

\$57.62 **-\$0.86 (-1.47%)** as of Friday's close

Cap (\$M USD)
\$85,046

P/E
19.2

EPS (1Y)
-11.5%

Dividend
\$1.60

Last Filing
02/28/25

52-wk Range

\$52.28  \$98.04

Sales (\$M)
47,818

Fwd. P/E
29.2

Sales (1Y)
-7.3%

Fwd. Yield
2.8%

Next Earnings
06/26/25

Dividend Adjusted Return Apr 25, 2024 - Apr 25, 2025

NKE 57.62 (-38.0%) **Consumer Cyclical 325.92 (+9.8%)** **S&P 500 5525.21 (+10.3%)**



NKE has underperformed the S&P 500 by -48.3% in the past year.

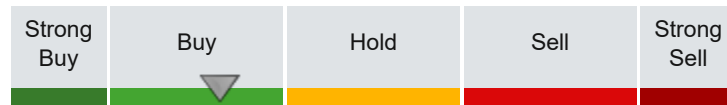
NKE has underperformed its sector by -47.8% in the past year.

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

ANALYST CONSENSUS

Buy

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



Strong Buy | 17
Buy | 2
Hold | 15
Sell | 0
Strong Sell | 2

QUANTITATIVE SCORES

Fair Value \$51.95

Margin of Safety -10%

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

4 warnings
Details on Page 8

Value Score

75

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

65

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

45

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

28

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 (premium athletic footwear and clothing), 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 79,400

Homepage www.nike.com

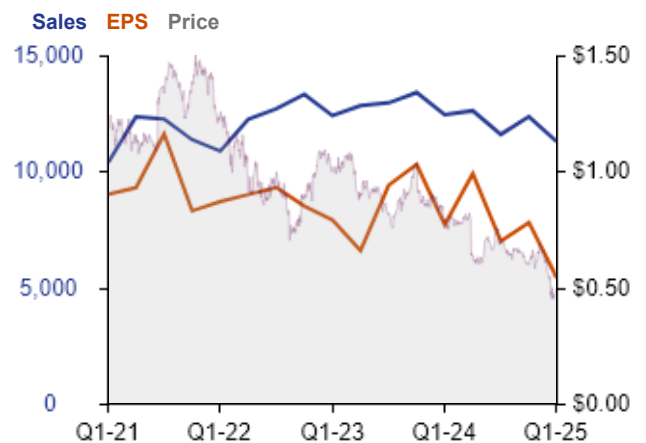
Headquarters Beaverton, OR

VALUATION SUMMARY

	NKE	Industry	S&P 500
Value Score	75	67	70
Price / Earnings	19.2	-	26.4
Price / Sales	1.8	1.4	2.9
Price / Free Cash Flow	16.2	33.6	31.6
Price / Book	6.1	4.0	4.9
Price / Tangible Book	6.3	29.1	500+
EV / EBITDA	15.1	15.3	20.8
EPS Predict. Pctl.	81	58	70
Piotroski F Score	5	6	7
5-Year P/E Range	17.7		87.3
5-Year P/B Range	5.6		26.3
5-Year P/S Range	1.7		6.4


GROWTH SUMMARY

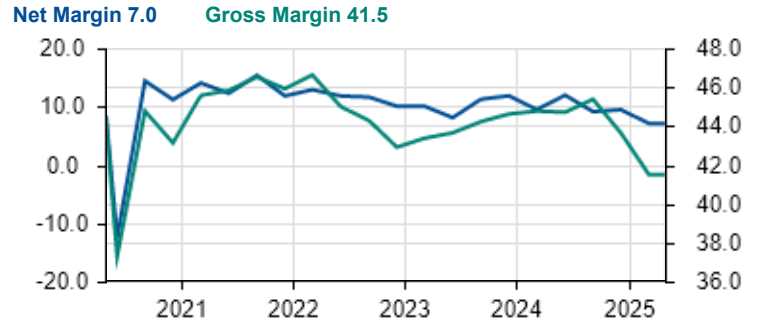
	NKE	Industry	S&P 500
Growth Score	45	61	77
Sales Growth			
Sales Growth Next Year	-1.3%	2.0%	9.9%
Sales 1-Year Chg (%)	-7.3%	-15.2%	12.3%
Sales 3-Year Avg (%)	0.7%	-7.7%	7.8%
Sales 5-Year Avg (%)	3.0%	-3.2%	11.4%
EPS Growth			
Next Yr. Growth Est.	-7.1%	3.2%	14.3%
EPS 1-Year Chg (%)	-11.5%	12.7%	12.2%
EPS 3-Year Avg (%)	-7.4%	-6.0%	8.6%
EPS 5-Year Avg (%)	2.1%	-1.1%	13.3%


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
NKE	Nike	\$85,046	19.2	2.8%	-13.4%	-37.5%	-10%	75	45	65
DECK	Deckers Outdoor	\$16,572	17.7	-	-11.2%	-18.8%	12%	74	95	99
ONON	On Holding	\$14,582	50.5	-	-6.1%	41.0%	-5%	48	81	96
RL	Ralph Lauren	\$13,585	20.0	1.5%	-4.7%	33.9%	2%	67	85	92
BIRK	Birkenstock Holding	\$9,519	38.3	-	7.4%	13.0%	7%	37	-	84
SKX	Skechers USA	\$7,192	11.5	-	-16.7%	-18.8%	27%	82	88	64
LEVI	Levi Strauss	\$6,356	17.9	3.2%	0.8%	-21.0%	19%	76	82	83
CROX	Crocs	\$5,475	6.2	-	-13.2%	-20.9%	25%	90	85	96
VFC	VF	\$4,437	-	3.2%	-30.8%	-7.9%	35%	71	53	47
PVH	PVH	\$3,839	6.9	0.2%	9.2%	-34.1%	25%	92	64	83
COLM	Columbia Sportsw...	\$3,567	16.9	1.9%	-15.1%	-17.0%	18%	84	69	63
KTB	Kontoor Brands	\$3,400	14.1	3.4%	-4.1%	2.3%	5%	80	72	89

PROFITABILITY SUMMARY

	NKE	Industry	S&P 500
Quality Score	65	64	78
Gross Margin	43.8%	46.8%	31.5%
Operating Margin	10.3%	9.7%	15.1%
Net Margin	9.4%	7.5%	11.1%
Return on Assets	11.9%	10.1%	10.5%
Return on Equity	32.2%	28.1%	33.9%
ROIC	17.4%	15.4%	24.9%



RETURNS SUMMARY

	NKE	Industry	S&P 500
Sentiment Score	28	46	67
5-Day Return	3.3%	5.4%	4.6%
1-Month Return	-13.4%	-8.8%	-4.4%
YTD Return	-23.5%	-19.5%	-5.8%
1-Year Return	-37.5%	-24.7%	10.8%
3-Year Return	-53.0%	-34.0%	34.4%
5-Year Return	-30.8%	-13.5%	109.5%
Beta 1-Year	0.83	0.85	1.00

Dividend Adjusted Return Apr 25, 2024 - Apr 25, 2025

NKE 58.25 (-37.7%)



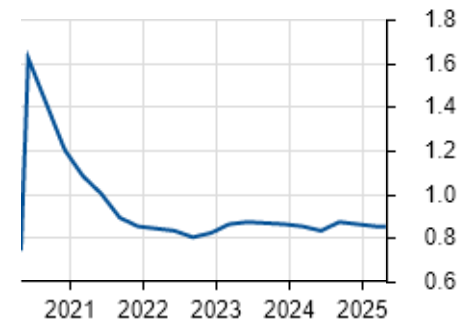
DIVIDEND

	NKE	Industry
Forward Dividend Yield	2.8%	1.7%
Payout Ratio	51.0%	36.0%
TTM Yield	2.7%	-
Fwd. Div. Per Share	\$1.60	\$0.87
Div. 1Y Chg (%)	8.1%	-12.5%
Div. 3Y Avg (%)	9.5%	-11.4%
Div. 5Y Avg (%)	10.3%	-10.2%
Cons. Growth Years	10+	0
Div. Coverage Ratio	1.9	-2.4

DEBT & EQUITY

Current Ratio	2.2
Quick Ratio	1.5
Price	\$57.62
Net Cash Per Share	-\$1.04
Equity Per Share	\$9.49
Debt / Equity	0.9
Solvency Ratio	25%
Short % of Float	4.8%
Altman Z-Score	4.3

Debt / Equity 0.8



ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	1.00	# Up Last 30 days	0.00
# Down Last 30 days	18.00	# Down Last 30 days	12.00
Mean Estimate	0.11	Mean Estimate	0.34
% Change (30 Days)	-10.08%	% Change (30 Days)	-8.63%

MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$0.11	\$0.34	\$2.13	\$1.98
30 Days Ago	\$0.13	\$0.37	\$2.12	\$2.15
90 Days Ago	\$0.27	\$0.53	\$2.06	\$2.50
% Change (90 Days)	-57.6%	-36.5%	3.1%	-21.1%

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%

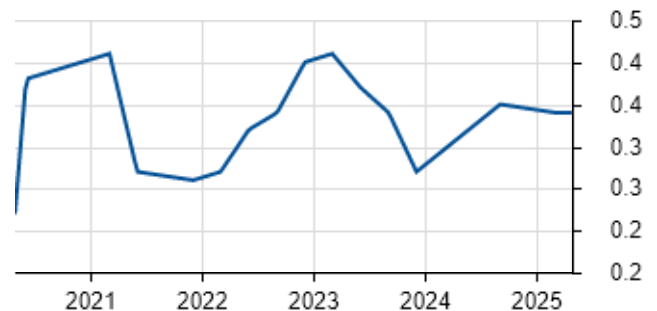
Surprise Detail (Last 6 Quarters)

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
Positive	03/20/25	02/28/25	\$0.54	\$0.29	86.2%
Positive	12/19/24	11/30/24	\$0.78	\$0.63	23.6%
Positive	10/01/24	08/31/24	\$0.70	\$0.52	34.6%
Positive	06/27/24	-	\$1.01	\$0.83	21.7%
Positive	03/21/24	-	\$0.98	\$0.74	32.4%
Positive	12/21/23	-	\$1.03	\$0.85	21.2%

RISK

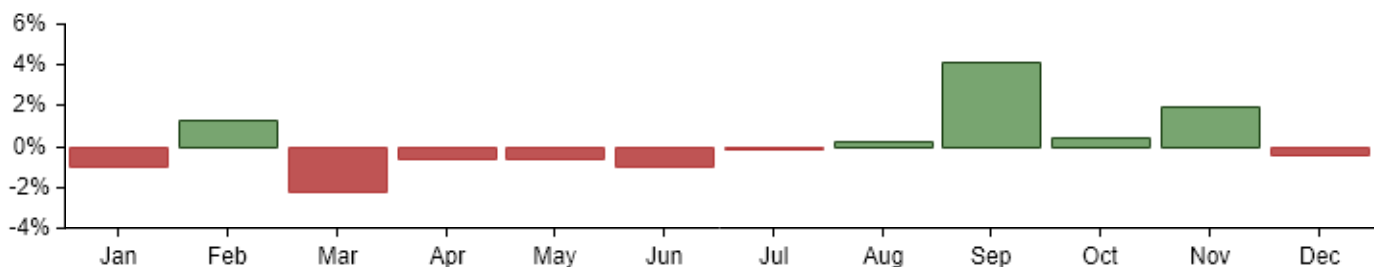
	NKE	Industry	S&P 500
Best Monthly Return (5Y)	17.0%	17.4%	17.9%
Worst Monthly Return (5Y)	-21.9%	-19.9%	-9.6%
Beta 1-Year	0.83	0.85	1.00
Volatility 1-Year	0.41	0.30	0.19
Volatility 1Y Pctl.	41	-	-
Max Drawdown 1-Year	-44.4%	-39.4%	-18.7%
Max Drawdown 3-Year	-57.4%	-50.2%	-18.7%
Max Drawdown 5-Year	-68.5%	-58.0%	-24.6%

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 -142.4% in the past 5 Years.

NKE has underperformed its sector by -137.0% in the past 5 Years.

The Consumer Cyclical sector has underperformed the market by -5.4% in the past 5 Years.

Dividend Adjusted Return Apr 24, 2020 - Apr 25, 2025



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	17.1%	19.1%	10.4%	14.8%	16.0%	18.2%
ONON	On Holding	91	35.7%	-	24.0%	23.3%	41.4%	-
SKX	Skechers USA	69	12.8%	16.1%	8.2%	8.7%	10.4%	11.6%
NKE	Nike	9	-9.3%	-29.9%	-1.3%	-7.3%	0.7%	3.0%
BIRK	Birkenstock Holding	4	19.4%	-	16.6%	14.2%	-	-

Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Fwd. P/E	PEG Trailing	P/S	P/B	5Y P/E Range
SKX	Skechers USA	76	11.5	10.4	0.7	0.8	1.6	6.8  81.3
BIRK	Birkenstock Holding	41	38.3	23.4	-	4.5	3.1	31.8  140.1
DECK	Deckers Outdoor	34	17.7	16.8	0.6	3.4	6.3	13.7  41.2
ONON	On Holding	16	50.5	32.7	-	10.5	8.7	42.2  -
NKE	Nike	9	19.2	29.2	9.0	1.8	6.1	17.7  87.3

Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
DECK	Deckers Outdoor	94	57.8%	23.4%	19.1%	24.0%  39.4%	16.5%  28.4%
NKE	Nike	91	43.8%	10.3%	9.4%	26.6%  44.9%	9.2%  17.2%
ONON	On Holding	74	60.6%	9.1%	10.5%	-20.1%  17.4%	-21.0%  12.2%
SKX	Skechers USA	71	53.2%	10.1%	7.1%	4.0%  22.8%	1.8%  12.6%
BIRK	Birkenstock Holding	49	58.7%	25.2%	11.8%	3.2%  8.1%	1.6%  4.5%

Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
ONON	On Holding	99	0.3	18.7	2.0	2.5%	37%	6.4%
DECK	Deckers Outdoor	94	0.1	501.7	2.6	0.8%	81%	7.0%
NKE	Nike	71	0.9	-	1.5	1.3%	25%	4.8%
SKX	Skechers USA	59	0.5	-	1.1	1.1%	24%	6.7%
BIRK	Birkenstock Holding	39	0.5	4.4	0.8	66.1%	19%	13.5%

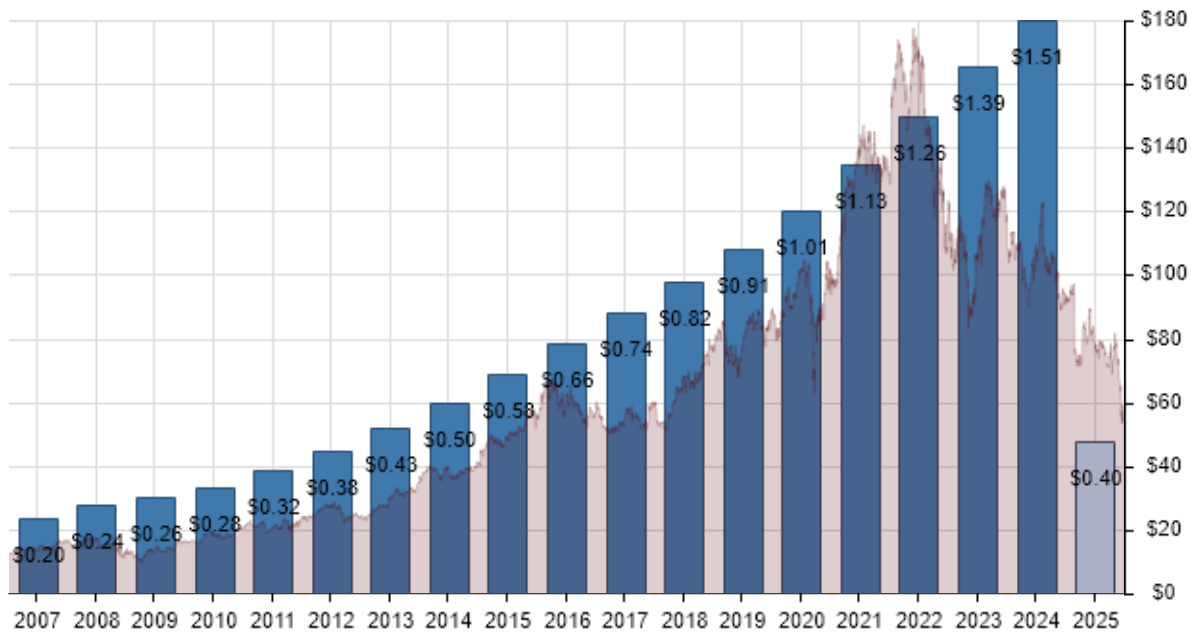
Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Fwd. Yield	TTM Yield	Price	Fwd. Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
NKE	Nike	63	2.8%	2.7%	\$57.62	\$1.60	10+	51.0%
BIRK	Birkenstock Holding	-	-	-	\$50.68	-	0	-
DECK	Deckers Outdoor	-	-	-	\$109.19	-	0	-
ONON	On Holding	-	-	-	\$45.03	-	0	-
SKX	Skechers USA	-	-	-	\$47.79	-	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 (%)
BIRK	Birkenstock Holding	57	7.4%	-15.3%	2.6%	-10.6%	13.0%	1.09	0.41	78.2%
ONON	On Holding	35	-6.1%	-25.1%	-11.1%	-17.8%	41.0%	1.39	0.49	70.3%
NKE	Nike	8	-13.4%	-21.3%	-26.2%	-23.5%	-37.5%	0.83	0.41	58.8%
SKX	Skechers USA	8	-16.7%	-37.1%	-19.3%	-28.9%	-18.8%	1.10	0.42	60.6%
DECK	Deckers Outdoor	6	-11.2%	-49.7%	-35.0%	-46.2%	-18.8%	1.35	0.49	48.8%

DIVIDEND DETAIL



CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
2025 Dividends				\$0.40
	03/03/25	04/01/25	Regular	\$0.40
2024 Dividends				\$1.51
	12/02/24	01/02/25	Regular	\$0.40
	09/03/24	10/01/24	Regular	\$0.37
	06/03/24	07/01/24	Regular	\$0.37
	03/01/24	04/01/24	Regular	\$0.37
2023 Dividends				\$1.39
	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
2022 Dividends				\$1.25
	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
2021 Dividends				\$1.13
	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
2020 Dividends				\$1.01
	12/04/20	12/29/20	Regular	\$0.28

UPCOMING DIVIDEND

Ex-Dividend Date	03/03/25
Payment Date	04/01/25
Amount	\$0.40
Type	Regular

DIVIDEND RATE

Regular Dividend	\$0.40
Forward Dividend Rate	\$1.60
Forward Dividend Yield	2.8%
Trailing 12 Months Dividends	\$1.54
Trailing 12 Months Yield	2.7%

STATISTICS

Payout Ratio	51.0
Dividend Coverage Ratio	1.9
Consecutive Growth Years	10+
3 Year Growth Rate	9.5%
5 Year Growth Rate	10.3%
10 Year Growth Rate	11.1%





FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2020	2021	2022	2023	2024	TTM	CAGR
Income Statement								
Revenue		38,254	46,306	49,107	51,542	48,978	47,818	5.3%
Operating Income		3,698	7,169	6,379	6,062	5,475	4,927	6.9%
Net income		2,826	6,169	5,634	5,299	4,886	4,508	11.4%
Earnings per share diluted		\$1.77	\$3.81	\$3.54	\$3.43	\$3.24	\$3.01	13.1%
Average shares diluted		1,595	1,618	1,591	1,549	1,509	1,497	-1.4%
P/E Ratio		84.0	44.2	33.2	33.5	25.1	19.2	-29.0%
Balance Sheet								
Cash		11,812	15,103	10,621	9,927	9,761	10,393	-2.9%
Current assets		23,607	27,177	27,447	24,631	24,980	24,609	1.0%
Net Property, Plant and Equipm...		8,045	7,829	7,663	8,096	7,593	7,331	-2.1%
Working Capital		14,736	18,320	17,248	15,632	13,734	13,386	-2.2%
Net Debt		993	-2,380	1,904	2,250	2,304	1,518	10.3%
Stockholders' Equity		10,640	14,924	15,272	14,146	14,037	14,007	6.6%
Cash Flow								
Operating Cash Flow		4,534	7,170	2,678	7,234	6,121	5,854	6.1%
Cap Ex		-908	-713	-896	-927	-603	-543	-11.2%
Free Cash Flow		3,626	6,457	1,782	6,307	5,518	5,311	9.2%
Free Cash Flow per share		\$2.27	\$3.99	\$1.12	\$4.07	\$3.66	\$3.55	10.8%
Profitability								
Operating Margin		9.7%	15.5%	13.0%	11.8%	11.2%	10.3%	1.5%
Return on Assets		9.5%	16.9%	14.2%	13.8%	13.0%	11.9%	5.3%
Return on Equity		26.6%	41.3%	36.9%	37.5%	34.8%	32.2%	4.6%
Return on Invested Capital		12.9%	23.2%	20.7%	20.1%	18.7%	17.4%	7.2%
Dividends								
Dividends Per Share		\$1.01	\$1.13	\$1.25	\$1.39	\$1.51	\$1.60	11.3%
Dividend Yield		0.8%	0.7%	1.2%	1.4%	2.1%	2.8%	34.2%
Dividend Growth		-	11.9%	11.1%	10.8%	8.6%	12.7%	2.0%
Dividend Coverage		1.8x	3.5x	2.9x	2.5x	2.2x	2.0x	2.1%

VALUATION & PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		19.2	27.4	35.2	33.6	61.2
Price / Cash Flow		14.8	20.1	73.9	28.8	46.0
Price / Book		6.1	10.0	12.6	13.5	17.3
Price / Tangible B...		6.3	10.4	13.1	14.0	18.0
Price / Sales		1.8	2.8	4.0	4.5	5.4
EV / EBITDA		15.1	21.0	27.4	25.3	41.4
Forward Dividend...		2.8%	1.6%	1.1%	0.9%	0.9%
Shareholder Yield		7.3%	4.8%	3.8%	2.7%	0.9%
Gross Margin		43.8%	44.3%	43.9%	46.2%	43.3%
Net Margin		9.4%	10.1%	10.8%	13.1%	8.9%
Return on Assets		11.9%	13.9%	13.8%	16.3%	10.9%
Return on Equity		32.2%	36.8%	37.7%	41.3%	28.7%
ROIC		17.4%	19.9%	20.5%	23.1%	14.8%

WARNINGS

Name	Severity	Details
Downward EPS Revisions	Low 	Net EPS Rev. Cur. Qtr.: -17
Analyst estimates for the next quarter have been revised down. Check for recent news stories about why the future outlook is darker.		
Declining EPS Growth	Low 	EPS 1Y Chg (%): -11.5%; EPS 3Y Avg (%): -7.4%; EPS 5Y Avg (%): 2.1%
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.		
Declining Sales Growth	Low 	Sales 1Y Chg (%): -7.3%; Sales 3Y Avg (%): 0.7%; Sales 5Y Avg (%): 3.0%
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.		
High Short Percent	Low 	Short % of Float: 4.8%
A significant percentage of this company's shares are being shorted by investors betting against it. This shows sentiment is negative. Note that exchanges only calculate this value twice per month so it can be delayed.		

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, 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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Additional data provided by [Zacks](#), [Intrinio](#), [Quandl](#), [Yodlee](#), [IEX Cloud](#)