

AMS WEEKLY EQUITY REPORT

UNA Weekly Report

Unilever PLC

UNA closed the latest completed week at 53.61 EUR. The 4-week return is 0.5% and the 12-week return is 8.4%. The trend backdrop is inactive, with activity pressure at 0.71.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Caution
Evidence score	39	Currency	EUR
Exchange	AMS	Country	NL
Sector	Consumer Defensive	Industry	Household & Personal Products
Market cap	103.7B	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
54.29 EUR	54.75 EUR	52.73 EUR	53.61 EUR	4.7M	26.9%
weekly open	weekly high	weekly low	weekly close	latest week	14 of 52 weeks active

Company brief

Unilever PLC operates as a fast-moving consumer goods company in the Asia Pacific, Africa, the Americas, and Europe. It operates through four segments: Beauty & Wellbeing, Personal Care, Home Care, and Foods. The Beauty & Wellbeing segment offers hair care, such as shampoo, conditioner, and styling; face, hand, and body moisturizer skin care products; and...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is sentiment: Weighted news tone is neutral across 17 relevant articles. The main constraint is indicator analysis: Latest 12-week confirmation: trend 0/12, activity pressure 4/12, relative leadership 0/12. The combined read is defensive, so risk control and evidence of stabilization matter more than headline upside.

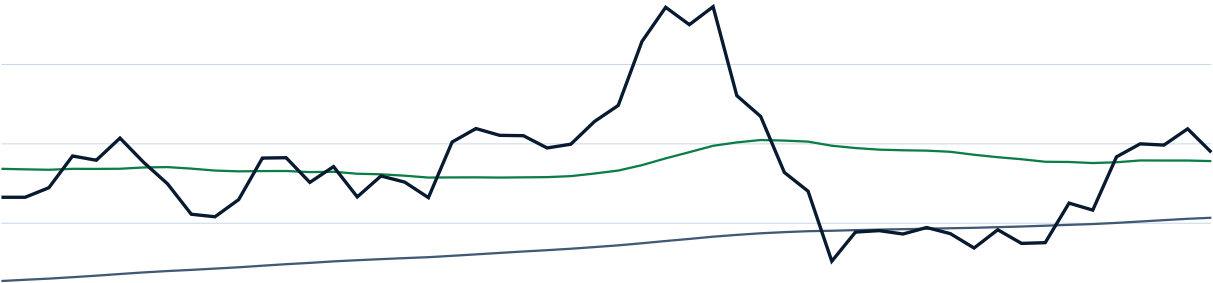
Read	Pillar	Score	Detail
Primary support	Sentiment	51/100	Weighted news tone is neutral across 17 relevant articles.
Main restraint	Indicator analysis	21/100	Latest 12-week confirmation: trend 0/12, activity pressure 4/12, relative leadership 0/12.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE 0.9% price vs Trend Line	FAIR GAP 7.2% price vs Fair Value	DRAWDOWN -14.0% from 52-week high	RANGE 44.9% 52-week range	VOLUME 0.9x vs 13-week average
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Pillar	Score	Read	Detail
1W	-2.4%	Negative	
4W	0.5%	Positive	
12W	8.4%	Positive	
26W	-3.1%	Negative	
52W	6.5%	Positive	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	15	Negative	
Momentum	59	Neutral	
Activity Pressure	85	Positive	
Relative Leadership	22	Negative	
Next-Week Expectancy	50	Neutral	
Volume	38	Neutral	
Smart Money	28	Negative	
Risk Control	60	Neutral	

Current evidence clusters

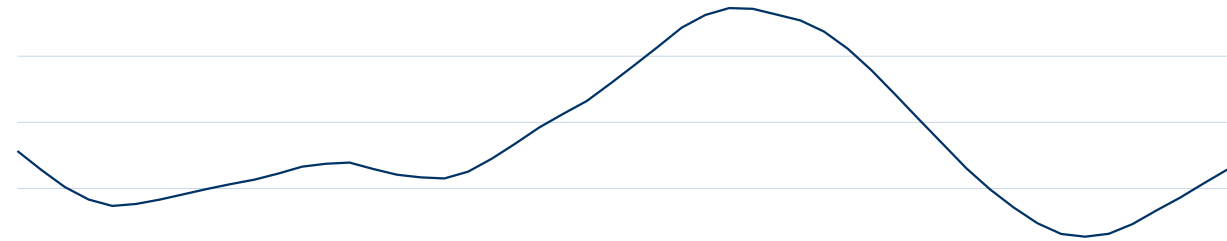
Pillar	Score	Read	Detail
Price follow-through	-2.4%	Negative	Latest completed week; four-week move 0.5%.
Indicator stack	15/85	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	51/100	Neutral	17 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

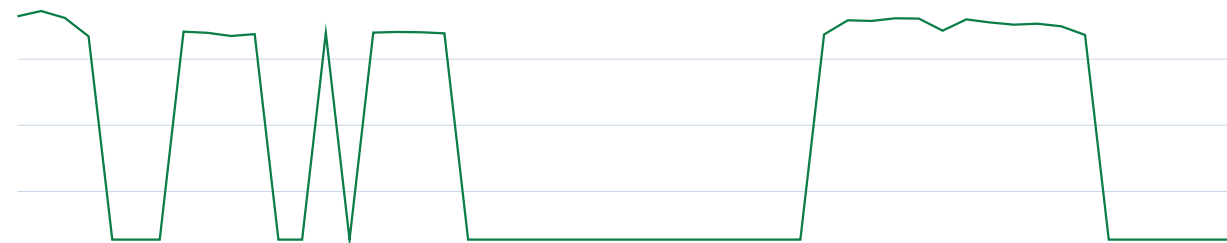
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.30 | 12-week average 0.15

Next-week expectancy path



Current Undecided 52.99% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	0/12	Negative	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	4/12	Neutral	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.30	Negative	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	Positive	No reversal markers

Area	Latest read	Detail
Activity pressure	0.71	Four-week pressure change 283.0%.
Relative leadership	-8.71	Four-week relative leadership change -19.2%.
Smart money activity	50	No recent accumulation markers. No reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	4.7M	13W 5.1M 52W 6.5M	0.9x vs 13-week average
Volatility	2.3%	52W 2.9%	26 upside weeks / 25 downside weeks
Average move	2.4%	-2.1%	Downside breadth 48.1%

Pillar	Score	Read	Detail
Participation	0.9x	Neutral	Latest volume versus the 13-week average.
Baseline	5.1M	Neutral	13-week average volume.
One-year base	6.5M	Neutral	52-week average volume.
Recent vol	2.3%	Neutral	13-week weekly-return volatility.
Base vol	2.9%	Neutral	52-week weekly-return volatility.
Up/down split	26/25	Positive	Count of positive and negative weeks in the 52-week window.
Average skew	2.4% / -2.1%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	42/100	Neutral	Trend, activity pressure, participation, and risk combine to a 42/100 tape read.
Indicator analysis	21/100	Negative	Latest 12-week confirmation: trend 0/12, activity pressure 4/12, relative leadership 0/12.
Factors	50/100	Neutral	No published factor snapshot is available yet.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	51/100	Neutral	Weighted news tone is neutral across 17 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	51/100	17 relevant articles. McCormick plans secondary London listing after Unilever Foods merger, unveils operating structure

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	NL Consumer Defensive	10	7 of 10	50.0%
Industry	NL Household & Personal Products	2	2 of 2	0.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
HEIO	AMS	-1.1%	4.8%	On
CCEP	AMS	-0.5%	4.6%	On
HEIA	AMS	-1.2%	3.2%	On
MICC	AMS	-4.0%	2.8%	On
PORF	AMS	0.0%	1.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
PORF	AMS	0.0%	1.6%	Off
UNA	AMS	-2.4%	0.5%	Off

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.

Risk signals

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Activity pressure is weak, so confirmation is not yet broad enough.

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.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
24 Jul	53.61 EUR	-2.4%	Off	0.71	4.7M
17 Jul	54.91 EUR	1.7%	Off	0.71	5.1M
10 Jul	54.01 EUR	-0.1%	Off	0.41	5.1M
03 Jul	54.08 EUR	1.3%	Off	0.07	5.0M
26 Jun	53.36 EUR	5.9%	Off	-0.39	5.9M
19 Jun	50.41 EUR	-0.8%	Off	-0.83	1.1M
12 Jun	50.80 EUR	4.5%	Off	-1.00	1.4M
05 Jun	48.61 EUR	0.1%	Off	-1.15	1.5M
29 May	48.57 EUR	-1.5%	Off	-1.10	5.7M
22 May	49.33 EUR	2.1%	Off	-1.08	7.5M

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