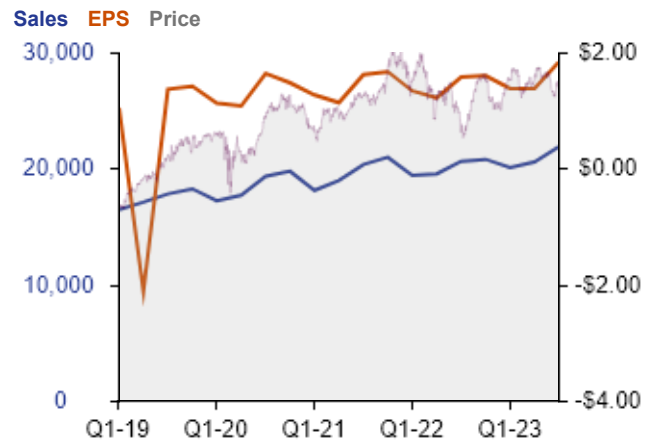
VALUATION SUMMARY

	PG	Industry	S&P 500
Value Score	<b>67</b>	<b>53</b>	<b>74</b>
Price / Earnings	23.9	26.2	23.3
Price / Sales	4.4	2.7	2.3
Price / Free Cash Flow	25.0	26.4	24.0
Price / Book	7.4	5.2	4.1
Price / Tangible Book	-	128.0	395.2
EV / EBITDA	16.5	16.3	19.5
EPS Predict. Pctl.	83	67	68
Piotroski F Score	7	7	5
5-Year P/E Range	21.3		88.2
5-Year P/B Range	4.2		9.0
5-Year P/S Range	3.5		5.6



GROWTH SUMMARY

	PG	Industry	S&P 500
Growth Score	<b>66</b>	<b>64</b>	<b>78</b>
<b>Sales Growth</b>			
Sales Growth Next Year	3.8%	3.8%	8.6%
Sales 1-Year Chg (%)	3.5%	8.0%	8.3%
Sales 3-Year Avg (%)	4.7%	9.3%	12.3%
Sales 5-Year Avg (%)	4.5%	8.0%	11.8%
<b>EPS Growth</b>			
Next Yr. Growth Est.	7.6%	11.2%	14.4%
EPS 1-Year Chg (%)	-	-31.9%	4.8%
EPS 3-Year Avg (%)	-	-2.8%	19.7%
EPS 5-Year Avg (%)	-	-1.0%	11.5%

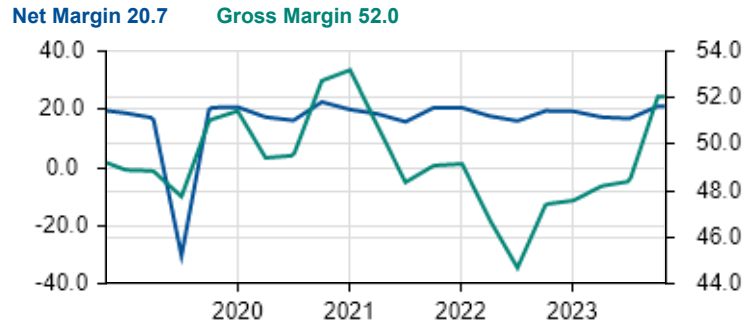


PEERS ANALYSIS SUMMARY

Ticker	Company	Cap (\$M USD)	P/E	Div. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
PG	Procter & Gamble	\$346,839	23.9	2.6%	0.5%	14.4%	-11%			
UL	Unilever	\$116,187	13.4	3.9%	-5.2%	7.2%	0%			
MDLZ	Mondelez Internati...	\$88,440	21.6	2.6%	-6.5%	10.3%	5%			
CL	Colgate-Palmolive	\$59,348	40.2	2.7%	1.7%	0.6%	12%			
EL	Estee Lauder Cos	\$44,561	44.6	2.1%	-11.1%	-38.3%	-			
KMB	Kimberly-Clark	\$39,491	22.5	4.0%	-3.9%	-0.1%	28%			
ADM	Archer-Daniels Mi...	\$37,358	9.7	2.6%	-8.3%	-24.0%	-14%			
KVUE	Kenvue	\$34,870	32.5	4.4%	-9.9%	-	44%			
CHD	Church & Dwight Co	\$22,171	49.8	1.2%	-2.0%	19.3%	2%			
CLX	Clorox	\$14,602	98.0	4.1%	-7.8%	-14.8%	13%			
COTY	Coty	\$8,143	16.0	-	-17.1%	38.5%	30%			
ELF	e.l.f. Beauty	\$5,626	57.8	-	-7.4%	138.0%	-12%			

PROFITABILITY SUMMARY

	PG	Industry	S&P 500
Quality Score	94	68	76
Gross Margin	49.1%	43.1%	29.7%
Operating Margin	22.8%	15.3%	14.2%
Net Margin	18.3%	10.6%	10.1%
Return on Assets	12.8%	11.3%	9.1%
Return on Equity	31.4%	28.8%	31.8%
ROIC	18.9%	19.0%	20.0%



RETURNS SUMMARY

	PG	Industry	S&P 500
Sentiment Score	92	49	62
5-Day Return	-0.6%	-1.2%	-2.5%
1-Month Return	0.5%	-2.1%	-3.7%
YTD Return	-0.4%	-2.7%	8.4%
1-Year Return	14.4%	10.6%	9.9%
3-Year Return	11.4%	-9.6%	27.0%
5-Year Return	90.1%	19.6%	68.4%
Beta 1-Year	0.44	0.49	1.00

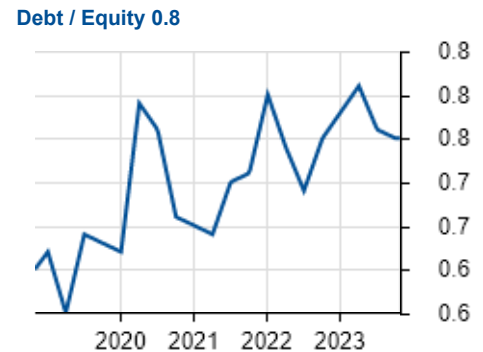


DIVIDEND

	PG	Industry
Dividend Yield	2.6%	2.6%
Payout Ratio	-	58.5%
TTM Yield	2.5%	-
Dividend Per Share	\$3.76	\$1.96
Div. 1Y Chg (%)	3.0%	9.5%
Div. 3Y Avg (%)	6.0%	8.1%
Div. 5Y Avg (%)	5.6%	8.7%
Cons. Growth Years	10+	0
Div. Coverage Ratio	-	1.7

DEBT & EQUITY

Current Ratio	0.6
Quick Ratio	0.5
Price	\$147.16
Net Cash Per Share	-\$11.09
Equity Per Share	\$19.89
Debt / Equity	0.8
Solvency Ratio	29%
Interest Coverage	23.3
Short % of Float	0.6%
Altman Z-Score	5.2



ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	4.00	# Up Last 30 days	7.00
# Down Last 30 days	1.00	# Down Last 30 days	1.00
Mean Estimate	1.39	Mean Estimate	1.61
% Change (30 Days)	-0.71%	% Change (30 Days)	0.63%

MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$1.61	\$1.39	\$6.05	\$6.51
30 Days Ago	\$1.60	\$1.40	\$6.00	\$6.48
90 Days Ago	\$1.51	\$1.34	\$5.73	\$6.20
% Change (90 Days)	6.6%	3.7%	5.6%	5.0%

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 Detail (Last 6 Quarters)

Surprise Summary (Last 12 Quarters)

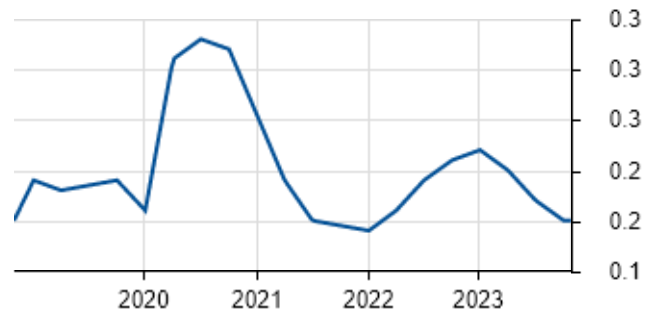
Surprise Type	Amount	Percent
Positive Quarters (> 2%)	7	58.3%
Negative Quarters (< 2%)	0	-
In-Line Quarters (within 2%)	5	41.7%

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
Positive	10/18/23	09/30/23	\$1.73	\$1.62	6.8%
Positive	07/28/23	06/30/23	\$1.37	\$1.32	3.8%
Positive	04/21/23	03/31/23	\$1.37	\$1.32	4.0%
In-Line	01/19/23	12/31/22	\$1.59	\$1.59	0.0%
In-Line	10/19/22	09/30/22	\$1.57	\$1.54	1.9%
In-Line	07/29/22	-	\$1.21	\$1.22	-0.8%

RISK

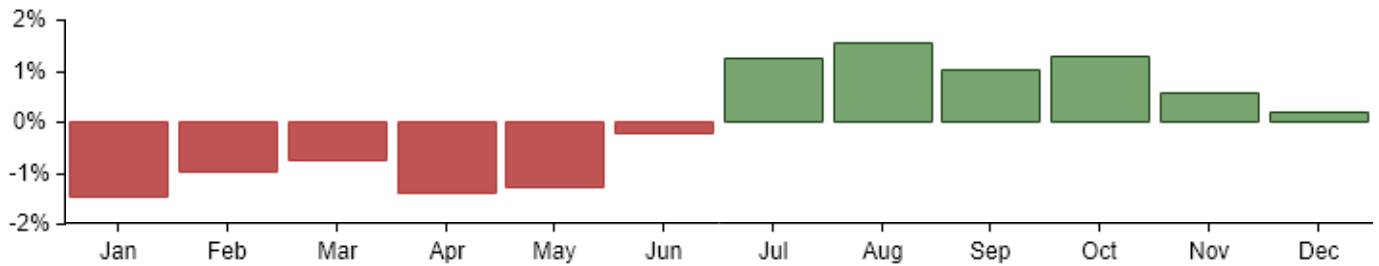
	PG	Industry	S&P 500
Best Monthly Return (5Y)	11.7%	11.6%	17.9%
Worst Monthly Return (5Y)	-9.6%	-8.2%	-16.4%
Beta 1-Year	0.44	0.49	1.00
Volatility 1-Year	0.15	0.12	0.15
Volatility 1Y Pctl.	15	-	-
Max Drawdown 1-Year	-11.3%	-18.3%	-10.3%
Max Drawdown 3-Year	-24.6%	-32.5%	-25.4%
Max Drawdown 5-Year	-24.6%	-33.6%	-33.9%

PG Volatility 1-Year 0.1



SEASONALITY

Seasonal Performance vs the S&P 500



5-YEAR RELATIVE PERFORMANCE VS S&P 500

Relative to the S&P 500 baseline, PG has outperformed the S&P 500 by 22.2% in the past 5 Years.

PG has outperformed its sector by 46.7% in the past 5 Years.

The Consumer Defensive sector has underperformed the market by -24.5% in the past 5 Years.

Dividend Adjusted Return Oct 26, 2018 - Oct 27, 2023



Overall Rating vs. Peers

65

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 (%)
KMB	Kimberly-Clark	58	1.6%	25.4%	1.1%	1.2%	2.6%	2.1%
PG	Procter & Gamble	55	6.1%	-	3.8%	3.5%	4.7%	4.5%
CL	Colgate-Palmolive	54	7.5%	-16.7%	3.6%	5.3%	4.9%	3.6%
EL	Estee Lauder Cos	31	1.4%	-	8.6%	-7.9%	4.5%	2.7%
KVUE	Kenvue	4	-	-	3.1%	-	-	-

Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Forward P/E	PEG Trailing	P/S	P/B	5Y P/E Range
KMB	Kimberly-Clark	46	22.5	16.7	8.9	1.9	58.1	17.8 - 34.2
KVUE	Kenvue	25	32.5	14.2	-	2.2	3.2	32.5 - 47.1
PG	Procter & Gamble	20	23.9	22.6	-	4.4	7.4	21.3 - 88.2
EL	Estee Lauder Cos	4	44.6	22.6	-	2.8	8.0	24.0 - 176.4
CL	Colgate-Palmolive	3	40.2	20.9	-	3.2	-	22.2 - 43.6

Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
PG	Procter & Gamble	100	49.1%	22.8%	18.3%	8.7% - 32.4%	3.6% - 12.8%
KMB	Kimberly-Clark	94	33.9%	14.9%	8.6%	-6536.4% - 954.9%	9.1% - 16.6%
EL	Estee Lauder Cos	77	71.3%	11.1%	6.3%	13.7% - 54.6%	3.6% - 15.8%
CL	Colgate-Palmolive	68	56.9%	19.8%	8.0%	-26633.3% - 2023.1%	9.4% - 19.3%
KVUE	Kenvue	29	54.8%	15.5%	7.0%	6.2% - 9.8%	3.7% - 4.4%

Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
PG	Procter & Gamble	76	0.8	23.3	0.5	52.1%	29%	0.6%
KMB	Kimberly-Clark	51	11.9	7.8	0.5	13.1%	18%	1.9%
KVUE	Kenvue	42	0.8	-	0.7	68.1%	13%	19.4%
EL	Estee Lauder Cos	33	1.8	6.5	1.0	34.5%	12%	1.5%
CL	Colgate-Palmolive	20	-	14.3	0.7	32.5%	15%	1.1%

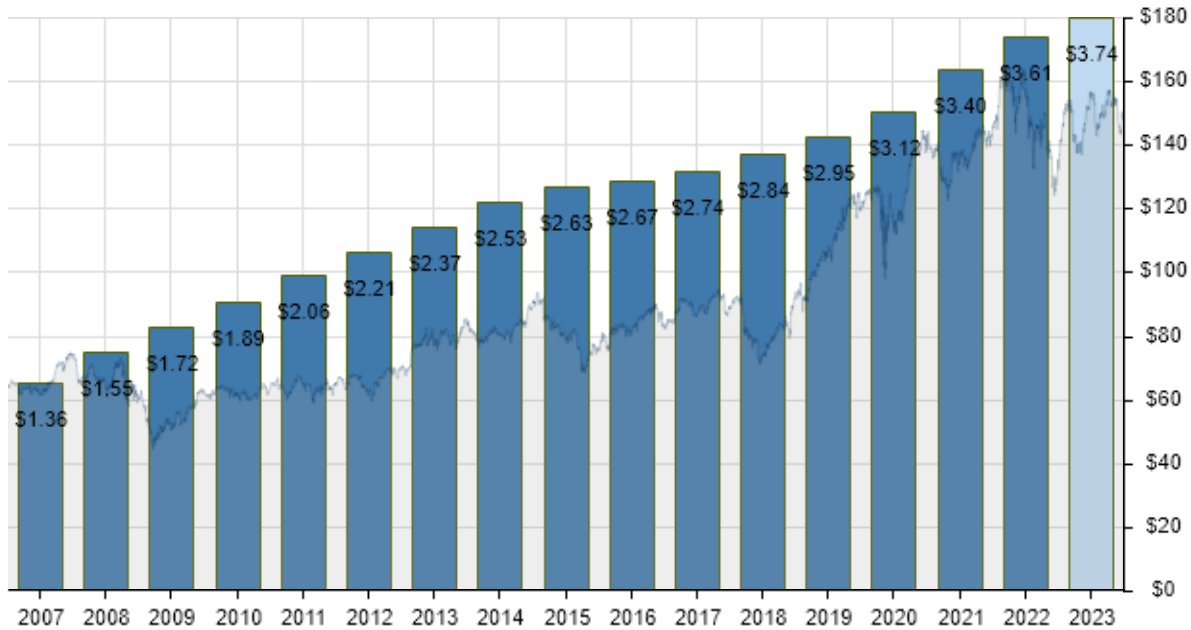
Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Div. Yield	TTM Yield	Price	Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
KMB	Kimberly-Clark	90	4.0%	4.0%	\$116.86	\$4.72	10+	90.2%
KVUE	Kenvue	36	4.4%	1.1%	\$18.21	\$0.80	-	-
CL	Colgate-Palmolive	31	2.7%	2.7%	\$71.79	\$1.92	10+	105.6%
PG	Procter & Gamble	21	2.6%	2.5%	\$147.16	\$3.76	10+	-
EL	Estee Lauder Cos	15	2.1%	2.1%	\$124.53	\$2.64	2	91.8%

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 (%)
PG	Procter & Gamble	77	0.5%	-2.6%	-4.8%	-0.4%	14.4%	0.44	0.15	92.9%
CL	Colgate-Palmolive	71	1.7%	-6.3%	-6.7%	-6.5%	0.6%	0.34	0.16	87.5%
KMB	Kimberly-Clark	50	-3.9%	-9.5%	-18.7%	-11.5%	-0.1%	0.38	0.15	79.0%
KVUE	Kenvue	33	-9.9%	-24.2%	-	-	-	0.53	0.25	65.5%
EL	Estee Lauder Cos	13	-11.1%	-27.9%	-48.9%	-49.3%	-38.3%	1.35	0.38	43.9%

DIVIDEND DETAIL



CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
<b>2023 Dividends</b>				<b>\$3.74</b>
	10/19/23	11/15/23	Regular	\$0.94
	07/20/23	08/15/23	Regular	\$0.94
	04/20/23	05/15/23	Regular	\$0.94
	01/19/23	02/15/23	Regular	\$0.91
<b>2022 Dividends</b>				<b>\$3.61</b>
	10/20/22	11/15/22	Regular	\$0.91
	07/21/22	08/15/22	Regular	\$0.91
	04/21/22	05/16/22	Regular	\$0.91
	01/20/22	02/15/22	Regular	\$0.87
<b>2021 Dividends</b>				<b>\$3.40</b>
	10/21/21	11/15/21	Regular	\$0.87
	07/22/21	08/16/21	Regular	\$0.87
	04/22/21	05/17/21	Regular	\$0.87
	01/21/21	02/16/21	Regular	\$0.79
<b>2020 Dividends</b>				<b>\$3.12</b>
	10/22/20	11/16/20	Regular	\$0.79
	07/23/20	08/17/20	Regular	\$0.79
	04/23/20	05/15/20	Regular	\$0.79
	01/23/20	02/18/20	Regular	\$0.75
<b>2019 Dividends</b>				<b>\$2.95</b>
	10/17/19	11/15/19	Regular	\$0.75
	07/18/19	08/15/19	Regular	\$0.75
	04/17/19	05/15/19	Regular	\$0.75

UPCOMING DIVIDEND

Ex-Dividend Date	10/19/23
Payment Date	11/15/23
Amount	\$0.94
Type	Regular

DIVIDEND RATE

Regular Dividend	\$0.94
Annual Dividend Rate	\$3.76
Annual Dividend Yield	2.6%
Trailing 12 Months Dividends	\$3.74
Trailing 12 Months Yield	2.5%

STATISTICS

Payout Ratio	-
Dividend Coverage Ratio	-
Consecutive Growth Years	10+
3 Year Growth Rate	6.0%
5 Year Growth Rate	5.6%
10 Year Growth Rate	4.6%


FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2018	2019	2020	2021	2022	TTM	CAGR
<b>Income Statement</b>								
Revenue		66,912	69,594	73,975	78,346	80,281	83,265	4.6%
Operating Income		13,594	15,154	17,595	17,516	17,346	18,961	7.1%
Net income		10,795	4,814	13,848	14,510	14,279	15,235	7.4%
Earnings per share diluted		\$4.11	\$1.76	\$5.29	\$5.67	\$5.70	-	-
Average shares diluted		2,625	2,550	2,617	2,567	2,510	2,357	-2.2%
P/E Ratio		24.0	79.4	26.6	29.9	26.3	23.9	-0.1%
<b>Balance Sheet</b>								
Cash		12,117	6,279	11,941	11,544	6,854	9,733	-4.4%
Current assets		24,431	18,917	24,655	25,545	21,866	24,940	0.4%
Net Property, Plant and Equipm...		20,822	21,250	21,416	21,357	21,167	21,636	0.8%
Working Capital		-6,816	-11,247	-7,089	-12,482	-16,880	-12,218	12.9%
Net Debt		21,510	21,859	19,159	24,109	28,028	26,147	4.1%
Stockholders' Equity		53,990	45,538	48,181	44,618	44,455	47,692	-2.5%
<b>Cash Flow</b>								
Operating Cash Flow		15,126	16,201	19,033	17,972	14,603	17,682	3.3%
Cap Ex		-3,598	-3,250	-2,806	-3,087	-3,037	-3,097	-3.1%
Free Cash Flow		11,528	12,951	16,227	14,885	11,566	14,585	5.0%
Free Cash Flow per share		\$4.39	\$5.08	\$6.20	\$5.80	\$4.61	\$6.19	7.4%
<b>Profitability</b>								
Operating Margin		20.3%	21.8%	23.8%	22.4%	21.6%	22.8%	2.4%
Return on Assets		8.8%	4.1%	11.8%	12.2%	12.0%	12.8%	8.0%
Return on Equity		19.5%	10.0%	28.2%	31.9%	31.5%	31.4%	10.4%
Return on Invested Capital		12.6%	6.8%	17.8%	18.3%	18.3%	18.9%	8.8%
<b>Dividends</b>								
Dividends Per Share		\$2.84	\$2.95	\$3.12	\$3.40	\$3.61	\$3.76	6.0%
Dividend Yield		3.1%	2.4%	2.3%	2.1%	2.4%	2.6%	-4.0%
Dividend Growth		-	4.0%	5.5%	9.0%	6.2%	5.5%	8.7%
Dividend Coverage		1.5x	0.6x	1.8x	1.7x	1.6x	- x	-


VALUATION & PROFITABILITY HISTORY

Date →	TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings	23.9	22.7	25.8	28.7	86.2
Price / Cash Flow	20.6	20.0	20.1	21.5	20.5
Price / Book	7.4	6.8	7.5	7.7	6.6
Price / Tangible B...	-	-	-	-	-
Price / Sales	4.4	4.2	4.9	5.3	4.6
EV / EBITDA	16.5	16.0	17.8	18.4	33.3
Dividend Yield	2.6%	2.8%	2.5%	2.2%	2.4%
Shareholder Yield	4.0%	6.4%	5.9%	4.0%	4.6%
Gross Margin	49.1%	47.0%	50.3%	50.8%	49.1%
Net Margin	18.3%	18.1%	18.3%	18.9%	6.2%
Return on Assets	12.8%	12.2%	11.9%	11.8%	3.6%
Return on Equity	31.4%	32.4%	30.1%	27.9%	8.7%
ROIC	18.9%	19.1%	18.2%	17.5%	5.9%

## WARNINGS

Name	Severity	Details
High Goodwill	Low 	Goodwill %: 32.8%

Goodwill on a company's balance often results from over-paying to acquire other firms. A high percentage here can turn into impairment charges that weigh down future earnings for the company.

Negative Sales Growth Years	Low 	Number of Years: 5; Sales 1Y Chg (%): 3.5%
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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.

## 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, taking into account the time value of money and the predictability of those forecasted cash flows.

**Peers**

Peer ratings are computed from raking companies in the same

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