



Balfour Capital Group YUM! Brands, Inc.

Yum! Brands, Inc., headquartered in Louisville, Kentucky, is the world's largest restaurant company, operating over 61,000 restaurants across more than 155 countries and territories. Its portfolio includes globally recognized brands: KFC, Pizza Hut, Taco Bell, and The Habit Burger Grill. The company primarily operates through a franchise model, with approximately 1,500 franchisees employing over one million individuals worldwide .

1. Top 5 Competitors

Yum! Brands competes with several major players in the quick-service restaurant industry. Its top five competitors include:

1. Restaurant Brands International (owner of Burger King, Popeyes, and Tim Hortons)
2. Chipotle Mexican Grill
3. Domino's Pizza
4. Darden Restaurants (owner of Olive Garden and LongHorn Steakhouse)

These companies compete with Yum! Brands across various segments, including burgers, pizza, and Mexican-inspired cuisine .

2. Largest Institutional Shareholders

As of March 31, 2025, the largest institutional shareholders of Yum! Brands are:

- The Vanguard Group, Inc. – 34.11 million shares (12.27%)
- BlackRock, Inc. – 26.17 million shares (9.41%)
- Capital Research and Management Company – 22.84 million shares (8.21%)
- JPMorgan Chase & Co. – 20.15 million shares (7.22%)
- State Street Corporation – 12.83 million shares (4.60%)



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3. Management Team

The key executives leading Yum! Brands are:

- David Gibbs – Chief Executive Officer
- Tracy Skeans – Chief Operating Officer and Chief People & Culture Officer
- Chris Turner – Chief Financial & Franchise Officer
- Ken Muench – Chief Marketing Officer
- David Russell – Senior Vice President Finance and Corporate Controller

Notably, CEO David Gibbs has announced plans to retire in the first quarter of 2026 after 36 years with the company .

4. Revenue

Yum! Brands reported the following revenues:

- 2024 Annual Revenue: \$7.549 billion (a 6.68% increase from 2023)
- Twelve Months Ending March 31, 2025: \$7.738 billion (a 10.09% year-over-year increase)

5. Institutions with Buy Recommendations:

Several financial institutions have issued buy recommendations for Yum! Brands:

- Goldman Sachs upgraded Yum! Brands from "Neutral" to "Buy" with a price target of \$167 on June 4, 2025 .
- Oppenheimer included Yum! Brands among its "Top Picks" for 2025, citing expected rebounds in same-store sales and strong leadership .



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6. Analyst Sentiment Summary

As of June 2025, analyst sentiment for Yum! Brands is as follows:

- Buy Ratings: 6
- Hold Ratings: 23
- Sell Ratings: 0
- Average Price Target: \$160.21

7. Insider Buying and Selling (Last 24 Months)

Over the past 24 months, insider activity at Yum! Brands includes:

- Total Shares Sold: 278,748
- Total Value of Shares Sold: \$38,982,642.53

Recent insider transactions include sales by:

- David Gibbs (CEO) on April 15, 2025
- David Russell (Senior Vice President Finance and Corporate Controller) on March 26, 2025
- Tracy Skeans (COO) on March 7, 2025