



# Balfour Capital Group The Clorox Company

The Clorox Company, founded in 1913 and headquartered in Oakland, California, is a leading multinational manufacturer and marketer of consumer and professional products. Its diverse portfolio includes well-known brands such as Clorox® bleach and cleaning products, Pine-Sol® cleaners, Liquid-Plumr® clog removers, Kingsford® charcoal, Hidden Valley® dressings and sauces, Brita® water filters, Glad® bags and wraps, and Burt's Bees® natural personal care products. Clorox's products are sold in over 100 countries, aiming to champion people to be well and thrive every single day.

## 1. Top 5 Competitors

Clorox operates in the highly competitive consumer goods industry. Its top competitors include:

- Procter & Gamble Co. (P&G): A multinational corporation offering a wide range of consumer health, hygiene, and home products.
- Colgate-Palmolive Company: Specializes in household, health care, and personal care products. Kimberly-Clark Corporation: Produces paper-based products and other consumables.
- Henkel AG & Co. KGaA: A German company offering consumer and industrial products, including detergents and beauty care items.
- Church & Dwight Co., Inc.: Known for household products and personal care items.

## 2. Largest Institutional Shareholders

Institutional investors hold a significant portion of Clorox's shares. The top three institutional shareholders are:

- Vanguard Group Inc.: Approximately 15.5 million shares.
- BlackRock, Inc.: Approximately 11.7 million shares.
- State Street Corporation: Approximately 8.4 million shares.

## 3. Management Team:

Clorox's executive leadership includes:

- Linda Rendle: Chair and Chief Executive Officer.
- Nina Barton: Executive Vice President and Group President – Care & Connection. Luc Bellet: Executive Vice President and Chief Financial Officer.
- Stacey Grier: Executive Vice President and Executive Chief of Staff.



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## 4. Revenue

In the fiscal year ending June 30, 2024, Clorox reported net sales of approximately \$7.09 billion, a 4% decrease compared to the previous year.

## 5. Institutions with Buy Recommendations:

Specific institutional buy recommendations can vary over time and may not be publicly disclosed in detail. However, analysts from various financial institutions provide ratings on Clorox's stock, ranging from "Buy" to "Hold." For instance, UBS analyst Peter Grom reiterated a Neutral rating with a \$176.00 price target.

## 6. Summary of Analyst Sentiment:

As of recent data, Clorox has an average analyst rating of "Hold," with a consensus price target around \$162.28. This suggests that analysts expect the stock to perform in line with the overall market.

## 7. Insider Buying and Selling Over the Last 24 Months:

Over the past 24 months, Clorox insiders have sold a total of 5,079 shares, amounting to approximately \$824,949.88 in value. Notable transactions include sales by Angela C. Hilt and Kevin B. Jacobsen. There have been no reported insider purchases during this period.

Please note that financial data and company information are subject to change.

For the most current details, it's advisable to consult Clorox's official investor relations materials or trusted financial news sources.