



Company	Ticker	Sector	Industry
Procter & Gamble Company	PG-US	Consumer Staples	Household Products

Business Description

Procter & Gamble Co. engages in the provision of branded consumer packaged goods. It operates through the following segments: Beauty, Grooming, Health Care, Fabric & Home Care, and Baby, Feminine & Family Care. The Beauty segment offers hair, skin, and personal care. The Grooming segment consists of shave care like female and male blades and razors, pre and post shave products, and appliances. The Health Care segment includes oral care products like toothbrushes, toothpaste, and personal health care such as gastrointestinal, rapid diagnostics, respiratory, and vitamins, minerals, and supplements. The Fabric and Home care segment consists of fabric enhancers, laundry additives and detergents, and air, dish, and surface care. The Baby, Feminine and Family Care segment sells baby wipes, diapers, and pants, adult incontinence, feminine care, paper towels, tissues, and toilet paper. The company was founded by William Procter and James Gamble in 1837 and is headquartered in Cincinnati, OH.

Price Chart

Key Info & Metrics



Empirical Research Rank:	6
Date Purchased:	07/31/2019
Price:	\$151.26
52-Week Range:	\$123.76 - \$163.65
Dividend Yield:	2.42%
Market Cap (\$M):	\$356,844
Forward Price-to-Earnings:	24

Total Return

Year-to-Date:	0.4%
1 Year:	0.4%
3 Year:	41.6%
5 Year:	119.8%

Investment Case - Updated: February 26, 2023

Procter & Gamble is a bellwether company in the consumer staples sector, a dividend aristocrat, and a leading competitor with vast depth and breadth of offerings in the home and health space. Management is keenly focused on brand premiumization which through superior research and development along with marketing enables the firm to capture pricing by offering novelty to consumers in commonly used items. Management increased focus on product innovation and cost efficiencies after demonstrating an inability to grow organically, despite scale and brand equity, and the stock has generally performed well in wake of these priorities being announced in 2018. Like most consumer product companies, cost inflation is a mounting concern on business performance and Procter & Gamble has increased prices significantly to offset the impact. Despite headwinds, P&G's strong stable of brands, prudent management, and stellar Balance Sheet position it to continue to perform for years to come.

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