



Balfour Capital Group The Clorox Company

Clorox is a U.S.-based global manufacturer and marketer of consumer and professional products, headquartered in Oakland, California. Its portfolio spans household cleaning supplies (e.g. Clorox bleach, Pine-Sol, Formula 409), Glad bags and wrap, Brita water filters, Burt's Bees personal care products, Hidden Valley dressings and Kingsford charcoal, plus pet care lines like Fresh Step cat litter. Net sales in fiscal 2024 reached approximately US \$7.1 billion, with about 8,000 employees worldwide.

1. Top 5 Competitors

Key competitors include:

- Colgate-Palmolive (personal care & cleaning)
- Kimberly-Clark (paper, personal care)
- Procter & Gamble (broad household/personal care)
- SC Johnson (cleaning & air care)
- Reckitt Benckiser (detergents, hygiene products)

2. Largest Institutional Shareholders

Institutions own approximately 78–83% of CLX shares . Major holders by position size include:

- Vanguard Group Inc. (~\$2.29 B)
- BlackRock Inc. (~\$1.58 B)
- State Street Corporation (~\$1.33 B)
- Geode Capital Management LLC (~\$500 M)
- Royal Bank of Canada, Norges Bank (~\$259 M)

3. Management Team

As of mid-2025, key executives include:

- Linda J. Rendle – CEO & Chairman
- Kevin B. Jacobsen – EVP & CFO
- Eric H. Reynolds – EVP, Chief Operating & Strategy Officer
- Kirsten M. Marriner – EVP, Chief People & Corporate Affairs Officer
- Stacey Grier – EVP & Chief of Staff

Other officers include Laura Peck (CFO controller), Chau Banks (CIO), Lisah Burhan (IR VP) . Historically, Benno Dorer had served as CEO/Chair before, but current coverage indicates Linda Rendle holds the CEO role



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4. Revenue

For fiscal year ending June 2024, Clorox generated net sales of about US \$7.1 billion. Operating income was around \$512 million, and net income approximately \$280 million.

5. Institutions with Buy Recommendations:

Analyst reports show:

- 3 analysts issued Sell ratings
- 10 analysts issued Hold ratings
- 1 analyst issued a Buy rating

The consensus rating stands at "Hold", with an average price target of approximately \$144.83. Notably, Morgan Stanley has an Equal Weight (i.e. neutral) rating and lowered their price target from \$165 to \$150.

6. Analyst Sentiment Summary

Clorox is covered by approximately 42 analysts, generating a neutral consensus sentiment: most classify it as Hold, a few rate it a Sell, and one rates it a Buy. Average price targets are just modestly above current levels (~\$145 vs ~\$130). Recent company guidance has shown raised profit outlook for fiscal 2025, though revenues are expected to be flat or slightly down versus estimates, weighed by lower consumer demand and prior cyber-attack impacts.

7. Insider Buying and Selling (Last 24 Months)

- Insider buys totaled approximately 4,000 shares worth US \$546,280, attributed entirely to Pierre R. Breber.
- Insider sells totaled about 5,079 shares worth US \$824,950, from insiders including Kevin B. Jacobsen and Angela C. Hilt.