



Balfour Capital Group Procter & Gamble (P&G)

Procter & Gamble (P&G) is an American multinational consumer goods corporation headquartered in Cincinnati, Ohio. Founded in 1837, P&G specializes in a wide range of personal health, personal care, and hygiene products. These are organized into segments including beauty, grooming, health care, fabric and home care, and baby, feminine, and family care.

1. Top 5 Competitors

- Unilever
- Colgate-Palmolive
- Kimberly-Clark
- Johnson & Johnson
- Reckitt Benckiser

2. Largest Institutional Shareholders

- The Vanguard Group, Inc.: 9.56% ownership
- BlackRock, Inc.: 6.62% ownership
- State Street Global Advisors, Inc.: 4.38% ownership
- Geode Capital Management, LLC: 2% ownership
- Wellington Management Group LLP: 1.46% ownership

Collectively, institutional investors own approximately 65.77% of P&G's stock.

3. Management Team:

- Jon R. Moeller: President and Chief Executive Officer
- David S. Taylor: Executive Chairman

Additional details about the management team can be found on P&G's official website.

4. Revenue:

For the fiscal year ending June 30, 2024, P&G reported revenue of \$84.039 billion.



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5. Institutions with Buy Recommendations:

- In November 2024, D.A. Davidson upgraded P&G's stock to a 'Buy' rating, citing positive sales trends in China.

6. Summary of Analyst Sentiment:

As of January 27, 2025, research analysts predict that P&G will post earnings per share of \$6.94 for the current year.

7. Insider Buying and Selling (Last 24 Months):

- Recent insider transactions have primarily been sales. Notable transactions include:
 - January 24, 2024: Ma. de Vera Francisco sold shares worth \$1,562,802.
 - October 24, 2023: Susan Whaley sold shares worth \$103,950.
 - October 24, 2023: R. Keith sold shares worth \$342,000.

There have been no significant insider purchases reported during this period.