The Coca-Cola Company (KO) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

$87.71 **+$0.29 (+0.33%)** AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ *QUICK DECISION*

Action: HOLD | **Confidence:** HIGH | **Signal Strength:** 6/7 (last fired 2026-07-28, 17d ago)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	$87.71	Market Cap	$377.4B
Past Win Rate (Backtest)	63.6%	Forward P/E	24.9x
Past Total Return	+30.2%	Analyst Target	$94.70
RSI / Trend Strength	62 / 23	Upside to Target	+8.0%
MACD Signal	Bullish	Revenue Growth	+6.7%
Profit Factor	2.53	Institutional Own.	68.6%
Position Entry	2026-01-12 @ $69.57	Analyst Ratings	19 Buy / 4 Hold / 1 Sell
Open Position Past P&L	+26.1%		

■ *TECHNICAL ANALYSIS SUMMARY*

Indicator	Value	Signal
EMA 20	$86.02	Bullish
EMA 50	$83.77	Bullish
RSI (14)	61.9	Strong bullish momentum
Trend Strength (ADX)	22.6	Emerging trend (20-25)

■ *CONSENSUS HUD*

STRONG BUY +8.0% to $94.70 on a 2.20:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH	WIN RATE	STREET	UPSIDE	RISK / REWARD
6/7	64%	19/24	+8.0%	2.20:1
fired 17d ago	11 backtested trades	analysts rate buy	to analyst target	vs. 2x ATR stop

Technical Confluence	6/7 (fired 17d ago)	**Backtest**	63.6% win rate, +30.2% total return
Analyst Consensus	19 buy / 4 hold / 1 sell	**Target Price**	$94.70 (+8.0%)
Market Volatility	Beta 0.34	**Valuation**	24.9x forward P/E
Revenue Growth	+6.7%	**Institutional Own.**	68.6%
Position	Already open — +26.1%	**News Sentiment**	Bullish (+6.6/10)

Action Plan: Lock in gains after +26.1% run. Reduce exposure near resistance. Trail stop on remainder.

■ *KEY INSIGHT*

The fixed stop strategy has proven effective (Win Rate: 63.6%, Avg Return: +4.8%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 6 meets entry criteria - consider initiating position. Fundamental backdrop shows 17% earnings growth with 69% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	**$87.71**	Latest market price
Buy Stop Loss	**$84.53**	Conservative 2.0x ATR (3.6% distance)
Position Stop Loss	**$85.72**	Adaptive 1.25x ATR (2.3% distance)
ATR (14-day)	$1.59	Volatility: 1.8% of price
ADX Strength	22.6	Emerging trend

Status: Position up +26% - 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	64%	61%
Past Total Return	+30.2%	+39.5%
Max Drawdown	-11.0%	-10.9%
Total Trades	11	18
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 12, 2026
Bernstein	INITIATED	Market Perform	Jun 11, 2026

Analyst Price Targets

Average Target: $94.70 (+8.0% from current)
High Target: $104.00 (+18.6%)
Low Target: $75.00 (-14.5%)
Current Price: $87.71

RISK HUD - Deep Dive Assessment

Five risk axes scored LOW / MODERATE / HIGH, then the mitigation that follows from them.

CONTAINED RISK no single axis reads high

MARKET	VOLATILITY	VALUATION	EVENT	TECHNICAL
LOW	LOW	MODERATE	LOW	MODERATE
beta 0.34	ATR 1.8% of price	fwd P/E 24.9x	earnings in 67d	RSI 62

Mitigation - Stop	2-3x ATR = $3.18 - $4.77 below entry (3.6% at 2x)	**Mitigation - Sizing**	standard position size is supportable
52-Week Range	$65.35 - $90.92, now $87.71	**Next Earnings**	Oct 20, 2026 (67d away)
Short Interest	1.1% of float - normal short activity	**Sector Exposure**	Consumer Defensive - cycle and regulatory risk specific to the group
Backtest Edge	63.6% win rate (7W / 4L), 2.53x profit factor	**Win vs. Loss Size**	avg win 9.7% vs. avg loss -3.8%
Current Setup	6/7 (fired 17d ago) - high conviction	**Company-Specific**	Competition, Market conditions, Regulatory changes

BUY-SIDE HUD - Portfolio Management

How much to own, what the historical edge is, and whether the position can be traded at size.

MARKET WEIGHT +8.0% to the $94.70 analyst target against a 3.6% stop - favorable risk-adjusted return

UPSIDE	RISK / REWARD	WIN RATE	PROFIT FACTOR	POSITION
+8.0%	**2.20:1**	**64%**	**2.53x**	**+26.1%**
to analyst target	vs. 2x ATR stop	11 backtested trades	avg trade +4.8%	open position

Signal Strength	**6/7 (fired 17d ago) - high conviction setup**	**RSI / ADX**	**62 / 22.6 - emerging trend (20-25)**
Stop Zone (2-3x ATR)	$3.18 - $4.77 below entry	**Next Catalyst**	Oct 20, 2026 earnings
Avg Volume	**17.7M/day - moderately liquid**	**Execution Risk**	**Low at institutional size**
Market Cap	$377.4B - large cap	**Beta**	**0.34 - below-market volatility**
Institutional Own.	**68.6% - largest: Berkshire Hathaway, Inc**	**Short Interest**	1.1% of float - moderate

SELL-SIDE HUD - Investment Research

The Coca-Cola Company - Consumer Defensive / Beverages - Non-Alcoholic. What the business is worth and where the Street stands.

MODERATE GROWTH revenue expanding - profitability the item to watch

FORWARD P/E	PEG	REVENUE GROWTH	EPS GROWTH	OPERATING MARGIN
24.9x	**4.18**	**+7%**	**+6%**	**35%**
reasonable multiple	growth-adjusted P/E	year over year	next fiscal year	profitability

Analyst Consensus	**Strong Buy - 19B / 4H / 1S across 24 analysts**	**Target Range**	**$75.00 - $104.00, avg $94.70 (+8.0%)**
Trailing P/E	**26.3x**	**Price / Sales**	**7.53x - premium**
Price / Book	**10.44x**	**Enterprise Value**	$407.4B (8.13x revenue)
Revenue (TTM)	$50.1B	**Free Cash Flow**	**$5.2B**
Earnings Growth	**+16.9%**	**Institutional Own.**	**68.6% - strong backing**
Key Competitors	Various industry players	**Market Share**	0% US / 0% global - competitive player
Moat	Market position, Technology, Brand	**Key Products**	Core products and services

7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	**+6.6 / 10**	Bullish
Articles Analyzed	2	Last 7 days (top 5 shown per category)
Bullish Articles	2 (100%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	0 (0%)	Mixed/Neutral tone

TOP BULLISH HEADLINES

1. **Warren Buffett named these 3 stocks as favorites for a reason** (TheStreet, Aug 15)

Warren Buffett spent 60 years building one of the greatest investing records in history, not by chasing whatever was popular, but by finding businesse...

Source: https://www.thestreet.com/investing/warren-buffett-named-these-3-stocks-as-his-f

2. **Coca-Cola’s Raised Guidance And Margin Gains Might Change The Case For Investing In Coca-Cola (KO)** (Simply Wall St., Aug 13)

Coca-Cola recently posted a strong second quarter, with healthy global demand, improving margins, broad-based volume growth, and management raising fu...

Source: https://finance.yahoo.com/markets/stocks/articles/coca-cola-raised-guidance-marg

SENTIMENT INTERPRETATION

The news sentiment is **strongly bullish**, indicating positive market perception and favorable coverage. This suggests growing investor confidence and potential upward momentum. Consider this as a supporting factor for bullish positions, but verify with technical and fundamental analysis.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	$87.71	as of 2026-08-14
Volume	9.2M	avg 17.7M/day
EMA 20	$86.02	Short-term trend
EMA 50	$83.77	Medium-term trend
EMA 200	$77.44	Long-term trend
Relative Strength	**61.9**	Strong bullish momentum
MACD	**1.22**	Bullish
MACD Signal	**1.28**	Signal line
MACD Histogram	**-0.06**	Bearish
Volatility (ATR 14)	$1.59	1.8% of price
Trend Strength (ADX)	**22.6**	Emerging trend (20-25)
+DI	**32.1**	Positive directional movement
-DI	**19.4**	Negative directional movement
Stochastic %K	**53.6**	Neutral
Stochastic %D	**56.3**	Neutral
Bollinger Upper	$90.85	Upper volatility band
Bollinger Middle	$85.83	Moving average
Bollinger Lower	$80.81	Lower volatility band
Band Position	68.8%	0% = lower band, 100% = upper
VWAP	$87.63	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	$377.4B	Total market value
Valuation	Enterprise Value	$407.4B	Total company value
Valuation	Forward P/E	**24.9x**	Price to forward earnings
Valuation	Trailing P/E	**26.3x**	Price to trailing earnings
Valuation	PEG Ratio	**4.18**	P/E relative to growth
Valuation	Price/Sales	**7.53x**	Market cap to revenue
Valuation	Price/Book	**10.44x**	Price to book value
Valuation	EV/Revenue	8.13x	Enterprise value to revenue
Valuation	EV/EBITDA	24.0x	Enterprise value to EBITDA
Performance	Revenue (TTM)	$50.1B	Trailing 12-month revenue
Performance	Revenue Growth	**+6.7%**	Year-over-year growth
Performance	Earnings Growth	**+16.9%**	Earnings growth rate
Performance	EPS Growth (Next Yr)	**+5.9%**	Forward EPS growth estimate
Performance	Gross Profit	$31.0B	Revenue minus COGS
Performance	Operating Income	$16.3B	EBIT
Performance	Net Income	$14.3B	Bottom line profit
Performance	Free Cash Flow	$5.2B	Cash after capex
Performance	Operating Cash Flow	$16.3B	Cash from operations
Profitability	Gross Margin	**61.9%**	Gross profit margin
Profitability	Operating Margin	**34.9%**	Operating efficiency
Profitability	Profit Margin	**28.6%**	Net margin
Profitability	ROE	**42.1%**	Return on equity
Profitability	ROA	**9.4%**	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	$44.3B	Total debt outstanding
Balance Sheet	Cash & Equivalents	$16.4B	Liquid assets
Balance Sheet	Book Value/Share	$8.40	Net worth per share
Balance Sheet	Current Ratio	**1.30**	Current assets/liabilities
Balance Sheet	Quick Ratio	0.80	Liquid assets/liabilities
Balance Sheet	Debt/Equity	**1.16**	Leverage ratio
Market	Beta	**0.34**	Market correlation
Market	52-Week High	$90.92	Annual high
Market	52-Week Low	$65.35	Annual low

Market	Avg Volume	17.7M	Average daily volume
Market	Shares Outstanding	4.3B	Total shares
Market	Float	3.9B	Tradeable shares
Market	Short Interest	1.1%	Shares sold short
Market	Institutional Own.	68.6%	Institution held
Analysts	Coverage Count	23	Number of analysts
Analysts	Average Rating	1.8	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	19/4/1	Rating distribution
Analysts	Target Price	$94.70	Average price target
Analysts	Target High	$104.00	Highest target
Analysts	Target Low	$75.00	Lowest target
Other	Next Earnings	Oct 20, 2026	Earnings report date
Other	Dividend Yield	2.42%	Annual dividend rate
Other	Ex-Dividend Date	1789430400	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 $
2019-07-23	2019-08-02	GOLDEN_CROSS	$43.95	$42.33	-3.7%	$-264
2020-02-27	2020-03-10	CONFLUENCE	$45.09	$44.05	-2.3%	$-132
2020-05-15	2021-01-14	CONFLUENCE	$35.82	$41.80	+16.7%	$+484
2021-03-19	2021-09-20	CONFLUENCE	$43.50	$46.98	+8.0%	$+481
2021-10-29	2021-11-30	CONFLUENCE	$48.99	$45.93	-6.2%	$-553
2021-12-10	2023-01-23	GOLDEN_CROSS	$49.29	$54.31	+10.2%	$+627
2023-03-01	2023-05-30	CONFLUENCE	$53.07	$54.32	+2.3%	$+172
2023-07-27	2023-08-16	GOLDEN_CROSS	$57.16	$55.37	-3.1%	$-269
2023-11-24	2024-02-01	GOLDEN_CROSS	$54.05	$56.72	+4.9%	$+425
2024-04-23	2024-10-28	GOLDEN_CROSS	$56.85	$63.42	+11.6%	$+1084
2025-01-07	2026-01-07	CONFLUENCE	$58.32	$66.65	+14.3%	$+1125
2026-01-12	OPEN	GOLDEN_CROSS	$69.57	OPEN	+26.1%	$+2594

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Next Earnings: Oct 20, 2026
Report Generated: August 15, 2026 at 11:09 AM