

**\$99.16** **\$0.97 (0.99%)** as of Friday's close

Cap (\$M USD)  
**\$150,239**

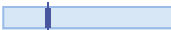
P/E  
**28.9**

EPS (1Y)  
**-1.2%**

Dividend  
**\$1.48**

Last Filing  
**11/30/23**

52-wk Range

\$88.66  \$128.68

Sales (\$M)  
**51,542**

Forward P/E  
**23.4**

Sales (1Y)  
**1.8%**

Div. Yield  
**1.5%**

Next Earnings  
**03/21/24**

#### Dividend Adjusted Return Mar 8, 2023 - Mar 8, 2024



NKE has underperformed the S&P 500 by -46.4% in the past year.

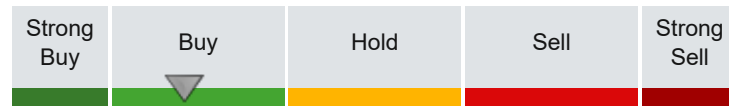
NKE has underperformed its sector by -44.2% in the past year.

The Consumer Cyclical sector has underperformed the market by -2.2% 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

\$110.13

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.

**1 warning**  
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

**69**

**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

**79**

**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

**56**

**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

Nike is the largest athletic footwear and apparel brand in the world. Key categories include basketball, running, and football (soccer). Footwear generates about two thirds of its sales. Its brands include Nike, Jordan, and Converse (casual footwear). Nike sells products worldwide through company-owned stores, franchised stores, and third-party retailers. The firm also operates e-commerce platforms in more than 40 countries. Nearly all its production is outsourced to contract manufacturers in more than 30 countries. Nike was founded in 1964 and is based in Beaverton, Oregon.

Employees 83,700

Homepage [www.nike.com](http://www.nike.com)

Headquarters Beaverton, OR

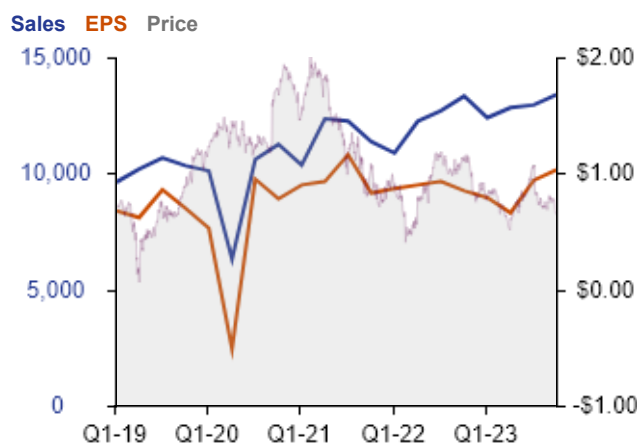
## VALUATION SUMMARY

	NKE	Industry	S&P 500
Value Score	<b>67</b>	<b>63</b>	<b>71</b>
Price / Earnings	28.9	24.3	27.7
Price / Sales	3.0	2.1	2.9
Price / Free Cash Flow	24.3	20.4	28.4
Price / Book	10.6	5.8	4.9
Price / Tangible Book	11.1	31.2	500+
EV / EBITDA	22.4	22.7	22.9
EPS Predict. Pctl.	78	57	67
Piotroski F Score	8	6	8
5-Year P/E Range	22.2		87.3
5-Year P/B Range	8.5		26.3
5-Year P/S Range	2.4		6.4



## GROWTH SUMMARY

	NKE	Industry	S&P 500
Growth Score	<b>79</b>	<b>69</b>	<b>75</b>
<b>Sales Growth</b>			
Sales Growth Next Year	6.1%	6.1%	9.3%
Sales 1-Year Chg (%)	1.8%	-13.6%	10.5%
Sales 3-Year Avg (%)	10.2%	4.2%	12.4%
Sales 5-Year Avg (%)	5.9%	2.5%	12.1%
<b>EPS Growth</b>			
Next Yr. Growth Est.	18.1%	23.5%	14.9%
EPS 1-Year Chg (%)	-1.2%	27.8%	16.3%
EPS 3-Year Avg (%)	17.2%	28.8%	26.9%
EPS 5-Year Avg (%)	6.0%	4.6%	11.7%

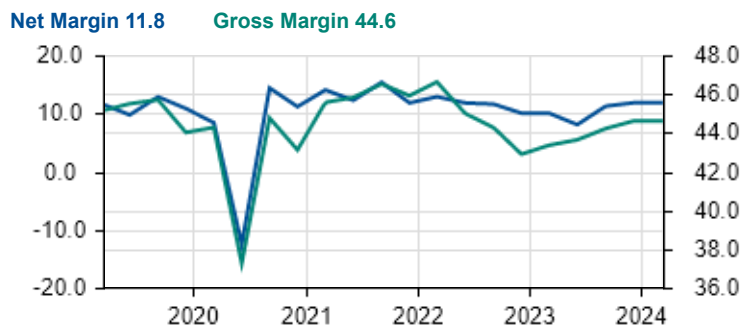


## PEERS ANALYSIS SUMMARY

Ticker	Company	Cap (\$M USD)	P/E	Div. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
NKE	Nike	\$150,239	28.9	1.5%	-4.1%	-16.1%	11%	<b>67</b>	<b>79</b>	<b>69</b>
ADD...	adidas	\$37,423	-	0.4%	9.6%	34.3%	-8%	<b>62</b>	<b>58</b>	<b>51</b>
DECK	Deckers Outdoor	\$23,414	33.0	-	9.6%	111.9%	-18%	<b>64</b>	<b>97</b>	<b>99</b>
RL	Ralph Lauren	\$11,252	20.0	1.7%	2.4%	55.2%	7%	<b>67</b>	<b>82</b>	<b>89</b>
ONON	On Holding	\$10,526	120.5	-	15.8%	48.1%	-	<b>29</b>	<b>99</b>	<b>93</b>
SKX	Skechers USA	\$9,204	17.2	-	3.6%	35.4%	34%	<b>86</b>	<b>93</b>	<b>64</b>
BIRK	Birkenstock Holding	\$8,861	105.3	-	-1.7%	-	12%	<b>35</b>	-	<b>74</b>
PVH	PVH	\$8,013	16.0	0.1%	5.8%	70.7%	9%	<b>73</b>	<b>72</b>	<b>81</b>
CROX	Crocs	\$7,565	9.8	-	19.9%	1.0%	8%	<b>82</b>	<b>86</b>	<b>93</b>
LEVI	Levi Strauss	\$7,251	29.4	2.6%	2.2%	10.0%	-1%	<b>66</b>	<b>69</b>	<b>76</b>
PM...	Puma	\$6,855	20.0	2.0%	3.8%	-20.0%	40%	<b>83</b>	<b>74</b>	<b>78</b>
VFC	VF	\$6,259	-	2.2%	5.5%	-29.2%	34%	<b>76</b>	<b>53</b>	<b>47</b>

## PROFITABILITY SUMMARY

	NKE	Industry	S&P 500
Quality Score	<b>69</b>	<b>69</b>	<b>77</b>
Gross Margin	44.0%	45.5%	29.6%
Operating Margin	11.8%	9.4%	14.1%
Net Margin	10.3%	7.0%	10.6%
Return on Assets	13.8%	12.3%	9.3%
Return on Equity	37.5%	32.8%	31.9%
ROIC	20.1%	16.0%	22.1%



## RETURNS SUMMARY

	NKE	Industry	S&P 500
Sentiment Score	<b>56</b>	<b>52</b>	<b>77</b>
5-Day Return	-2.7%	-1.2%	-0.3%
1-Month Return	-4.1%	3.2%	2.5%
YTD Return	-8.3%	-1.2%	7.4%
1-Year Return	-16.1%	1.4%	30.3%
3-Year Return	-23.9%	-20.4%	40.2%
5-Year Return	23.2%	17.4%	102.8%
Beta 1-Year	0.94	0.99	0.99

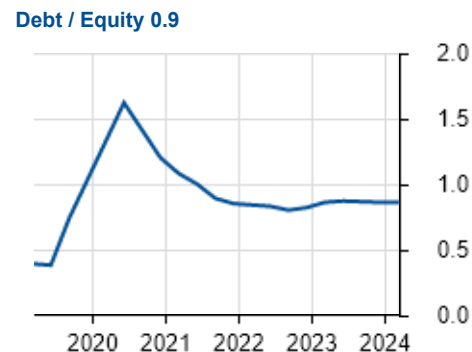


## DIVIDEND

	NKE	Industry
Dividend Yield	1.5%	1.1%
Payout Ratio	40.1%	49.1%
TTM Yield	1.4%	-
Dividend Per Share	\$1.48	\$0.89
Div. 1Y Chg (%)	8.8%	-22.8%
Div. 3Y Avg (%)	10.4%	-22.8%
Div. 5Y Avg (%)	11.0%	-22.8%
Cons. Growth Years	10+	0
Div. Coverage Ratio	2.5	2.0

## DEBT & EQUITY

Current Ratio	2.7
Quick Ratio	1.9
Price	\$99.16
Net Cash Per Share	-\$1.54
Equity Per Share	\$9.34
Debt / Equity	0.9
Solvency Ratio	29%
Short % of Float	1.6%
Altman Z-Score	6.4



## ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	0.00	# Up Last 30 days	0.00
# Down Last 30 days	0.00	# Down Last 30 days	0.00
Mean Estimate	0.73	Mean Estimate	0.89
% Change (30 Days)	-	% Change (30 Days)	-

## MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$0.73	\$0.89	\$3.59	\$4.24
30 Days Ago	\$0.73	\$0.89	\$3.59	\$4.25
90 Days Ago	\$0.98	\$0.97	\$3.72	\$4.35
% Change (90 Days)	-25.5%	-8.2%	-3.5%	-2.5%

## 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%)	10	83.3%
Negative Quarters (< 2%)	0	-
In-Line Quarters (within 2%)	2	16.7%

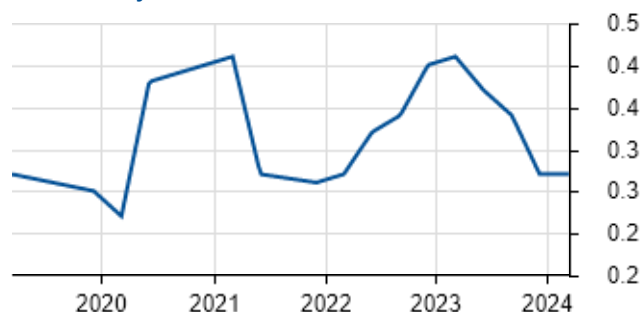
### Surprise Detail (Last 6 Quarters)

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
Positive	12/21/23	11/30/23	\$1.03	\$0.85	21.2%
Positive	09/28/23	08/31/23	\$0.94	\$0.74	27.0%
In-Line	06/29/23	05/31/23	\$0.66	\$0.67	-1.5%
Positive	03/21/23	02/28/23	\$0.79	\$0.55	43.6%
Positive	12/20/22	-	\$0.85	\$0.64	32.8%
In-Line	09/29/22	-	\$0.93	\$0.92	1.1%

## RISK

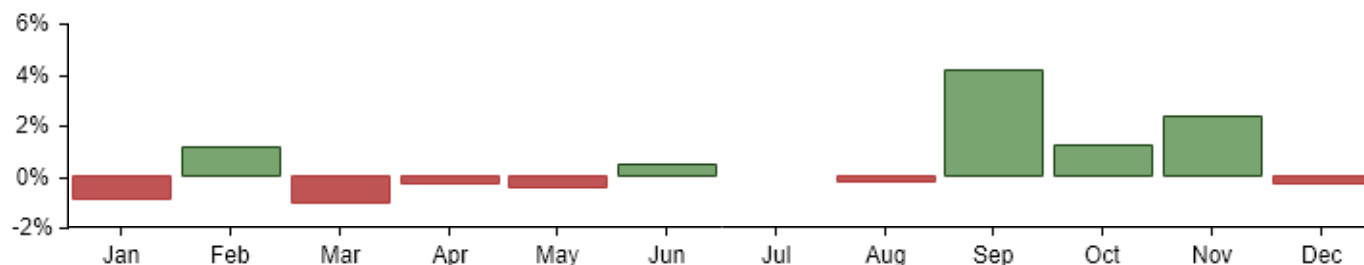
	NKE	Industry	S&P 500
Best Monthly Return (5Y)	17.0%	17.7%	17.9%
Worst Monthly Return (5Y)	-21.9%	-18.9%	-16.4%
Beta 1-Year	0.94	0.99	0.99
Volatility 1-Year	0.27	0.22	0.12
Volatility 1Y Pctl.	28	-	-
Max Drawdown 1-Year	-30.1%	-26.8%	-10.3%
Max Drawdown 3-Year	-53.2%	-52.5%	-25.4%
Max Drawdown 5-Year	-53.2%	-54.8%	-33.9%

### NKE Volatility 1-Year 0.3



## SEASONALITY

### Seasonal Performance vs the S&P 500



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

Relative to the S&P 500 baseline, NKE has underperformed the S&P 500 by -79.8% in the past 5 Years.

NKE has underperformed its sector by -76.2% in the past 5 Years.

The Consumer Cyclical sector has underperformed the market by -3.6% in the past 5 Years.

### Dividend Adjusted Return Mar 8, 2019 - Mar 8, 2024



Overall Rating  
vs. Peers






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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 (%)
DECK	Deckers Outdoor	99	16.0%	44.2%	11.4%	15.3%	20.4%	15.2%
ONON	On Holding	96	46.5%	200.0%	28.9%	40.1%	-	-
CROX	Crocs	82	1.6%	89.1%	5.3%	11.5%	41.9%	29.5%
NKE	Nike	46	0.6%	21.2%	6.1%	1.8%	10.2%	5.9%
BIRK	Birkenstock Holding	4	-	-	16.8%	-	-	-

## Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Forward P/E	PEG Trailing	P/S	P/B	5Y P/E Range
CROX	Crocs	82	9.8	9.2	0.2	2.0	5.2	4.1  -
BIRK	Birkenstock Holding	29	105.3	26.4	-	5.2	3.3	40.0  116.0
DECK	Deckers Outdoor	24	33.0	30.2	1.3	5.8	11.1	9.7  33.5
NKE	Nike	21	28.9	23.4	4.8	3.0	10.6	22.2  87.3
ONON	On Holding	7	120.5	41.4	-	10.8	8.5	86.2  -

## Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
DECK	Deckers Outdoor	99	54.4%	21.6%	17.6%	24.0%  34.4%	16.5%  25.9%
CROX	Crocs	96	55.8%	26.4%	20.0%	-46.4%  5153.3%	10.3%  63.0%
NKE	Nike	90	44.0%	11.8%	10.3%	26.6%  48.9%	9.2%  19.0%
ONON	On Holding	46	59.1%	9.0%	4.7%	-20.1%  8.6%	-21.0%  6.3%
BIRK	Birkenstock Holding	13	61.9%	19.3%	5.0%	3.1%  3.1%	1.6%  1.6%

## Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
DECK	Deckers Outdoor	99	0.1	298.6	2.3	1.5%	68%	5.6%
NKE	Nike	79	0.9	-	1.9	1.5%	29%	1.6%
ONON	On Holding	71	0.0	17.0	2.2	3.9%	37%	16.8%
BIRK	Birkenstock Holding	35	0.6	2.2	0.7	69.2%	9%	18.5%
CROX	Crocs	24	1.4	6.4	0.8	53.9%	32%	11.1%

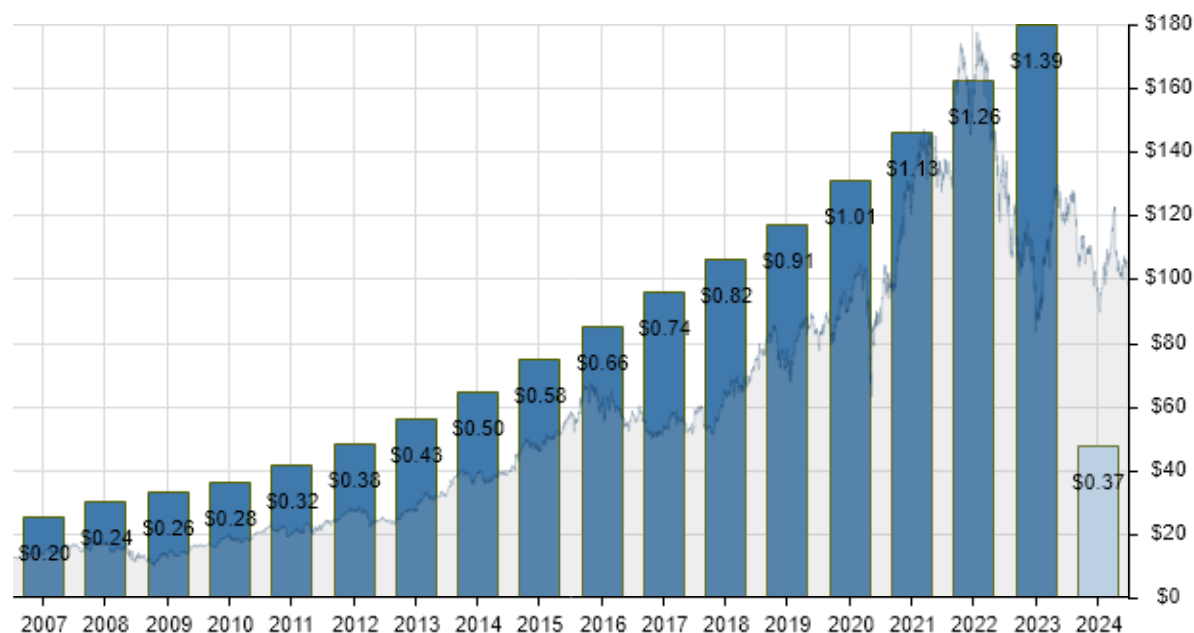
## Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Div. Yield	TTM Yield	Price	Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
NKE	Nike	30	1.5%	1.4%	\$99.16	\$1.48	10+	40.1%
BIRK	Birkenstock Holding	-	-	-	\$47.18	-	0	-
CROX	Crocs	-	-	-	\$125.06	-	0	-
DECK	Deckers Outdoor	-	-	-	\$912.20	-	0	-
ONON	On Holding	-	-	-	\$33.09	-	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 (%)
DECK	Deckers Outdoor	86	9.6%	31.2%	73.0%	36.5%	111.9%	1.05	0.33	97.1%
ONON	On Holding	74	15.8%	15.6%	11.8%	22.7%	48.1%	1.89	0.53	89.2%
CROX	Crocs	71	19.9%	20.6%	33.9%	33.9%	1.0%	1.63	0.51	82.7%
BIRK	Birkenstock Holding	25	-1.7%	-1.5%	-	-3.2%	-	1.05	0.44	85.8%
NKE	Nike	11	-4.1%	-14.1%	2.2%	-8.3%	-16.1%	0.94	0.27	77.1%

## DIVIDEND DETAIL



## CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
<b>2024 Dividends</b>				<b>\$0.37</b>
	03/01/24	04/01/24	Regular	\$0.37
<b>2023 Dividends</b>				<b>\$1.39</b>
	12/01/23	01/02/24	Regular	\$0.37
	09/01/23	10/02/23	Regular	\$0.34
	06/02/23	07/05/23	Regular	\$0.34
	03/03/23	04/03/23	Regular	\$0.34
<b>2022 Dividends</b>				<b>\$1.25</b>
	12/02/22	12/28/22	Regular	\$0.34
	09/02/22	10/03/22	Regular	\$0.30
	06/03/22	07/01/22	Regular	\$0.30
	03/04/22	04/01/22	Regular	\$0.30
<b>2021 Dividends</b>				<b>\$1.13</b>
	12/03/21	12/28/21	Regular	\$0.30
	08/27/21	10/01/21	Regular	\$0.28
	05/28/21	07/01/21	Regular	\$0.28
	02/26/21	04/01/21	Regular	\$0.28
<b>2020 Dividends</b>				<b>\$1.01</b>
	12/04/20	12/29/20	Regular	\$0.28
	08/28/20	10/01/20	Regular	\$0.24
	05/29/20	07/01/20	Regular	\$0.24
	02/28/20	04/01/20	Regular	\$0.24
<b>2019 Dividends</b>				<b>\$0.91</b>
	11/29/19	01/02/20	Regular	\$0.24

## UPCOMING DIVIDEND

Ex-Dividend Date	03/01/24
Payment Date	04/01/24
Amount	\$0.37
Type	Regular

## DIVIDEND RATE

Regular Dividend	\$0.37
Annual Dividend Rate	\$1.48
Annual Dividend Yield	1.5%
Trailing 12 Months Dividends	\$1.42
Trailing 12 Months Yield	1.4%

## STATISTICS

Payout Ratio	40.1%
Dividend Coverage Ratio	249.6%
Consecutive Growth Years	10+
3 Year Growth Rate	10.4%
5 Year Growth Rate	11.0%
10 Year Growth Rate	11.9%

## FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2018	2019	2020	2021	2022	TTM	CAGR
<b>Income Statement</b>								
Revenue		38,095	40,781	38,254	46,306	49,107	51,542	7.5%
Operating Income		4,726	5,238	3,698	7,169	6,379	6,062	6.1%
Net income		2,155	4,572	2,826	6,169	5,634	5,299	24.0%
Earnings per share diluted		\$1.33	\$2.86	\$1.77	\$3.81	\$3.54	\$3.43	25.4%
Average shares diluted		1,638	1,603	1,595	1,618	1,591	1,549	-1.3%
P/E Ratio		58.4	35.5	84.0	44.2	33.2	28.9	-15.5%
<b>Balance Sheet</b>								
Cash		4,041	3,502	11,812	15,103	10,621	9,927	24.0%
Current assets		15,566	16,369	23,607	27,177	27,447	24,631	11.6%
Net Property, Plant and Equipm...		4,588	7,550	8,045	7,829	7,663	8,096	14.5%
Working Capital		8,288	8,105	14,736	18,320	17,248	15,632	16.4%
Net Debt		-560	3,420	993	-2,380	1,904	2,250	-12.3%
Stockholders' Equity		8,729	9,351	10,640	14,924	15,272	14,146	12.2%
<b>Cash Flow</b>								
Operating Cash Flow		5,882	4,384	4,534	7,170	2,678	7,234	5.1%
Cap Ex		-1,160	-1,011	-908	-713	-896	-927	-5.2%
Free Cash Flow		4,722	3,373	3,626	6,457	1,782	6,307	7.2%
Free Cash Flow per share		\$2.88	\$2.10	\$2.27	\$3.99	\$1.12	\$4.07	8.6%
<b>Profitability</b>								
Operating Margin		12.4%	12.8%	9.7%	15.5%	13.0%	11.8%	-1.3%
Return on Assets		9.4%	19.0%	9.5%	16.9%	14.2%	13.8%	9.7%
Return on Equity		24.7%	48.9%	26.6%	41.3%	36.9%	37.5%	10.5%
Return on Invested Capital		18.1%	28.4%	12.9%	23.2%	20.7%	20.1%	2.6%
<b>Dividends</b>								
Dividends Per Share		\$0.82	\$0.91	\$1.01	\$1.13	\$1.25	\$1.48	15.2%
Dividend Yield		1.2%	1.0%	0.8%	0.7%	1.2%	1.5%	5.7%
Dividend Growth		-	10.4%	11.6%	11.9%	11.1%	14.7%	11.7%
Dividend Coverage		1.7x	3.2x	1.8x	3.5x	2.9x	2.5x	10.3%

## VALUATION &amp; PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		28.9	33.9	31.8	63.3	32.6
Price / Cash Flow		21.2	71.1	27.3	47.5	32.2
Price / Book		10.6	12.1	12.8	17.8	15.2
Price / Tangible B...		11.1	12.6	13.3	18.6	16.1
Price / Sales		3.0	3.9	4.2	5.6	3.4
EV / EBITDA		22.4	26.3	23.9	42.8	22.5
Dividend Yield		1.5%	1.1%	1.0%	0.8%	1.1%
Shareholder Yield		5.0%	3.9%	2.8%	0.8%	3.8%
Gross Margin		44.0%	43.9%	46.2%	43.3%	44.9%
Net Margin		10.3%	10.8%	13.1%	8.9%	10.5%
Return on Assets		13.8%	13.8%	16.3%	10.9%	17.4%
Return on Equity		37.5%	37.7%	41.3%	28.7%	47.7%
ROIC		20.1%	20.5%	23.1%	14.8%	27.8%



## WARNINGS

Name	Severity	Details
MACD Crossover	Low 	MACD Crossover Days: 6; MACD Divergence: -0.62

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

## 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 ranking companies in the same

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