

ASX WEEKLY EQUITY REPORT

ABY Weekly Report

Adore Beauty Group Limited

ABY closed the latest completed week at 0.30 AUD. The 4-week return is 1.7% and the 12-week return is -22.1%. The trend backdrop is inactive, with activity pressure at 0.27.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Neutral
Evidence score	44	Currency	AUD
Exchange	ASX	Country	AU
Sector	Consumer Cyclical	Industry	Specialty Retail
Market cap	30.5M	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
0.28 AUD	0.30 AUD	0.27 AUD	0.30 AUD	281.9K	46.2%
weekly open	weekly high	weekly low	weekly close	latest week	24 of 52 weeks active

Company brief

Adore Beauty Group Limited operates an integrated content, marketing, and e-commerce retail platform in Australia and New Zealand. The company engages in the retail of beauty and personal care products, including skin, hair, make up, accessories, and others, as well as wellness and fragrance products under various brands. It also offers Beauty IQ, an...

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 svqf: Value and quality alignment from the Sharemaestro SVQF framework. The main constraint is indicator analysis: Latest 12-week confirmation: trend 0/12, activity pressure 5/12, relative leadership 0/12. The combined read is balanced, making the next change in trend, sentiment, or options pressure especially important.

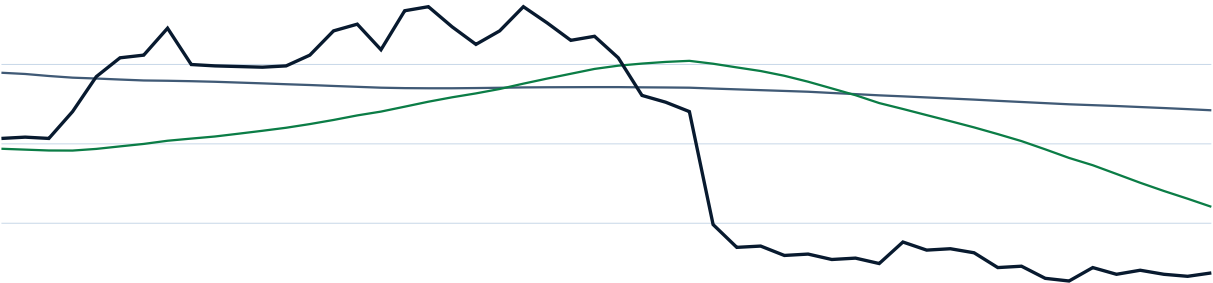
Read	Pillar	Score	Detail
Primary support	SVQF	94/100	Value and quality alignment from the Sharemaestro SVQF framework.
Main restraint	Indicator analysis	18/100	Latest 12-week confirmation: trend 0/12, activity pressure 5/12, relative leadership 0/12.

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 -45.0% price vs Trend Line	FAIR GAP -66.8% price vs Fair Value	DRAWDOWN -77.4% from 52-week high	RANGE 3.3% 52-week range	VOLUME 0.7x vs 13-week average
---	---	---	--	--

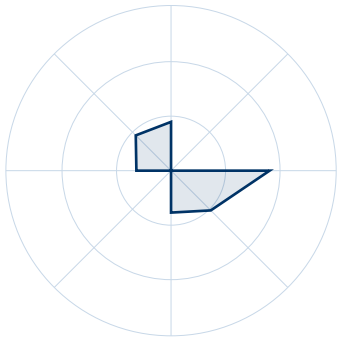
Pillar	Score	Read	Detail
1W	4.3%	Positive	
4W	1.7%	Positive	
12W	-22.1%	Negative	
26W	-74.6%	Negative	
52W	-61.5%	Negative	

SETUP

Composite setup scorecard

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

Composite radar



Pillar	Score	Read	Detail
Trend	25	Negative	
Momentum	34	Neutral	
Activity Pressure	60	Neutral	
Relative Leadership	0	Negative	
Next-Week Expectancy	30	Negative	
Volume	30	Negative	
Smart Money	21	Negative	
Risk Control	0	Negative	

Current evidence clusters

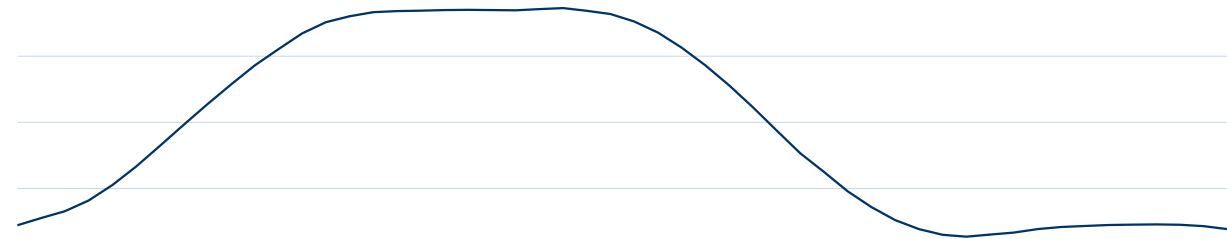
Pillar	Score	Read	Detail
Price follow-through	4.3%	Positive	Latest completed week; four-week move 1.7%.
Indicator stack	25/60	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
Next-Week Expectancy	Negative 40.92%	Negative	Historical one-week expectancy contributes to the evidence score when direction is confirmed.
News sentiment	49/100	Neutral	21 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

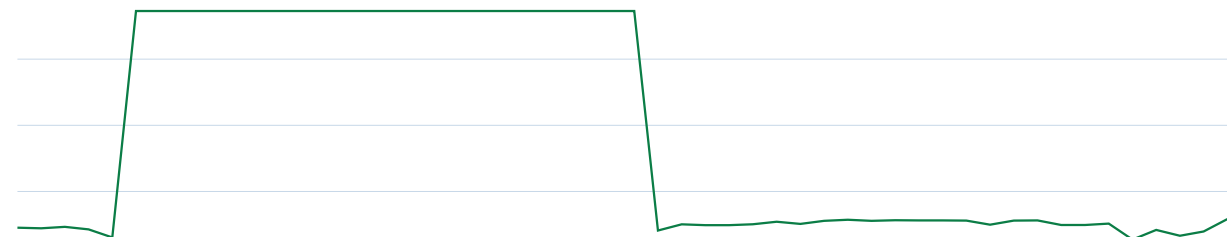
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.05 | 12-week average 0.05

Next-week expectancy path



Current Negative 40.92% 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	5/12	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	0.05	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	0.27	Four-week pressure change 60.6%.
Relative leadership	-61.17	Four-week relative leadership change 3.6%.
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	281.9K	13W 392.0K 52W 1.5M	0.7x vs 13-week average
Volatility	8.4%	52W 10.2%	25 upside weeks / 27 downside weeks
Average move	5.9%	-7.8%	Downside breadth 51.9%

Pillar	Score	Read	Detail
Participation	0.7x	Neutral	Latest volume versus the 13-week average.
Baseline	392.0K	Neutral	13-week average volume.
One-year base	1.5M	Neutral	52-week average volume.
Recent vol	8.4%	Neutral	13-week weekly-return volatility.
Base vol	10.2%	Neutral	52-week weekly-return volatility.
Up/down split	25/27	Negative	Count of positive and negative weeks in the 52-week window.
Average skew	5.9% / -7.8%	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	25/100	Negative	Trend, activity pressure, participation, and risk combine to a 25/100 tape read.
Indicator analysis	18/100	Negative	Latest 12-week confirmation: trend 0/12, activity pressure 5/12, relative leadership 0/12.
Next-Week Expectancy	Negative 40.92%	Negative	Next-week expectancy is negative with a 40.92% historical one-week setup read.
Factors	76/100	Positive	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.
SVQF	94/100	Positive	Value and quality alignment from the Sharemaestro SVQF framework.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	49/100	Neutral	Weighted news tone is neutral across 21 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	49/100	21 relevant articles. Adore Beauty Group (ASX:ABY) Slides— Can the Online Retailer Win Back Investor Confidence?

SECTOR CONTEXT

Sector and industry pulse

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

Group	Scope	Peers	4W rank	Trend breadth
Sector	AU Consumer Cyclical	91	40 of 91	16.5%
Industry	AU Specialty Retail	16	5 of 16	6.2%

Sector leaders

Peer	Exchange	1W	4W	Trend
NC6	ASX	5.6%	55.1%	Off
CYQ	ASX	20.0%	50.0%	On
CCX	ASX	-12.3%	38.9%	Off
MCO	ASX	0.0%	33.3%	On
CMA	ASX	11.1%	31.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
CCV	ASX	1.6%	8.3%	Off
SHM	ASX	6.3%	5.6%	Off
SSG	ASX	1.4%	4.8%	Off
ADH	ASX	-0.7%	2.5%	Off
ABY	ASX	4.3%	1.7%	Off

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- Activity pressure is positive on the latest completed week.
- Latest weekly return ranks in the strongest part of its sector group.

Risk signals

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below the Trend Line, which keeps downside pressure in focus.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Next-week expectancy is negative at 40.92% based on similar historical setup states.
- 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	0.30 AUD	4.3%	Off	0.27	281.9K
17 Jul	0.29 AUD	-2.5%	Off	0.33	187.8K
10 Jul	0.29 AUD	-4.8%	Off	0.33	396.8K
03 Jul	0.31 AUD	5.1%	Off	0.26	317.3K
26 Jun	0.29 AUD	-7.8%	Off	0.17	1.4M
19 Jun	0.32 AUD	18.5%	Off	-0.05	236.5K
12 Jun	0.27 AUD	-3.6%	Off	-0.21	118.5K
05 Jun	0.28 AUD	-13.8%	Off	-0.36	409.4K
29 May	0.33 AUD	1.6%	Off	-0.58	169.8K
22 May	0.32 AUD	-14.7%	Off	-0.82	737.0K

Report footer

Copyright 2026 Sharemaestro. All rights reserved.

[sharemaestro.com](#) | [Open this report online](#) | [Full disclaimer](#)

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.