

ETSY · MEX · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Etsy, Inc. · Consumer Cyclical · Internet Retail

LATEST CLOSE

1,480 MXN

0.0% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 35.4% above the Trend Line and sits at 100.0% of its 52-week range. The latest completed week returned 0.0%, after a 8.9% four-week move. The latest news-sentiment score is 50/100. Near-term considerations: price is close to its 52-week high.

Technical setup score 63/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

1,480 MXN

24 Jul 2026

1W RETURN

0.0%

latest completed week

4W RETURN

8.9%

short-term follow-through

12W RETURN

31.6%

quarterly tape

TREND BREADTH

50.0%

26 of 52 weeks active

VOLUME RATIO

-

vs 13-week average

What is working

- The trend backdrop is active with a 10-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.

What could go wrong

- Next-week expectancy is negative at 37.40% based on similar historical setup states.
- 1 reversal markers appear in the recent smart-money tape.

What to 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.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

0.0%

Latest completed week; four-week move 8.9%.

INDICATOR STACK

62/78

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

Quiet

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

NEXT-WEEK EXPECTANCY

Negative 37.40%

Historical one-week expectancy contributes to the evidence score when direction is confirmed.

NEWS SENTIMENT

50/100

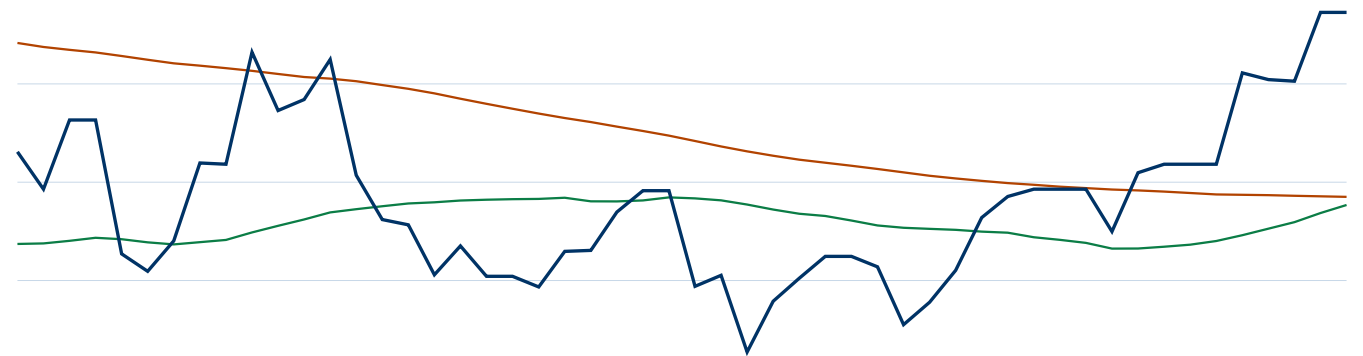
0 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 35.4% above the Trend Line and sits at 100.0% of its 52-week range. The latest completed week returned 0.0%, after a 8.9% 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 764.0 MXN 1,480 MXN Latest close sits at 100.0% of the 52-week range.	RANGE LOCATION 100.0% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 35.4% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 33.4% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP 0.0% Distance from the latest 52-week high.

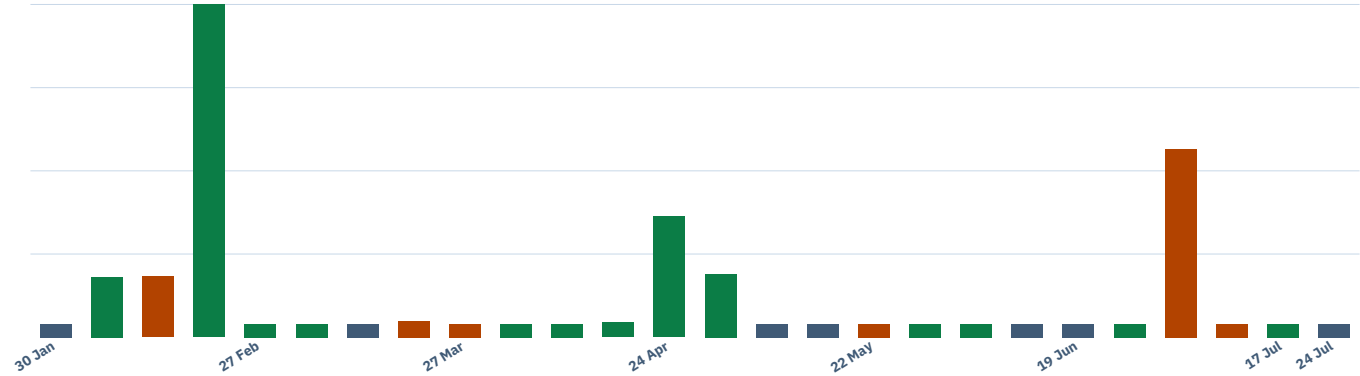
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is - the 13-week average. Participation data is incomplete.

26-week volume confirmation

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



PARTICIPATION - Latest volume versus the 13-week average.	BASELINE 357 13-week average volume.	ONE-YEAR BASE 503 52-week average volume.	LATEST WEEKLY VOLUME 0 Most recent completed 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.

Activity pressure path

Latest 0.88 · 12-week average 0.66

12-week confirmation

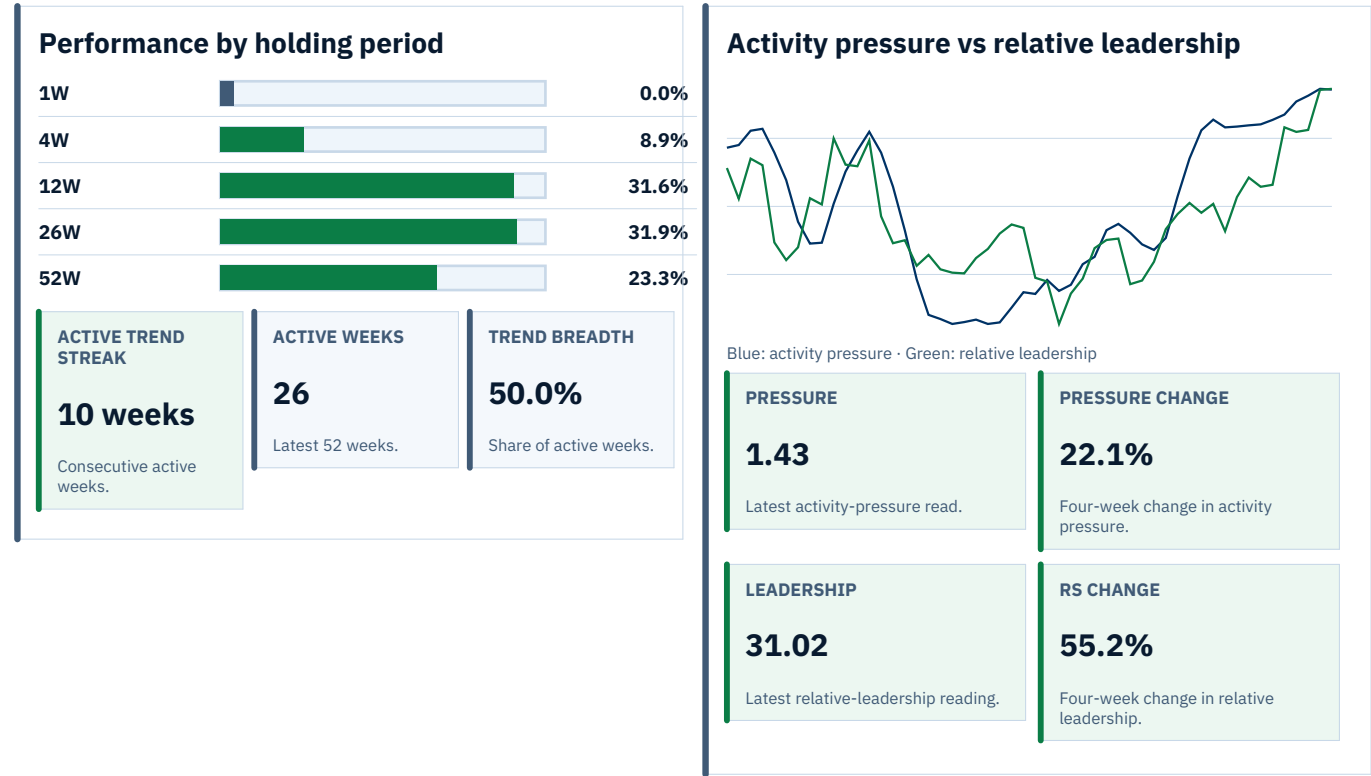
Signal	Read	Meaning
Trend active	10/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	12/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	8/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.88	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	1	1 reversal markers

No recent accumulation markers. 1 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 8.9% over four weeks, 31.6% over 12 weeks, and 23.3% over one year. The current trend has remained active for 10 consecutive weeks.



Technical setup scorecard

Trend		62
Momentum		99
Activity Pressure		78
Relative Leadership		100
Next-Week Expectancy		31
Volume		0
Smart Money		56
Risk Control		76

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

A published fundamentals and factor snapshot is not available for this company.

Fundamental snapshot

No published fundamental snapshot is available for this company.

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.

Insider activity

—

No recent insider transactions are stored.
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 0 relevant articles.

0 positive · 0 neutral · 0 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
No recent buy signal

06 · CATALYSTS AND RISK

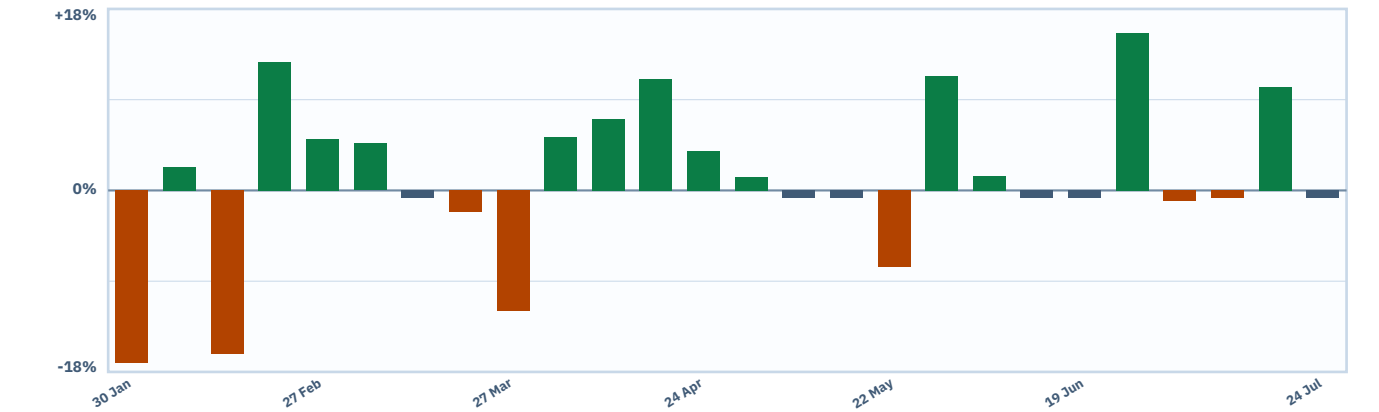
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS - No event is stored.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN 0.0% Distance below the 52-week high.	13-WEEK VOLATILITY 6.0% Standard deviation of weekly returns.
--	---	---	--

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 13 of 26 7 weeks finished lower.	BEST WEEK +15.6% Week of 26 Jun.	WORST WEEK -17.1% Week of 30 Jan.	LATEST WEEK +0.0% Week of 24 Jul.
--	---	--	--

Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>9</td></tr><tr><td>Modest gains</td><td> </td><td>4</td></tr><tr><td>Flat weeks</td><td> </td><td>6</td></tr><tr><td>Modest losses</td><td> </td><td>3</td></tr><tr><td>Sharp losses</td><td> </td><td>4</td></tr></table>	Strong gains		9	Modest gains		4	Flat weeks		6	Modest losses		3	Sharp losses		4	RECENT VOL 6.0% 13-week weekly-return volatility.	BASE VOL 8.4% 52-week weekly-return volatility.
Strong gains		9															
Modest gains		4															
Flat weeks		6															
Modest losses		3															
Sharp losses		4															
	UP/DOWN SPLIT 24/18 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 7.5% / -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 · MX Consumer Cyclical

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
16 / 97	-0.2%	24.7%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
UAA	MEX	-2.3%	21.4%	Inactive
MUSA1	MEX	0.0%	19.5%	Active
BABAN	MEX	-2.3%	18.8%	Inactive
JDN	MEX	1.1%	18.3%	Inactive
PTON	MEX	7.5%	15.9%	Active

Industry · MX Internet Retail

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
5 / 13	6.2%	23.1%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
BABAN	MEX	-2.3%	18.8%	Inactive
JDN	MEX	1.1%	18.3%	Inactive
SEN	MEX	-1.0%	12.9%	Inactive
CHWY	MEX	-3.8%	9.8%	Inactive
ETSY	MEX	0.0%	8.9%	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	60/100	Trend, activity pressure, participation, and risk combine to a 60/100 tape read.	
Indicator analysis	77/100	Latest 12-week confirmation: trend 10/12, activity pressure 12/12, relative leadership 8/12.	Activity pressure 0.88; 1 reversal markers
Next-Week Expectancy	Negative 37.40%	Next-week expectancy is negative with a 37.40% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	50/100	No published factor snapshot is available yet.	Not currently available.
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	50/100	Weighted news tone is neutral across 0 relevant articles.	
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	50/100	No stored earnings event is currently attached to this ticker.	Not currently available.

Current evidence clusters

PRICE FOLLOW-THROUGH 0.0% Latest completed week; four-week move 8.9%.	INDICATOR STACK 62/78 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 Quiet Activity-pressure buy-signal status for institutional accumulation timing.
NEXT-WEEK EXPECTANCY Negative 37.40% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 50/100 0 relevant articles in the latest sentiment read.		

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	1,480 MXN	0.0%	1,093 MXN	1,109 MXN	1.43	31.02	0	On
17 Jul 2026	1,480 MXN	10.3%	1,077 MXN	1,111 MXN	1.44	30.72	5	On
10 Jul 2026	1,342 MXN	-0.2%	1,059 MXN	1,112 MXN	1.37	19.24	57	On
03 Jul 2026	1,345 MXN	-1.0%	1,046 MXN	1,113 MXN	1.31	18.67	3.3K	On
26 Jun 2026	1,359 MXN	15.6%	1,033 MXN	1,114 MXN	1.17	19.99	140	On
19 Jun 2026	1,175 MXN	0.0%	1,021 MXN	1,114 MXN	1.12	3.50	0	On
12 Jun 2026	1,175 MXN	0.0%	1,014 MXN	1,117 MXN	1.07	2.93	0	On
05 Jun 2026	1,175 MXN	1.5%	1,010 MXN	1,120 MXN	1.06	5.57	0	On
29 May 2026	1,158 MXN	11.3%	1,006 MXN	1,122 MXN	1.05	-0.04	47	On
22 May 2026	1,040 MXN	-7.6%	1,006 MXN	1,124 MXN	1.04	-9.81	20	On
15 May 2026	1,125 MXN	0.0%	1,017 MXN	1,127 MXN	1.12	-1.97	0	Off
08 May 2026	1,125 MXN	0.0%	1,023 MXN	1,130 MXN	1.01	-4.53	0	Off
01 May 2026	1,125 MXN	1.3%	1,028 MXN	1,134 MXN	0.72	-1.70	1.1K	Off
24 Apr 2026	1,110 MXN	4.0%	1,038 MXN	1,137 MXN	0.33	-4.87	2.1K	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.

Open the live report · Open the interactive chart · Full disclaimer