

ASX WEEKLY EQUITY REPORT

COL Weekly Report

Coles Group Limited

COL closed the latest completed week at 23.43 AUD. The 4-week return is -4.0% and the 12-week return is 2.2%. The trend backdrop is active, with activity pressure at 0.69.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Neutral
Evidence score	58	Currency	AUD
Exchange	ASX	Country	AU
Sector	Consumer Defensive	Industry	Grocery Stores
Market cap	29.2B	Report page	Available online

OPEN 23.21 AUD weekly open	HIGH 23.65 AUD weekly high	LOW 23.03 AUD weekly low	CLOSE 23.43 AUD weekly close	VOLUME 11.2M latest week	TREND 63.5% 33 of 52 weeks active
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Company brief

Coles Group Limited operates as a retailer in Australia. It operates through Supermarkets and Liquor segments. The company operates various supermarkets, which offers fresh food, groceries, general merchandise, and liquor; and coles.com.au, which offers a choice of home delivery, including same-day, overnight drop and go services, and pick up from click 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 indicator analysis: Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 11/12. The main constraint is svqf: Value and quality alignment from the Sharemaestro SVQF framework. The combined read is balanced, making the next change in trend, sentiment, or options pressure especially important.

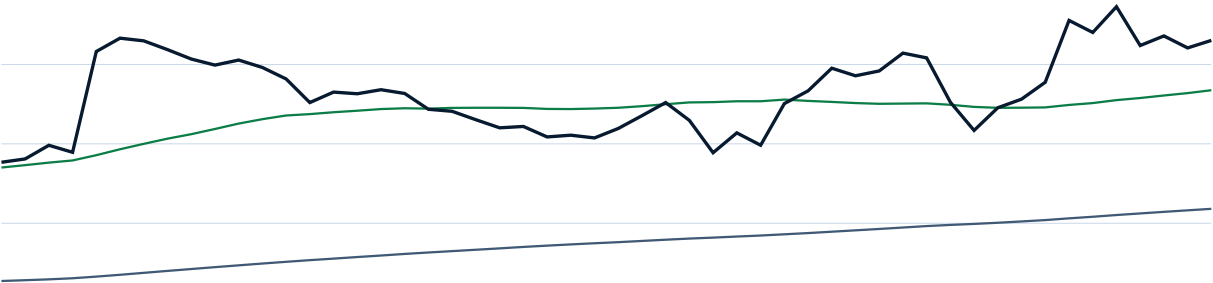
Read	Pillar	Score	Detail
Primary support	Indicator analysis	79/100	Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 11/12.
Main restraint	SVQF	37/100	Value and quality alignment from the Sharemaestro SVQF framework.

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 6.6% price vs Trend Line	FAIR GAP 26.5% price vs Fair Value	DRAWDOWN -4.7% from 52-week high	RANGE 77.2% 52-week range	VOLUME 0.9x vs 13-week average
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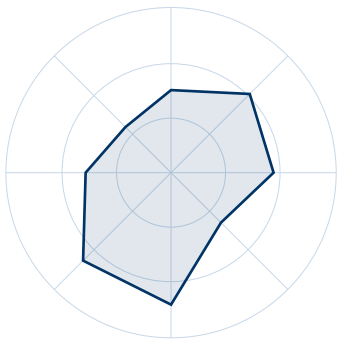
Pillar	Score	Read	Detail
1W	0.9%	Positive	
4W	-4.0%	Negative	
12W	2.2%	Positive	
26W	13.8%	Positive	
52W	19.8%	Positive	

SETUP

Composite setup scorecard

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

Composite radar



Pillar	Score	Read	Detail
Trend	80	Positive	
Momentum	43	Neutral	
Activity Pressure	62	Neutral	
Relative Leadership	67	Positive	
Next-Week Expectancy	50	Neutral	
Volume	39	Neutral	
Smart Money	52	Neutral	
Risk Control	75	Positive	

Current evidence clusters

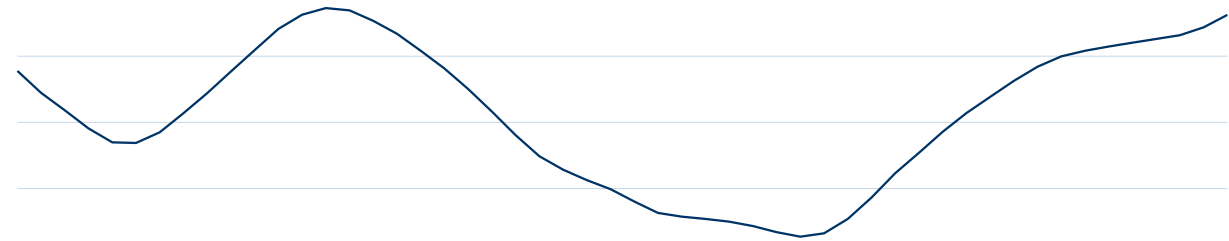
Pillar	Score	Read	Detail
Price follow-through	0.9%	Positive	Latest completed week; four-week move -4.0%.
Indicator stack	80/62	Positive	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	48/100	Neutral	25 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

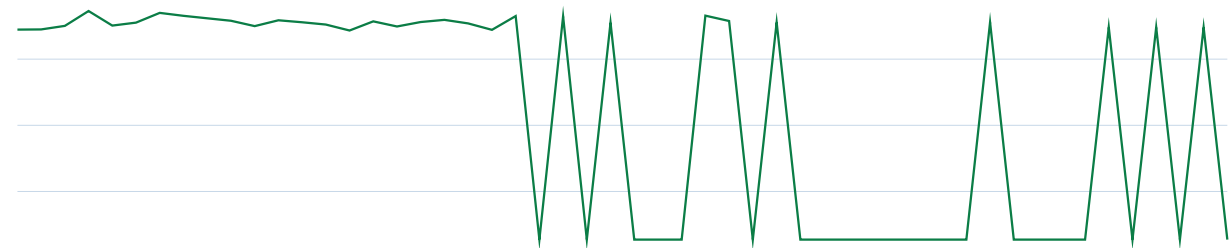
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.78 | 12-week average 0.66

Next-week expectancy path



Current Undecided 53.78% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	12/12	Positive	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	10/12	Positive	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	11/12	Positive	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.78	Positive	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	Negative	2 reversal markers

Area	Latest read	Detail
Activity pressure	0.69	Four-week pressure change -5.0%.
Relative leadership	7.01	Four-week relative leadership change -45.4%.
Smart money activity	26	No recent accumulation markers. 2 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	11.2M	13W 12.1M 52W 13.2M	0.9x vs 13-week average
Volatility	3.6%	52W 3.1%	26 upside weeks / 26 downside weeks
Average move	2.5%	-1.7%	Downside breadth 50.0%

Pillar	Score	Read	Detail
Participation	0.9x	Neutral	Latest volume versus the 13-week average.
Baseline	12.1M	Neutral	13-week average volume.
One-year base	13.2M	Neutral	52-week average volume.
Recent vol	3.6%	Neutral	13-week weekly-return volatility.
Base vol	3.1%	Neutral	52-week weekly-return volatility.
Up/down split	26/26	Neutral	Count of positive and negative weeks in the 52-week window.
Average skew	2.5% / -1.7%	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	62/100	Neutral	Trend, activity pressure, participation, and risk combine to a 62/100 tape read.
Indicator analysis	79/100	Positive	Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 11/12.
Factors	58/100	Neutral	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.
SVQF	37/100	Negative	Value and quality alignment from the Sharemaestro SVQF framework.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	48/100	Neutral	Weighted news tone is neutral across 25 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	48/100	25 relevant articles. How Is Coles Group (ASX:COL) Strengthening Its Position in Australia's Grocery Market?

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 Defensive	60	47 of 60	18.3%
Industry	AU Grocery Stores	2	2 of 2	100.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
WOA	ASX	0.0%	66.7%	Off
CLU	ASX	0.0%	40.0%	Off
NOU	ASX	14.3%	39.5%	Off
AAP	ASX	1.5%	21.4%	On
HCT	ASX	0.0%	19.4%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
WOW	ASX	-0.1%	-2.6%	On
COL	ASX	0.9%	-4.0%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- The trend backdrop is active with a 13-week active streak.
- 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.
- Activity pressure is constructive, supporting the smart-money activity read.

Risk signals

- 2 reversal markers appear in the recent smart-money tape.

Watch next

- Price is close to its 52-week high; watch for continuation or exhaustion.
- 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	23.43 AUD	0.9%	On	0.69	11.2M
17 Jul	23.21 AUD	-1.5%	On	0.89	16.3M
10 Jul	23.56 AUD	1.2%	On	0.91	10.3M
03 Jul	23.28 AUD	-4.6%	On	0.94	18.1M
26 Jun	24.41 AUD	3.2%	On	0.73	11.1M
19 Jun	23.66 AUD	-1.5%	On	0.37	5.5M
12 Jun	24.01 AUD	8.1%	On	0.12	2.7M
05 Jun	22.21 AUD	2.3%	On	-0.14	12.3M
29 May	21.72 AUD	1.2%	On	-0.09	7.8M
22 May	21.47 AUD	3.2%	On	0.25	11.9M

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