

US Consumer Staples

Algo watch - assessing Staples sales/earnings targets

Industry Overview

Long-term growth algorithms still relevant

We recently wrote about skepticism regarding the sustainability of long-term growth algorithms ("algos") given changes in the operating environment over the past 4 years. Historical levels of inflation (passed on to consumers), developing market volatility (slower growth in China; devaluation Argentina, Türkiye, Nigeria), changes in consumer behavior post COVID, higher interest rates (terminal growth rates now matter) and rising capital expenditures (incremental returns) have investors wondering whether growth targets set 3+ years ago are still valid. As we move into conference season (CAGNY, BofA Consumer in Miami) we expect this to be top of mind.

Recent updates have been = or +

Church & Dwight (CHD) and Kraft Heinz (KHC) raised LT objectives recently. CHD's raised algo (see report) now reflects its average organic growth rate of 4% over the last 10 years, while KHC's revisions were driven by expectations on Int'l and foodservice opportunities. At its Strategy Day (see report) in Oct 2023 Molson Coors (TAP) set LT earnings objectives above consensus buoyed by cost saves and expected leverage from past marketing rebase. Market growth rate for US beer is a question mark. **Constellation Brands (STZ)** targeted mid-teens earnings growth at its recent investor day supported by continued share growth & margins expansion in Beer. MDLZ raised its organic sales guidance in 2022 which was more of a mathematical exercise related to an evolution of its product and geographic mix. **UTZ** raised earnings expectations in Dec 2023 on the back of expected restructuring related costs savings. Lamb Weston (LW) topline & EBITDA updates from Oct 2023 appear conservative, while capex rates were heavily scrutinized.

Targets most scrutinized

Hormel (HRL) updated sales and profit targets in Oct 2023 and investors question category exposures sales and margin aspirations. Clorox (CLX) revised its growth algo. in 2021, and there are questions on how much of a COVID benefit is embedded. General Mills (GIS) will likely need to reaccelerate Pet Food to achieve growth rates consistently. W.K. Kellogg (KLG) is counting on market share gains and a meaningful margin bump from planned factory renovations, while running free cash flow negative in the near term. **Kellanova** (K) needs to see global snacking volumes re-accelerate. Keurig Dr Pepper (KDP) will coffee continue to grow as expected given high household penetration & RTD caffeine options targeting morning consumption (e.g. CELH)?

Investors express confidence in targets for...

Colgate (CL) reacceleration of the core. The Coca-Cola Company (KO) category and market share growth as it leverages capabilities investments. PepsiCo (PEP) International businesses achieving scale. Procter & Gamble (PG) methodical advancement of betterment in focus categories and geographies coupled with on-going productivity. E.I.f. (ELF), Bellring Brands (BRBR) and Celsius (CELH) each have line of sight to growth in their respective subsectors. Coca-Cola Europacific Partners (CCEP) bolstered by recent franchise territory expansion in Philippines and Indonesia.

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LSD: low-single digit

MSD: mid-single digit

HSD: high-single digit

RTD: ready-to-drink

Timestamp: 13 February 2024 05:00AM EST

Food

Exhibit 1: Key long-term algorithm metrics across Food companiesGenerally, Food companies expect LSD sales growth, MSD operating profit growth and HSD EPS growth long term

Ticker	Sales	Gross profit/margin	Operating profit growth/margin	Adj. EBITDA	EPS	Date Established/Last Updated
BRBR	+10-12% (net)			margin of 18-20%		October 2019
CAG	LSD (org)		Mid-High teens margin		MSD-HSD	July 2022
CPB	~2% (org), ~3% snack categories, ~1% c-store categories	\$1bn costs savings by F25	+4-6% (adj. EBIT), ~17% Snacks margin by F25, ~21% M&B margin by F25		+6-8%	December 2021
DOLE	+4-5% revenue growth			+6% growth		August 2021
FRPT	\$1.8Bil by 2027	45% by 2027		18% by 2027; 20% long-term		2023
GIS	+2-3% (org)	~4% HMM savings	MSD	· ·	MSD-HSD	February 2021
HRL	+2-3% (org)		+5-7%, \$250mm+ operating income growth by YE F26			October 2023
HSY	+2-4% (net), ~1.5pt price, ~1.5pt vols	+\$400mm productivity over 3 yrs			+6-8%	March 2023
К	+3-5% (net), NA LSD-MSD, Europe LSD, LatAm MSD, AMEA HSD		+5-7%, 15%		+7-9%	August 2023
KHC	+2-3% (org), 1pt Retail, 1pt Foodservice, 1pt Emerging Mkts	\$2.5bn of gross efficiencies	Marketing ~5% of sales	+4-6%	+6-8%	February 2023
KLG	Flat (net)	500bps expansion by YE 2026	~\$450-500mm incremental cash outlay related to supply chain	Mid-teens by YE 2026		August 2023
LW	LSD-MSD, 2-3pt price, 2-4pt vols	Above F23's 28%	SG&A 10.5-11% of net sales	MSD-HSD	HSD	October 2023
MDLZ	3%-5% (org), LT rev composition: ~90% Choc & biscuits, ~10% other	Net productivity ~2% of COGS			HSD	May 2022
MKC	+4-6% (cc net)		+7-9%		+9-11%	Pre 2014
SJM	LSD		MSD		HSD	February 2021
TSN	+2% volume CAGR F22-24	+\$1bn productivity by YE F24	Chicken (7-9%), PF (10-12%), Beef (5-7%), Pork (5-7%)	International MSD%	HSD	December 2021
UTZ	+4-5% (organic) CAGR 2023-2026			16% adj. EBITDA margin in 2026	Double-digit adj. EPS growth CAGR 2023- 2026	December-23

Source: Company filings BofA GLOBAL RESEARCH



Beverages

Exhibit 2: Key long-term algorithm metrics across Beverage companies
Generally, Beverage companies expect MSD sales growth, HSD operating profit growth and HSD EPS growth long term

Ticker	Sales	Gross profit/margin	Operating profit growth/margin	Adj. EBITDA	Income before income taxes	EPS	Date Established/Last Updated
BF/B	Mid-single digit organic top- line growth		High-single digit organic operating income growth				July-22
CCEP	+4% - comparable and fx- neutral		+7% - comparable and fx-neutral				November-22
KDP	Mid-single digit constant currency					High-single digit	October-21
КО	+4-6% organic revenue growth		+6-8% comparable currency neutral growth			+7-9% comparable currency neutral growth	February-23
NAPA	High single digits	Greater than 50%		Greater than 35%			March-21
PEP	+4-6% organic revenue growth		+20-30bps annually			High-single digit core constant currency growth	February-23
STZ	+6-8% growth FY25-FY28		33-35% FY25-FY28			Low double digit growth FY25- FY28	December-23
TAP	Low single digit on a constant currency basis				Mid-single digit growth on a constant currency and underlying basis	High-single digit underlying EPS growth	October-23

Source: Company filings

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HPC

Exhibit 3: Key long-term algorithm metrics across Home and Personal Care companiesHPC guidance typically targets organic sales growth slightly ahead of inflation with moderate margin expansion

Ticker	Sales	Gross profit/margin	Operating profit growth/margin	Adj. EBITDA	EPS	Date Established/Last Updated
CHD	4%	+25bps to +50bps	+50bps		+8%	February 2024
CL	+3-5% (org)					February 2023
CLX	+3-5%		+25-50bps margin improvement			February 2021
COTY	+6-8% LFL revenue CAGR through F26 & beyond	Expanding		+9-11% CAGR	Mid-to-high teens % CAGR	February 2023
EL	+6-8% (cc)		+50bps		+DD	2022
ELF	Grow +MSD to +HSD net sales CAGR			Adj. EBITDA CAGR to outpace sales growth		February 2020
PG	Faster than category		+30-70bps		+MSD to +HSD	2023

Source: Company filings BofA GLOBAL RESEARCH



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