



Balfour Capital Group Diageo Plc

Diageo is a leading global alcoholic beverages company based in London. It manufactures, markets, and distributes over 200 premium drinks, including spirits (e.g., Johnnie Walker, Smirnoff, Don Julio), beer (e.g., Guinness), wine, cider, and non-alcoholic spirits across nearly 180 countries. In fiscal 2024, it generated ~US \$20.27 billion in revenue and ~US \$3.87 billion in net income.

1. Top 5 Competitors

According to MarketBeat, Diageo's main competitors are:

- Anheuser-Busch InBev (BUD)
- Keurig Dr Pepper (KDP)
- Ambev (ABEV)
- Compañía Cervecerías Unidas (CCU)
- Vita Coco (COCO)

2. Largest Institutional Shareholders

MarketBeat lists the top institutional investors over the last 24 months:

- FMR LLC (~\$739 M)
- Bank of America Corp DE (~\$574 M)
- Morgan Stanley (~\$491 M)
- UBS Group AG (~\$247 M)
- Wells Fargo (~\$181 M)

Institutional ownership stands at ~8.97%, with net inflows of ~\$3.08 B and outflows of ~\$2.41 B during the past year

3. Management Team

- Debra Crew – Chief Executive Officer (first female CEO, appointed July 2023)
- Nik Jhangiani – Chief Financial Officer
- John Manzoni – Chairman, Diageo plc

(The board includes other senior execs, but these are the primary roles.)



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4. Revenue

Diageo posted US \$20.269 billion in revenue for fiscal year 2024

5. Institutions with Buy Recommendations:

MarketBeat reports 5 “Buy” and 3 “Hold” ratings, with 2 “Sell” on DEO, giving it a sentiment score of 2.30/5 . Analysts’ consensus across 6 estimates is a “Buy”, with a 12-month average price target of \$124.57 (range: \$99 to \$145), implying ~18–19% upside .

6. Analyst Sentiment Summary

- Rating breakdown: 3 Buy, 2 Hold, 1 Sell → overall “Buy” consensus .
- Target price vs current price (~\$107–108) suggests ~15–19% upside .
- Compared to peer BUD, analysts’ bullishness is stronger toward DEO

7. Insider Buying and Selling (Last 24 Months)

MarketBeat shows robust insider/institutional activity but limited detailed insider trades are publicly surfaced. Yahoo’s aggregated insider transactions list exists, but without a detailed breakdown in accessible summary .

However, no high-profile insider purchases by the main execs like CEO or CFO have been prominently disclosed in recent filings.