

PepsiCo, Inc. (PEP) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

\$140.79 +\$0.17 (+0.12%) AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ QUICK DECISION

Action: HOLD | Confidence: LOW | Signal Strength: 4/7 (last fired 2026-08-12, 2d ago)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	\$140.79	Market Cap	\$192.3B
Past Win Rate (Backtest)	60.0%	Forward P/E	15.7x
Past Total Return	+9.4%	Analyst Target	\$155.00
RSI / Trend Strength	54 / 12	Upside to Target	+10.1%
MACD Signal	Bearish	Revenue Growth	+6.4%
Profit Factor	1.39	Institutional Own.	81.1%
Position Entry	2025-07-16 @ \$130.20	Analyst Ratings	8 Buy / 14 Hold / 1 Sell
Open Position Past P&L	+8.1%		

■ TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	\$139.28	Bullish
EMA 50	\$140.89	Bearish
RSI (14)	54.1	Neutral range
Trend Strength (ADX)	12.0	Weak/No trend (<20)

■ CONSENSUS HUD

HOLD +10.1% to \$155.00 on a 2.63:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH 4/7 fired 2d ago	WIN RATE 60% 15 backtested trades	STREET 8/23 analysts rate buy	UPSIDE +10.1% to analyst target	RISK / REWARD 2.63:1 vs. 2x ATR stop
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Technical Confluence	4/7 (fired 2d ago)	Backtest	60.0% win rate, +9.4% total return
Analyst Consensus	8 buy / 14 hold / 1 sell	Target Price	\$155.00 (+10.1%)
Market Volatility	Beta 0.36	Valuation	15.7x forward P/E
Revenue Growth	+6.4%	Institutional Own.	81.1%
Position	Already open — +8.1%	News Sentiment	Slightly Bullish (+3.0/10)

Action Plan: Maintain position with +8.1% unrealized gain. Watch for confluence signal to add.

■ KEY INSIGHT

The fixed stop strategy has proven effective (Win Rate: 60.0%, Avg Return: +1.5%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 4 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows 137% earnings growth with 81% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	\$140.79	Latest market price
Buy Stop Loss	\$135.38	Conservative 2.0x ATR (3.8% distance)
Position Stop Loss	\$136.06	Adaptive 1.75x ATR (3.4% distance)
ATR (14-day)	\$2.71	Volatility: 1.9% of price
ADX Strength	12.0	Weak/No Trend

Status: Position up +8% - 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	60%	63%
Past Total Return	+9.4%	+17.2%
Max Drawdown	-12.8%	-10.8%
Total Trades	15	19
Position	OPEN	NONE

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
Citigroup	DOWNGRADE	Buy → Neutral	Jul 10, 2026
Bernstein	INITIATED	Market Perform	Jun 12, 2026
Bernstein	INITIATED	Market Perform	Jun 11, 2026

Analyst Price Targets

Average Target: \$155.00 (+10.1% from current)

High Target: \$183.00 (+30.0%)

Low Target: \$124.00 (-11.9%)

Current Price: \$140.79

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 LOW beta 0.36	VOLATILITY LOW ATR 1.9% of price	VALUATION LOW fwd P/E 15.7x	EVENT LOW earnings in 55d	TECHNICAL LOW RSI 54
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Mitigation - Stop	2-3x ATR = \$5.41 - \$8.12 below entry (3.8% at 2x)	Mitigation - Sizing	standard position size is supportable
52-Week Range	\$133.73 - \$171.48, now \$140.79	Next Earnings	Oct 08, 2026 (55d away)
Short Interest	2.4% of float - normal short activity	Sector Exposure	Consumer Defensive - cycle and regulatory risk specific to the group
Backtest Edge	60.0% win rate (9W / 6L), 1.39x profit factor	Win vs. Loss Size	avg win 4.9% vs. avg loss -3.6%
Current Setup	4/7 (fired 2d ago) - moderate	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 +10.1% to the \$155.00 analyst target against a 3.8% stop - favorable risk-adjusted return

UPSIDE +10.1% to analyst target	RISK / REWARD 2.63:1 vs. 2x ATR stop	WIN RATE 60% 15 backtested trades	PROFIT FACTOR 1.39x avg trade +1.5%	POSITION +8.1% open position
Signal Strength	4/7 (fired 2d ago) - moderate setup	RSI / ADX	54 / 12.0 - weak/no trend (<20)	
Stop Zone (2-3x ATR)	\$5.41 - \$8.12 below entry	Next Catalyst	Oct 08, 2026 earnings	
Avg Volume	8.8M/day - lower liquidity	Execution Risk	Moderate at institutional size	
Market Cap	\$192.3B - mid cap	Beta	0.36 - below-market volatility	
Institutional Own.	81.1% - largest: Blackrock Inc.	Short Interest	2.4% of float - moderate	

SELL-SIDE HUD - Investment Research

PepsiCo, Inc. - 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 15.7x reasonable multiple	PEG 1.50 growth-adjusted P/E	REVENUE GROWTH +6% year over year	EPS GROWTH +18% next fiscal year	OPERATING MARGIN 17% profitability
Analyst Consensus	Buy - 8B / 14H / 1S across 23 analysts		Target Range	\$124.00 - \$183.00, avg \$155.00 (+10.1%)
Trailing P/E	18.4x		Price / Sales	1.98x - market multiple
Price / Book	8.70x		Enterprise Value	\$234.8B (2.42x revenue)
Revenue (TTM)	\$96.9B		Free Cash Flow	\$7.8B
Earnings Growth	+137.0%		Institutional Own.	81.1% - very high confidence
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	+3.0 / 10	Slightly Bullish
Articles Analyzed	7	Last 7 days (top 5 shown per category)
Bullish Articles	3 (43%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	4 (57%)	Mixed/Neutral tone

■ TOP BULLISH HEADLINES

1. Coca-Cola vs. PepsiCo Stock After Q2 Earnings: Which Is the Better Buy? (Zacks, Aug 11)

Coca-Cola (KO) and PepsiCo's (PEP) latest quarterly results suggest there is a widening gap between the two companies' near-term operating outlooks....

Source: <https://finance.yahoo.com/markets/stocks/articles/coca-cola-vs-pepsico-stock-225>

2. Is Investing in Coca-Cola Stock Near an All-Time High a Better Buy Than PepsiCo Under \$140 Per Share (Motley Fool, Aug 12)

Pepsi has its challenges, but its dirt cheap valuation and high-dividend yield make it a no-brainer buy for income investors....

Source: <https://www.fool.com/investing/2026/08/12/invest-coca-cola-stock-all-time-high-p>

3. PepsiCo (PEP) Enters Fresh Meals With Its US Alvalle Gazpacho Launch (Simply Wall St., Aug 12)

PepsiCo (NasdaqGS:PEP) has launched its Alvalle gazpacho line in the U.S., moving into the fresh, refrigerated meal category. The company also announc...

Source: <https://finance.yahoo.com/markets/stocks/articles/pepsico-pep-enters-fresh-meals>

■ 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.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	\$140.79	as of 2026-08-14
Volume	3.9M	avg 8.8M/day
EMA 20	\$139.28	Short-term trend
EMA 50	\$140.89	Medium-term trend
EMA 200	\$144.92	Long-term trend
Relative Strength	54.1	Neutral range
MACD	-0.09	Bearish
MACD Signal	-0.39	Signal line
MACD Histogram	0.30	Bullish
Volatility (ATR 14)	\$2.71	1.9% of price
Trend Strength (ADX)	12.0	Weak/No trend (<20)
+DI	29.1	Positive directional movement
-DI	20.4	Negative directional movement
Stochastic %K	43.1	Neutral
Stochastic %D	40.5	Neutral
Bollinger Upper	\$143.48	Upper volatility band
Bollinger Middle	\$138.74	Moving average
Bollinger Lower	\$134.00	Lower volatility band
Band Position	71.6%	0% = lower band, 100% = upper
VWAP	\$140.73	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	\$192.3B	Total market value
Valuation	Enterprise Value	\$234.8B	Total company value
Valuation	Forward P/E	15.7x	Price to forward earnings
Valuation	Trailing P/E	18.4x	Price to trailing earnings
Valuation	PEG Ratio	1.50	P/E relative to growth
Valuation	Price/Sales	1.98x	Market cap to revenue
Valuation	Price/Book	8.70x	Price to book value
Valuation	EV/Revenue	2.42x	Enterprise value to revenue
Valuation	EV/EBITDA	12.4x	Enterprise value to EBITDA
Performance	Revenue (TTM)	\$96.9B	Trailing 12-month revenue
Performance	Revenue Growth	+6.4%	Year-over-year growth
Performance	Earnings Growth	+137.0%	Earnings growth rate
Performance	EPS Growth (Next Yr)	+17.5%	Forward EPS growth estimate
Performance	Gross Profit	\$52.5B	Revenue minus COGS
Performance	Operating Income	\$13.5B	EBIT
Performance	Net Income	\$10.5B	Bottom line profit
Performance	Free Cash Flow	\$7.8B	Cash after capex
Performance	Operating Cash Flow	\$13.5B	Cash from operations
Profitability	Gross Margin	54.2%	Gross profit margin
Profitability	Operating Margin	16.8%	Operating efficiency
Profitability	Profit Margin	10.8%	Net margin
Profitability	ROE	51.5%	Return on equity
Profitability	ROA	8.9%	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	\$53.2B	Total debt outstanding
Balance Sheet	Cash & Equivalents	\$10.7B	Liquid assets
Balance Sheet	Book Value/Share	\$16.18	Net worth per share
Balance Sheet	Current Ratio	0.93	Current assets/liabilities
Balance Sheet	Quick Ratio	0.69	Liquid assets/liabilities
Balance Sheet	Debt/Equity	2.39	Leverage ratio
Market	Beta	0.36	Market correlation
Market	52-Week High	\$171.48	Annual high
Market	52-Week Low	\$133.73	Annual low

Market	Avg Volume	8.8M	Average daily volume
Market	Shares Outstanding	1.4B	Total shares
Market	Float	1.4B	Tradeable shares
Market	Short Interest	2.4%	Shares sold short
Market	Institutional Own.	81.1%	Institution held
Analysts	Coverage Count	22	Number of analysts
Analysts	Average Rating	0.0	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	8/14/1	Rating distribution
Analysts	Target Price	\$155.00	Average price target
Analysts	Target High	\$183.00	Highest target
Analysts	Target Low	\$124.00	Lowest target
Other	Next Earnings	Oct 08, 2026	Earnings report date
Other	Dividend Yield	4.21%	Annual dividend rate
Other	Ex-Dividend Date	1788480000	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 \$
2020-02-28	2020-03-09	CONFLUENCE	\$107.85	\$107.04	-0.8%	\$-35
2020-06-15	2020-09-23	CONFLUENCE	\$108.14	\$109.35	+1.1%	\$+45
2020-09-30	2020-12-29	GOLDEN_CROSS	\$115.69	\$123.93	+7.1%	\$+346
2021-03-29	2021-04-21	GOLDEN_CROSS	\$122.71	\$124.55	+1.5%	\$+92
2021-07-13	2021-10-04	CONFLUENCE	\$130.56	\$129.08	-1.1%	\$-102
2021-10-07	2022-02-23	GOLDEN_CROSS	\$134.40	\$144.22	+7.3%	\$+491
2022-04-05	2022-04-28	GOLDEN_CROSS	\$147.62	\$154.59	+4.7%	\$+300
2022-10-21	2023-05-15	GOLDEN_CROSS	\$152.79	\$173.75	+13.7%	\$+692
2023-05-30	2023-06-13	CONFLUENCE	\$162.43	\$163.50	+0.7%	\$+59
2023-06-16	2023-08-15	CONFLUENCE	\$167.55	\$163.33	-2.5%	\$-232
2024-03-21	2024-06-11	GOLDEN_CROSS	\$158.80	\$153.20	-3.5%	\$-285
2024-07-11	2024-10-03	CONFLUENCE	\$152.16	\$157.60	+3.6%	\$+239
2024-10-14	2024-10-31	GOLDEN_CROSS	\$164.68	\$155.31	-5.7%	\$-440
2025-01-10	2025-03-19	CONFLUENCE	\$134.53	\$140.92	+4.8%	\$+269
2025-04-09	2025-04-29	CONFLUENCE	\$138.53	\$127.79	-7.8%	\$-301
2025-07-16	OPEN	GOLDEN_CROSS	\$130.20	OPEN	+8.1%	\$+540

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Next Earnings: Oct 08, 2026

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