

# The Procter & Gamble Company (PG) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

**\$151.41** **+\$3.98 (+2.70%)** AS OF 2026-07-02

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	\$151.41	Market Cap	\$352.6B
Past Win Rate (Backtest)	53.3%	Forward P/E	21.4x
Past Total Return	+23.5%	Analyst Target	\$163.43
RSI / Trend Strength	58 / 16	Upside to Target	+7.9%
MACD Signal	Bullish	Revenue Growth	+7.4%
Profit Factor	1.93	Institutional Own.	71.8%
Position Entry	2026-06-15 @ \$150.46	Analyst Ratings	14 Buy / 10 Hold / 0 Sell
Open Position Past P&L	+0.6%		

## ■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$148.29	Bullish
EMA 50	\$147.02	Bullish
RSI (14)	57.8	Neutral range
Trend Strength (ADX)	16.4	Weak/No trend (<20)

## ■ CONSENSUS & INVESTMENT RATIONALE

RATING	HOLD
Target Price	\$163.43
Upside/Downside	+7.9%
Risk/Reward	1.96:1
Time Horizon	6-12 months

**Investment Rationale:** Our HOLD rating is based on: (1) Technical backtest showing 53.3% win rate with +23.5% total return over backtest period, (2) +7.9% upside to analyst consensus target of \$163.43, (3) Moderate fundamental growth profile with +7.4% revenue growth, and (4) 71.8% institutional ownership indicating high conviction from professional investors.

**Action:** Maintain position with +0.6% unrealized gain. Watch for confluence signal to add.

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

## ■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 53.3%, Avg Return: +2.7%), 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 6% earnings growth with 72% institutional ownership, indicating strong conviction from professional investors.

## ■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$151.41	Latest market price
Buy Stop Loss	\$145.28	Conservative 2.0x ATR (4.1% distance)
Position Stop Loss	\$145.28	Adaptive 2.00x ATR (4.1% distance)
ATR (14-day)	\$3.07	Volatility: 2.0% of price
ADX Strength	16.4	Weak/No Trend

**Status:** Position up +1% - Adaptive strategy adjusts for momentum

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

## ■ Strategy Comparison: Conservative vs Adaptive

METRIC	CONSERVATIVE (2.0x ATR)	ADAPTIVE (Dynamic)
Past Win Rate	53%	50%
Past Total Return	+23.5%	+33.7%
Max Drawdown	-14.1%	-11.5%
Total Trades	15	22
Position	OPEN	OPEN

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Adaptive adjusts 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
Bernstein	INITIATED	Market Perform	Jun 11, 2026

### *Analyst Price Targets*

**Average Target:** \$163.43 (+7.9% from current)

**High Target:** \$186.00 (+22.8%)

**Low Target:** \$145.00 (-4.2%)

**Current Price:** \$151.41

# DETAILED ANALYSIS: BUY-SIDE PERSPECTIVE

In-Depth Portfolio Management Analysis

## *Expected Returns & Position Sizing*

Based on backtest performance (Win Rate: 53.3%, Avg Return: +2.7%) and analyst consensus (Target: \$163.43, +7.9% upside), a **MARKET WEIGHT** exposure may be considered. Risk/Reward ratio of 1.96:1 suggests moderate risk-adjusted returns. Current open position shows +0.6% unrealized gain, supporting hold decision.

## *Catalyst Calendar & Timing*

**Next Major Catalyst:** Jul 29, 2026 earnings report

**Seasonality:** Historical analysis shows positive momentum in backtest period

**Technical Setup:** Neutral - waiting for confluence signal

**Institutional Activity:** 71.8% institutional ownership (Largest: Blackrock Inc.)

**Short Interest:** 1.1% of float - Moderate short interest

## *Liquidity Profile*

**Average Volume:** 8.9M shares/day - Lower liquidity

**Market Cap:** \$352.6B - Large cap

**Beta:** 0.38 - Lower than market volatility

**Execution Risk:** Moderate for institutional-sized positions

# SELL-SIDE PERSPECTIVE - Investment Research Analysis

## *Investment Thesis*

The Procter & Gamble Company operates in the Consumer Defensive sector (Household & Personal Products). Current valuation of 21.4x forward P/E reflects reasonable multiples relative to growth prospects. Operating margin of 23.0% shows strong profitability. **Fundamental Outlook:** Moderate Growth - Monitoring profitability amid revenue expansion

## *Valuation Analysis*

**Forward P/E:** 21.4x

**Trailing P/E:** 22.1x

**Price/Sales:** 4.07x - Premium valuation

**Price/Book:** 6.56x

**Enterprise Value:** \$378.3B

**EV/Revenue:** 4.36x (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:** 71.8% - Very high institutional confidence

**Largest Holder:** Blackrock Inc. (187.0M shares)

**Analyst Coverage:** 24 analysts

**Consensus:** 14 Buy, 10 Hold, 0 Sell - Bullish sentiment

## ■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	+3.8 / 10	Slightly Bullish
Articles Analyzed	3	Last 7 days (top 5 shown per category)
Bullish Articles	2 (67%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	1 (33%)	Mixed/Neutral tone

### ■ TOP BULLISH HEADLINES

#### 1. Procter & Gamble (PG) Launches Braun NEVO As Pampers Swaddlers Go Fragrance Free (Simply Wall St., Jul 04)

Braun, a Procter & Gamble (NYSE:PG) brand, has launched the NEVO electric shaver featuring AeroTouch Technology. Pampers Swaddlers, also from Procter ...

Source: <https://finance.yahoo.com/markets/stocks/articles/procter-gamble-pg-launches-bra>

#### 2. Procter & Gamble vs Colgate-Palmolive: Two Consumer Giants, Two Strategies, One Invests, Other Optim (24/7 Wall St., Jul 04)

Procter & Gamble (NYSE:PG) and Colgate-Palmolive (NYSE:CL) both posted top and bottom line beats in their most recent quarters. PG's fiscal Q3 2026 le...

Source: <https://247wallst.com/investing/2026/07/04/procter-gamble-vs-colgate-palmolive-t>

### ■ 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: 53.3% (8 wins, 7 losses)
- Profit Factor: 1.93x (Avg Win 9.2% vs Avg Loss -4.7%)
- Current Confluence: 0 (Last: 4 on Jun 01) - No setup - awaiting signal
- Volatility (ATR 14): \$3.07 (2.0% of price) - Stop loss typically 2-3x ATR

### **Market Risk:**

- Beta: 0.38 - 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	\$148.29	Short-term trend
EMA 50	\$147.02	Medium-term trend
EMA 200	\$148.31	Long-term trend
Relative Strength	57.8	Neutral range
MACD	1.05	Bullish
MACD Signal	1.21	Signal line
MACD Histogram	-0.16	Bearish
Volatility (ATR 14)	\$3.07	2.0% of price
Trend Strength (ADX)	16.4	Weak/No trend (<20)
+DI	27.1	Positive directional movement
-DI	24.0	Negative directional movement
Stochastic %K	47.1	Neutral
Stochastic %D	41.2	Neutral
Bollinger Upper	\$154.04	Resistance zone
Bollinger Middle	\$148.70	Moving average
Bollinger Lower	\$143.36	Support zone
VWAP	\$150.27	Volume-weighted average

## REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$352.6B	Total market value
Valuation	Enterprise Value	\$378.3B	Total company value
Valuation	Forward P/E	21.4x	Price to forward earnings
Valuation	Trailing P/E	22.1x	Price to trailing earnings
Valuation	PEG Ratio	4.25	P/E relative to growth
Valuation	Price/Sales	4.07x	Market cap to revenue
Valuation	Price/Book	6.56x	Price to book value
Valuation	EV/Revenue	4.36x	Enterprise value to revenue
Valuation	EV/EBITDA	15.1x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$86.7B	Trailing 12-month revenue
Performance	Revenue Growth	+7.4%	Year-over-year growth
Performance	Earnings Growth	+5.8%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+3.3%	Forward EPS growth estimate
Performance	Gross Profit	\$44.2B	Revenue minus COGS
Performance	Operating Income	\$19.4B	EBIT
Performance	Net Income	\$16.3B	Bottom line profit
Performance	Free Cash Flow	\$12.7B	Cash after capex
Performance	Operating Cash Flow	\$19.4B	Cash from operations
Profitability	Gross Margin	51.0%	Gross profit margin
Profitability	Operating Margin	23.0%	Operating efficiency
Profitability	Profit Margin	19.2%	Net margin
Profitability	ROE	31.1%	Return on equity
Profitability	ROA	10.9%	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	\$37.0B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$12.3B	Liquid assets
Balance Sheet	Book Value/Share	\$23.08	Net worth per share
Balance Sheet	Current Ratio	0.73	Current assets/liabilities
Balance Sheet	Quick Ratio	0.49	Liquid assets/liabilities
Balance Sheet	Debt/Equity	0.68	Leverage ratio
Market	Beta	0.38	Market correlation
Market	52-Week High	\$167.25	Annual high
Market	52-Week Low	\$137.62	Annual low

<b>Market</b>	Avg Volume	8.9M	Average daily volume
<b>Market</b>	Shares Outstanding	2.3B	Total shares
<b>Market</b>	Float	2.3B	Tradeable shares
<b>Market</b>	Short Interest	1.1%	Shares sold short
<b>Market</b>	Institutional Own.	71.8%	Institution held
<b>Analysts</b>	Coverage Count	23	Number of analysts
<b>Analysts</b>	Average Rating	2.1	1=Strong Buy, 5=Sell
<b>Analysts</b>	Buy/Hold/Sell	14/10/0	Rating distribution
<b>Analysts</b>	Target Price	\$163.43	Average price target
<b>Analysts</b>	Target High	\$186.00	Highest target
<b>Analysts</b>	Target Low	\$145.00	Lowest target
<b>Other</b>	Next Earnings	Jul 29, 2026	Earnings report date
<b>Other</b>	Dividend Yield	2.81%	Annual dividend rate
<b>Other</b>	Ex-Dividend Date	1776988800	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 \$
2019-07-30	2019-08-06	CONFLUENCE	\$101.54	\$96.37	-5.1%	\$-346
2020-07-30	2020-11-09	CONFLUENCE	\$113.66	\$120.00	+5.6%	+\$330
2021-03-04	2022-05-18	CONFLUENCE	\$106.87	\$130.73	+22.3%	+\$1241
2022-06-15	2022-07-28	CONFLUENCE	\$119.44	\$134.32	+12.5%	+\$476
2022-07-29	2022-09-30	CONFLUENCE	\$126.02	\$114.53	-9.1%	\$-448
2022-11-11	2023-01-30	GOLDEN_CROSS	\$128.80	\$129.64	+0.7%	+\$38
2023-03-24	2023-06-01	GOLDEN_CROSS	\$134.89	\$133.18	-1.3%	\$-91
2023-07-21	2023-08-10	CONFLUENCE	\$142.37	\$145.33	+2.1%	+\$169
2023-11-21	2023-12-08	CONFLUENCE	\$140.16	\$135.98	-3.0%	\$-267
2024-01-22	2024-02-23	CONFLUENCE	\$139.40	\$151.81	+8.9%	+\$819
2024-04-19	2024-12-27	CONFLUENCE	\$150.05	\$162.78	+8.5%	+\$827
2025-02-11	2025-04-09	CONFLUENCE	\$163.67	\$156.80	-4.2%	\$-343
2025-05-30	2025-06-10	CONFLUENCE	\$165.14	\$158.29	-4.2%	\$-308
2025-07-31	2025-12-10	CONFLUENCE	\$147.26	\$137.80	-6.4%	\$-464
2026-01-27	2026-02-27	GOLDEN_CROSS	\$147.23	\$165.95	+12.7%	+\$936
2026-06-15	OPEN	GOLDEN_CROSS	\$150.46	OPEN	+0.6%	+\$39

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**Next Earnings:** Jul 29, 2026

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