

Nike's share dip a buying opportunity, says Bank of America

Author: Emily Jarvie / First published: 17:52 11 November 2025



Nike Inc (NYSE:NKE, ETR:NKE)'s recent stock pullback provides an attractive entry point for investors, according to analysts at Bank of America, who maintain a 'Buy' rating on the athletic apparel and footwear brand. Nike shares are down about 6% over the last month, trading at about \$63 compared to the bank's \$84 price target. In the year-to-date, shares are down more than 16%.

"We think the recent pullback since Q1 earnings offers a particularly attractive buying opportunity as we see a path toward continued improvement in sales and margins as the innovation pipeline starts to scale," the analysts wrote. They highlighted Nike's focus on accelerating product development and innovation, pointing to new technologies such as Aero-FIT and a series of lifestyle launches, including NikeSkims, Air Max 95000, and the GT Future.

"The recent launch of the Innovation Engine now improves on this by unifying the design and product teams across Nike, Jordan, and Converse, creating a system that scales innovation across the entire portfolio," the analysts wrote. The upcoming 2026 FIFA World Cup in North America also offers Nike a platform to showcase new products, the analysts believe.

"To bring innovation front and center to the consumer, Nike has been pivoting its marketing strategy from performance paid media to top of funnel brand campaigns and storytelling," they wrote. "We think the 2026 FIFA World Cup hosted in North America starting in June 2026 will provide Nike with a megaphone to display new product globally, particularly its new Aero-FIT fabric," they wrote.

Historically, Nike's revenue growth during World Cup quarters has outpaced other quarters, averaging 13% compared with 9% from Q1 2011 to Q4 2023, the bank wrote.

Bank of America further noted the potential for Nike to expand its appeal to value-conscious consumers.

"Bringing more product <\$100 to market should give Nike optionality to capture a trade down customer if broader discretionary demand slows into next year," they wrote. "Nike has historically stratified its offerings well and we expect no different this time."

General Disclaimer and copyright

The above has been published by Proactive Investors Limited (the "Company") on its website and is made available subject to the terms and conditions of use of its website (see T&C).

All information used in the preparation of this communication has been compiled from publicly available sources that we believe to be reliable, however, we cannot, and do not, guarantee the accuracy or completeness of this communication.

This communication is intended for information purposes only and does not constitute an offer, recommendation, solicitation, inducement or an invitation by, or on behalf of, the Company or any affiliates to make any investments whatsoever. Opinions of and commentary by the authors reflect their current views, but not necessarily of the Company, its affiliates or any other third party. Services and/or products mentioned in this communication may not be suitable for all recipients and may not be available in all countries.

This communication has been prepared without taking account of the objectives, financial situation or needs of any particular investor. Before entering into any transaction, investors should consider the suitability of the transaction to their individual circumstance and objectives. Any investment or other decision should only be made by an investor after a thorough reading of the relevant product term sheet, subscription agreement, information memorandum, prospectus or other offering document relating to the issue of securities or other financial instruments.

Nothing in this communication constitutes investment, legal accounting or tax advice, or a representation that any investment or strategy is suitable or appropriate for individual circumstances or otherwise constitutes a personal recommendation for any specific investor. The Company recommends that investors independently assess with an appropriately qualified professional adviser, the specific financial risks as well as legal, regulatory, credit, tax and accounting consequences.

Past performance is not a reliable indicator of future results. Performance forecasts are not a reliable indicator of future performance. The investor may not get back the amount invested or may be required to pay more.

Although the information and data in this communication are obtained from sources believed to be reliable, no representation is made that such information is accurate or complete. The Company, its affiliates and subsidiaries do not accept liability for loss arising from the use of this communication. This communication is not directed to any person in any jurisdiction where, by reason of that person's nationality, residence or otherwise, such communications are prohibited. This communication may contain information obtained from third parties, including ratings from rating agencies such as Standard & Poor's, Moody's, Fitch and other similar rating agencies. Reproduction and distribution of third-party content in any form is prohibited except with the prior written consent of the related third-party. Credit ratings are statements of opinion and are not statements of fact or recommendations to purchase, hold or sell securities. Such credit ratings do not address the market value of securities or the suitability of securities for investment purposes, and should not be relied upon as investment advice.

Where this communication constitutes a financial promotion issued in the UK that is not exempt under the Financial Services and Markets Act 2000 or the Orders made thereunder or the rules, it is issued or approved for distribution in the UK by Proactive Investors Limited. Persons dealing with the Company or its affiliates outside the UK are not covered by the rules and regulations made for the protection of investors in the UK.

In addition to generating its own content, the Company publishes various reports, articles and communications on the Site that are prepared by third party customers discussing various financial products and investments. Such reports, articles and communications have not been approved by the Company or any other authorised person and, to the extent such communications constitute financial promotions, the Company relies upon the application of the Journalist Exemption. The Company derives commissions or fees from such third parties when customers invest in the financial products promoted by such reports, articles and communications.