

NWL · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Newell Brands Inc · Consumer Defensive · Household & Personal Products

LATEST CLOSE

5.08 USD

-2.9% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 18.4% above the Trend Line and sits at 64.4% of its 52-week range. The latest completed week returned -2.9%, after a -12.7% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 62/100 conviction, while the latest news-sentiment score is 50/100. Near-term considerations: volume confirmation is below normal; earnings are due in 1d.

Technical setup score 41/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

5.08 USD

24 Jul 2026

1W RETURN

-2.9%

latest completed week

4W RETURN

-12.7%

short-term follow-through

12W RETURN

13.9%

quarterly tape

TREND BREADTH

23.1%

12 of 52 weeks active

VOLUME RATIO

0.7x

vs 13-week average

What is working

- The trend backdrop is active with a 7-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Activity pressure is positive on the latest completed week.
- Activity pressure is constructive, supporting the smart-money activity read.

What could go wrong

- Price is below Fair Value, so the market is still discounting the latest tape.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-2.9%

Latest completed week; four-week move -12.7%.

INDICATOR STACK

37/68

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Recent

Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Volatility

62/100 conviction; expected move 20.2%.

NEWS SENTIMENT

50/100

56 relevant articles in the latest sentiment read.

EVENT RISK

1d

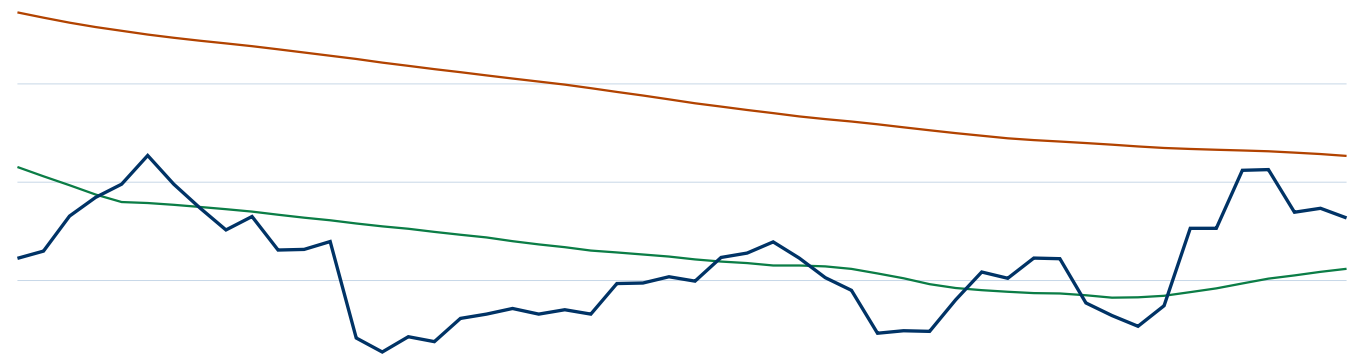
Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 18.4% above the Trend Line and sits at 64.4% of its 52-week range. The latest completed week returned -2.9%, after a -12.7% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range Trend Close Fair 2.91 USD6.28 USD Latest close sits at 64.4% of the 52-week range.	RANGE LOCATION 64.4% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 18.4% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP -15.9% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -19.1% Distance from the latest 52-week high.

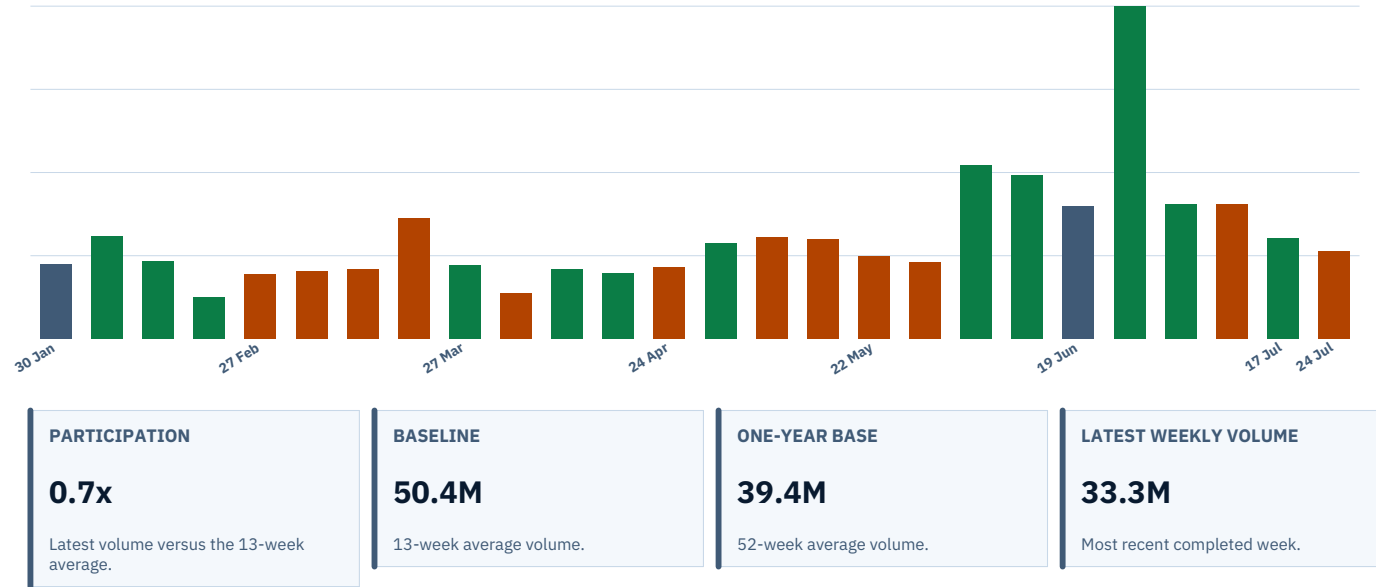
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.7x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



Demand beneath price

Activity pressure and institutional-style signals

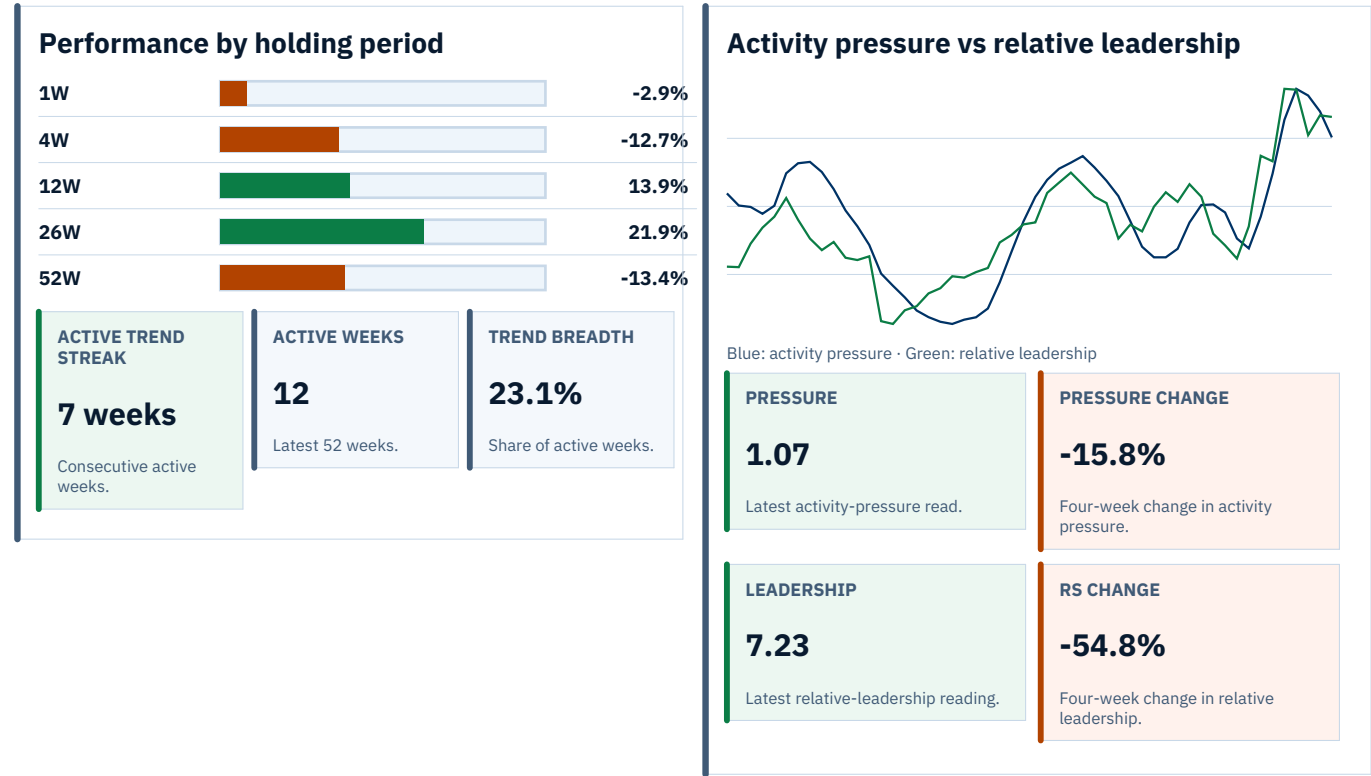
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -12.7% over four weeks, 13.9% over 12 weeks, and -13.4% over one year. The current trend has remained active for 7 consecutive weeks.



Technical setup scorecard

Trend		37
Momentum		33
Activity Pressure		68
Relative Leadership		67
Next-Week Expectancy		50
Volume		28
Smart Money		33
Risk Control		10

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks weakly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 91% Available factor fields.	MODEL CONFIDENCE 87% Snapshot confidence.
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Relative factor standing

Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.

Overall factor strength		8/100
Value		30/100
Quality		9/100
Momentum		21/100
Growth		21/100

Valuation How much investors are paying for earnings, sales, and cash flow.	Business quality Margins and the return generated on invested capital.
P/E - Price divided by trailing earnings.	GROSS MARGIN 34.0% Gross profit retained from each unit of revenue.
PRICE / SALES 0.3x Market value relative to trailing revenue.	OPERATING MARGIN 0.5% Operating profit retained from revenue.
EV / EBITDA 21.5x Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 6.5% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 6.3% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL 0.3% Operating return generated on invested capital.

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength	Shareholder return and balance sheet
Recent business growth and accounting strength.	Cash returned to owners and financial leverage.
REVENUE GROWTH-4.1% Latest one-year revenue growth.	DIVIDEND YIELD5.5% Cash dividends relative to market value.
EPS GROWTH- Latest one-year earnings-per-share growth.	BUYBACK YIELD0.0% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-8.0% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD5.5% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE3/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA15.3x Balance-sheet debt relative to operating cash earnings.

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks weakly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

NWL shows volatility options pressure with a 62/100 conviction score, put-call volume ratio of 0.03, expected move of 20.2%, and Sharemaestro trend signal active.

CONVICTION

62/100

Options signal conviction.

EXPECTED MOVE

20.2%

Nearest-chain pricing.

PUT/CALL VOLUME

0.03

Contract volume balance.

Pressure

100

Speculation

41

Volatility

96

Trend agreement

7

Insider activity

7 / 13

7 acquisitions and 13 disposals in the latest 180-day insider tape. Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

50/100

Weighted news tone is neutral across 56 relevant articles.

16 positive · 30 neutral · 10 negative

Patient Capital

Recent

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows. Recent buy signal in the last 8 weeks

06 · CATALYSTS AND RISK

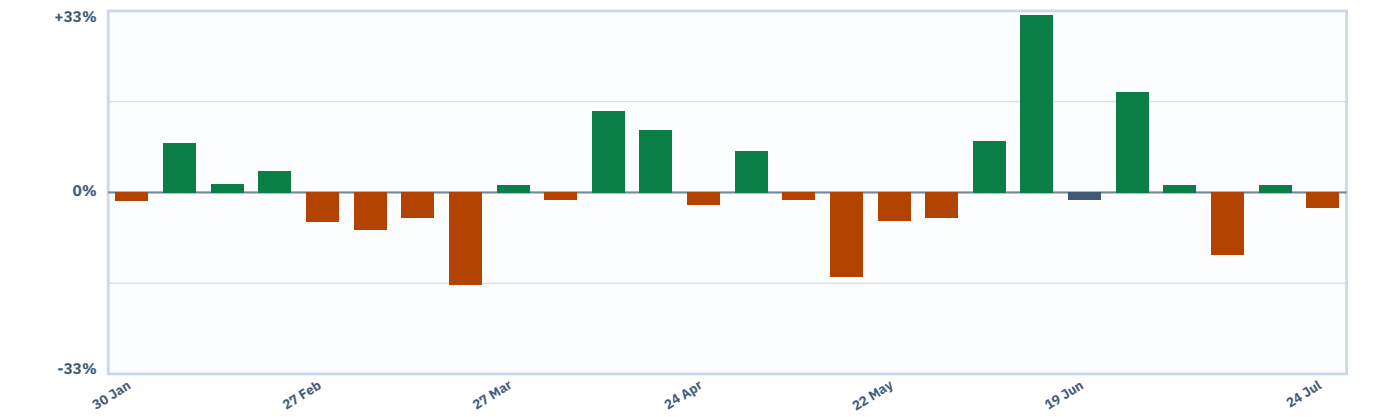
What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS 1d Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE 20.2% Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -19.1% Distance below the 52-week high.	13-WEEK VOLATILITY 12.0% Standard deviation of weekly returns.
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Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER 12 of 26 13 weeks finished lower.	BEST WEEK +32.3% Week of 12 Jun.	WORST WEEK -16.8% Week of 20 Mar.	LATEST WEEK -2.9% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>7</td></tr><tr><td>Modest gains</td><td> </td><td>5</td></tr><tr><td>Flat weeks</td><td> </td><td>1</td></tr><tr><td>Modest losses</td><td> </td><td>5</td></tr><tr><td>Sharp losses</td><td> </td><td>8</td></tr></table>	Strong gains		7	Modest gains		5	Flat weeks		1	Modest losses		5	Sharp losses		8	RECENT VOL 12.0% 13-week weekly-return volatility.	BASE VOL 10.1% 52-week weekly-return volatility.
Strong gains		7															
Modest gains		5															
Flat weeks		1															
Modest losses		5															
Sharp losses		8															
	UP/DOWN SPLIT 28/23 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 6.8% / -7.7% Average positive week versus average negative week.															

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Defensive

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
- / 100	-0.3%	49.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Household & Personal Products

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
27 / 28	4.4%	39.3%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
WALD	NASDAQ	-2.3%	15.8%	Inactive
ELF	NYSE	5.0%	14.7%	Inactive
SLSN	NASDAQ	21.3%	13.9%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	43/100	Trend, activity pressure, participation, and risk combine to a 43/100 tape read.	
Indicator analysis	65/100	Latest 12-week confirmation: trend 10/12, activity pressure 10/12, relative leadership 5/12.	Activity pressure 0.57; No reversal markers
Factors	15/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 59; Small Cap Core rank 21
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Options	40/100	NWL shows volatility options pressure with a 62/100 conviction score, put-call volume ratio of 0.03, expected move of 20.2%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 20.2%
Sentiment	50/100	Weighted news tone is neutral across 56 relevant articles.	Newell Brands Inc. stock outperforms competitors on strong trading day
Insiders	7 / 13	7 acquisitions and 13 disposals in the latest 180-day insider tape.	
Earnings	1d	Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -2.9% Latest completed week; four-week move -12.7%.	INDICATOR STACK 37/68 Trend and activity pressure are weighted against the latest 12-week confirmation window.	TREND BACKDROP Active The trend backdrop defines the current weekly regime.	PATIENT CAPITAL Recent Activity-pressure buy-signal status for institutional accumulation timing.
OPTIONS PRESSURE Volatility 62/100 conviction; expected move 20.2%.	NEWS SENTIMENT 50/100 56 relevant articles in the latest sentiment read.	EVENT RISK 1d Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.	

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	5.08 USD	-2.9%	4.29 USD	6.04 USD	1.07	7.23	33.3M	On
17 Jul 2026	5.23 USD	1.2%	4.24 USD	6.07 USD	1.37	7.75	38.4M	On
10 Jul 2026	5.17 USD	-11.3%	4.19 USD	6.09 USD	1.55	1.56	51.5M	On
03 Jul 2026	5.83 USD	0.2%	4.14 USD	6.12 USD	1.63	15.74	51.6M	On
26 Jun 2026	5.82 USD	18.3%	4.07 USD	6.13 USD	1.27	16.01	127.3M	On
19 Jun 2026	4.92 USD	0.0%	3.99 USD	6.14 USD	0.66	-6.62	50.7M	On
12 Jun 2026	4.92 USD	32.3%	3.93 USD	6.15 USD	0.17	-4.90	62.5M	On
05 Jun 2026	3.72 USD	9.4%	3.87 USD	6.17 USD	-0.19	-26.92	66.3M	Off
29 May 2026	3.40 USD	-4.7%	3.85 USD	6.19 USD	-0.07	-36.98	29.2M	Off
22 May 2026	3.57 USD	-5.2%	3.84 USD	6.22 USD	0.22	-32.86	31.5M	On
15 May 2026	3.76 USD	-15.4%	3.88 USD	6.24 USD	0.31	-29.23	38.3M	On
08 May 2026	4.45 USD	-0.2%	3.91 USD	6.27 USD	0.31	-17.69	38.7M	On
01 May 2026	4.46 USD	7.6%	3.91 USD	6.29 USD	0.11	-13.78	36.5M	On
24 Apr 2026	4.14 USD	-2.3%	3.94 USD	6.32 USD	-0.19	-19.28	27.2M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

Educational market research only. Not financial, investment, trading, tax, or legal advice. Market data, indicators, summaries, and reports may be delayed, incomplete, or inaccurate. You are responsible for your own decisions and should seek independent professional advice where appropriate.

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