

Johnson & Johnson (JNJ) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

Date: 2026-03-27 | Current Price: \$240.45 | Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: LOW | Signal Strength: 0/7

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$240.45	Market Cap	\$579.5B
Past Win Rate (Backtest)	60.0%	Forward P/E	19.1x
Past Total Return	+13.0%	Analyst Target	\$241.08
RSI / Trend Strength	54 / 19	Upside to Target	+0.3%
MACD Signal	Bullish	Revenue Growth	+9.1%
Profit Factor	2.34	Institutional Own.	75.8%
Position Entry	2025-07-16 @ \$161.69	Analyst Ratings	13 Buy / 11 Hold / 1 Sell
Open Position Past P&L	+48.7%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$239.40	Bullish
EMA 50	\$233.86	Bullish
RSI (14)	53.8	Neutral range
Trend Strength (ADX)	18.6	Weak/No trend (<20)

■ CONSENSUS & INVESTMENT RATIONALE

RATING	TRIM POSITION
Target Price	\$241.08
Upside/Downside	+0.3%
Risk/Reward	0.02:1
Time Horizon	6-12 months

Investment Rationale: Our TRIM POSITION rating is based on: (1) Technical backtest showing 60.0% win rate with +13.0% total return over backtest period, (2) +0.3% upside to analyst consensus target of \$241.08, (3) Moderate fundamental growth profile with +9.1% revenue growth, and (4) 75.8% institutional ownership indicating high conviction from professional investors.

Action: Lock in gains after +48.7% run. Reduce exposure near resistance. Trail stop on remainder.

Technical Signal: Confluence 0/7 (threshold: 5) | **Risk/Reward:** Neutral

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 60.0%, Avg Return: +3.0%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 0 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 49% earnings growth with 76% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$240.45	Latest market price
Buy Stop Loss	\$232.18	Conservative 2.0x ATR (3.4% distance)
Position Stop Loss	\$236.32	Hybrid 1.00x ATR (1.7% distance)
ATR (14-day)	\$4.13	Volatility: 1.7% of price
ADX Strength	18.6	Weak/No Trend

Status: Position up +49% - Adaptive strategy adjusts for momentum

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Hybrid

METRIC	CONSERVATIVE (2.0x ATR)	HYBRID (Adaptive)
Past Win Rate	60%	61%
Past Total Return	+13.0%	+61.1%
Max Drawdown	-9.3%	-8.3%
Total Trades	10	18
Position	OPEN	NONE

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Hybrid adapts stops based on position profit.

For the latest stock analysis, support, resistance and interactive charts, visit [Ultra Stock Analysis Pro](#)

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

Firm	Action	From → To	Date
Morgan Stanley	UPGRADE	Equal-Weight → Overweight	Jan 28, 2026

Analyst Price Targets

Average Target: \$241.08 (+0.3% from current)

High Target: \$280.00 (+16.4%)

Low Target: \$155.00 (-35.5%)

Current Price: \$240.45

DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

Expected Returns & Position Sizing

Based on backtest performance (Win Rate: 60.0%, Avg Return: +3.0%) and analyst consensus (Target: \$241.08, +0.3% upside), a **MARKET WEIGHT** exposure may be considered. Risk/Reward ratio of 0.02:1 suggests unfavorable risk-adjusted returns. Current open position shows +48.7% unrealized gain, supporting hold decision.

Catalyst Calendar & Timing

Next Major Catalyst: Apr 14, 2026 earnings report

Seasonality: Historical analysis shows positive momentum in backtest period

Technical Setup: Neutral - waiting for confluence signal

Institutional Activity: 75.8% institutional ownership (Largest: Vanguard Group Inc)

Short Interest: 1.1% of float - Moderate short interest

Liquidity Profile

Average Volume: 8.8M shares/day - Lower liquidity

Market Cap: \$579.5B - Large cap

Beta: 0.33 - Lower than market volatility

Execution Risk: Moderate for institutional-sized positions

SELL-SIDE PERSPECTIVE - Investment Research Analysis

Investment Thesis

Johnson & Johnson operates in the Healthcare sector (Drug Manufacturers - General). Current valuation of 19.1x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 24.0% shows strong profitability. **Fundamental Outlook:** Moderate Growth - Monitoring profitability amid revenue expansion

Valuation Analysis

Forward P/E: 19.1x

Trailing P/E: 21.8x

Price/Sales: 6.15x - Premium valuation

Price/Book: 7.10x

Enterprise Value: \$608.7B

EV/Revenue: 6.46x (vs industry avg)

Competitive Positioning & Market Share

Key Competitors: Various industry players

U.S. Market Share: 0% - Competitive player

Global Market Share: 0%

Competitive Advantages: Market position, Technology, Brand

Key Products: Core products and services

Institutional Sentiment & Ownership

Institutional Ownership: 75.8% - Very high institutional confidence

Largest Holder: Vanguard Group Inc (240.3M shares)

Analyst Coverage: 25 analysts

Consensus: 13 Buy, 11 Hold, 1 Sell - Bullish sentiment

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+2.0 / 10	Slightly Bullish
Articles Analyzed	10	Last 7 days (top 5 shown per category)
Bullish Articles	4 (40%)	Positive sentiment
Bearish Articles	1 (10%)	Negative sentiment
Neutral Articles	5 (50%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Market Week Ahead: Scarcity Narratives And Naval Tactics (Investor's Business Daily, Mar 28)

Stock market investors head into the Good Friday/Easter week focused on the impact of the Iran war on U.S. and global economies....

Source: <https://www.investors.com/research/investing-action-plan/market-week-ahead-scarc>

2. How The Story Is Shifting For Johnson & Johnson (JNJ) As Analyst Targets Rise (Simply Wall St., Mar 27)

Johnson & Johnson's latest model update features a modest shift in fair value, with the estimate moving from US\$237.29 to US\$241.08. That adjustment s...

Source: <https://finance.yahoo.com/markets/stocks/articles/story-shifting-johnson-johnson>

3. Can New Drugs Drive J&J's Innovative Medicine Despite Stelara LOE? (Zacks, Mar 27)

JNJ's Innovative Medicine unit eyes Q1 growth on key drug momentum, but biosimilar pressure and Stelara's decline may weigh on results....

Source: <https://finance.yahoo.com/sectors/healthcare/articles/drugs-drive-j-js-innovativ>

4. VHT Lagged the Market by 57 Points Over 5 Years. Here Is Why Long-Term Investors Still Hold It (24/7 Wall St., Mar 26)

Healthcare spending doesn't stop during recessions. That structural reality is the core argument for owning Vanguard Health Care ETF (NYSEARCA:VHT), a...

Source: <https://247wallst.com/investing/2026/03/26/vht-lagged-the-market-by-57-points-ov>

■ TOP BEARISH HEADLINES

1. Jim Cramer on Reddit (RDDT): "I Want to Buy Reddit Right Here" (Insider Monkey, Mar 28)

Reddit, Inc. (NYSE:RDDT) was featured on Mad Money as Jim Cramer shared his take on the stock amid a sliding macro environment. Answering a caller's q...

Source: <https://finance.yahoo.com/markets/stocks/articles/jim-cramer-reddit-rddt-want-21>

■ SENTIMENT INTERPRETATION

The news sentiment is **moderately bullish**, showing generally positive coverage with some caution. Market perception appears favorable but not overwhelmingly positive. This neutral-to-positive sentiment suggests steady conditions without extreme optimism.

DEEP DIVE: COMPREHENSIVE RISK ASSESSMENT

Detailed Risk Factors and Mitigation Strategies

Key Risks & Mitigants

Company-Specific Risks:

- Competition
- Market conditions
- Regulatory changes

Technical Risk Factors:

- Win Rate: 60.0% (6 wins, 4 losses)
- Profit Factor: 2.34x (Avg Win 7.0% vs Avg Loss -3.0%)
- Current Confluence: 0 (Last: 3 on Mar 17) - No setup - awaiting signal
- Volatility (ATR 14): \$4.13 (1.7% of price) - Stop loss typically 2-3x ATR

Market Risk:

- Beta: 0.33 - Below-average market sensitivity
- Short Interest: 1.1% - Normal short activity

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
EMA 20	\$239.40	Short-term trend
EMA 50	\$233.86	Medium-term trend
EMA 200	\$202.50	Long-term trend
Relative Strength	53.8	Neutral range
MACD	0.22	Bullish
MACD Signal	0.90	Signal line
MACD Histogram	-0.68	Bearish
Volatility (ATR 14)	\$4.13	1.7% of price
Trend Strength (ADX)	18.6	Weak/No trend (<20)
+DI	22.0	Positive directional movement
-DI	21.2	Negative directional movement
Stochastic %K	57.2	Neutral
Stochastic %D	43.8	Neutral
Bollinger Upper	\$248.22	Resistance zone
Bollinger Middle	\$240.77	Moving average
Bollinger Lower	\$233.32	Support zone
VWAP	\$240.75	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$579.5B	Total market value
Valuation	Enterprise Value	\$608.7B	Total company value
Valuation	Forward P/E	19.1x	Price to forward earnings
Valuation	Trailing P/E	21.8x	Price to trailing earnings
Valuation	PEG Ratio	1.68	P/E relative to growth
Valuation	Price/Sales	6.15x	Market cap to revenue
Valuation	Price/Book	7.10x	Price to book value
Valuation	EV/Revenue	6.46x	Enterprise value to revenue
Valuation	EV/EBITDA	18.0x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$94.2B	Trailing 12-month revenue
Performance	Revenue Growth	+9.1%	Year-over-year growth
Performance	Earnings Growth	+48.6%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+13.9%	Forward EPS growth estimate
Performance	Gross Profit	\$64.1B	Revenue minus COGS
Performance	Operating Income	\$24.5B	EBIT
Performance	Net Income	\$26.8B	Bottom line profit
Performance	Free Cash Flow	\$16.6B	Cash after capex
Performance	Operating Cash Flow	\$24.5B	Cash from operations
Profitability	Gross Margin	68.1%	Gross profit margin
Profitability	Operating Margin	24.0%	Operating efficiency
Profitability	Profit Margin	28.5%	Net margin
Profitability	ROE	35.0%	Return on equity
Profitability	ROA	8.7%	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	\$0.0B	Total assets
Balance Sheet	Total Liabilities	\$0.0B	Total liabilities
Balance Sheet	Total Debt	\$49.3B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$20.1B	Liquid assets
Balance Sheet	Book Value/Share	\$33.87	Net worth per share
Balance Sheet	Current Ratio	1.03	Current assets/liabilities
Balance Sheet	Quick Ratio	0.69	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.60	Leverage ratio
Market	Beta	0.33	Market correlation
Market	52-Week High	\$251.71	Annual high
Market	52-Week Low	\$141.50	Annual low

Market	Avg Volume	8.8M	Average daily volume
Market	Shares Outstanding	2.4B	Total shares
Market	Float	2.4B	Tradeable shares
Market	Short Interest	1.1%	Shares sold short
Market	Institutional Own.	75.8%	Institution held
Analysts	Coverage Count	24	Number of analysts
Analysts	Average Rating	2.1	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	13/11/1	Rating distribution
Analysts	Target Price	\$241.08	Average price target
Analysts	Target High	\$280.00	Highest target
Analysts	Target Low	\$155.00	Lowest target
Other	Next Earnings	Apr 14, 2026	Earnings report date
Other	Dividend Yield	2.16%	Annual dividend rate
Other	Ex-Dividend Date	1771891200	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry \$	Exit \$	Past P&L %	Past P&L \$
2019-01-31	2019-05-31	GOLDEN_CROSS	\$108.74	\$108.61	-0.1%	\$-6
2019-06-11	2019-07-16	GOLDEN_CROSS	\$115.76	\$109.73	-5.2%	\$-314
2019-08-07	2020-03-03	CONFLUENCE	\$107.84	\$114.64	+6.3%	+\$381
2020-04-16	2021-06-25	CONFLUENCE	\$126.55	\$143.49	+13.4%	+\$322
2021-07-02	2021-09-16	CONFLUENCE	\$147.65	\$145.23	-1.6%	\$-143
2021-10-12	2022-02-22	CONFLUENCE	\$138.61	\$143.48	+3.5%	+\$244
2022-03-07	2022-08-31	CONFLUENCE	\$153.34	\$145.56	-5.1%	\$-265
2022-10-07	2023-01-20	CONFLUENCE	\$144.53	\$153.22	+6.0%	+\$339
2023-03-09	2023-09-06	CONFLUENCE	\$138.31	\$146.65	+6.0%	+\$417
2023-10-27	2025-04-10	CONFLUENCE	\$135.13	\$144.66	+7.0%	+\$448
2025-07-16	OPEN	CONFLUENCE	\$161.69	OPEN	+48.7%	+\$3150

IMPORTANT DISCLAIMER

Disclaimer: This report is for informational purposes only and does not constitute investment advice. Past performance is not indicative of future results. Technical analysis based on historical data through 2026-03-27. Fundamental data auto-fetched from Yahoo Finance. Please conduct your own due diligence before making investment decisions.

Next Earnings: Apr 14, 2026

Report Generated: March 29, 2026 at 12:17 PM