



NIKE, Inc., together with its subsidiaries, designs, develops, markets, and sells men's, women's, and kids athletic footwear, apparel, equipment, and accessories worldwide. The company provides athletic and casual footwear, apparel, and accessories under the Jumpman trademark; and casual sneakers, apparel, and accessories under the Converse, Chuck Taylor, All Star, One Star, Star Chevron, and Jack Purcell trademarks. In addition, it sells a line of performance equipment and accessories comprising bags, socks, sport balls, eyewear, timepieces, digital devices, bats, gloves, protective equipment, and other equipment for sports activities under the NIKE brand; and various plastic products to other manufacturers. The company markets apparel with licensed college and professional team, and league logos, as well as sells sports apparel. Additionally, it licenses unaffiliated parties to manufacture and sell apparel, digital devices, and applications and other equipment for sports activities under NIKE-owned trademarks. The company sells its products to footwear stores; sporting goods stores; athletic specialty stores; department stores; skate, tennis, and golf shops; and other retail accounts through NIKE-owned retail stores, digital platforms, independent distributors, licensees, and sales representatives. The company was formerly known as Blue Ribbon Sports, Inc. and changed its name to NIKE, Inc. in 1971. NIKE, Inc. was founded in 1964 and is headquartered in Beaverton, Oregon.

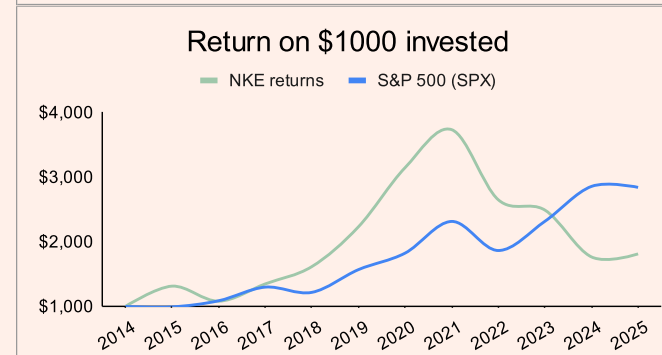
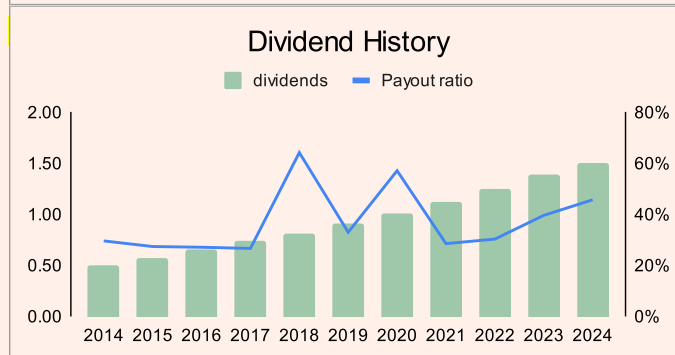
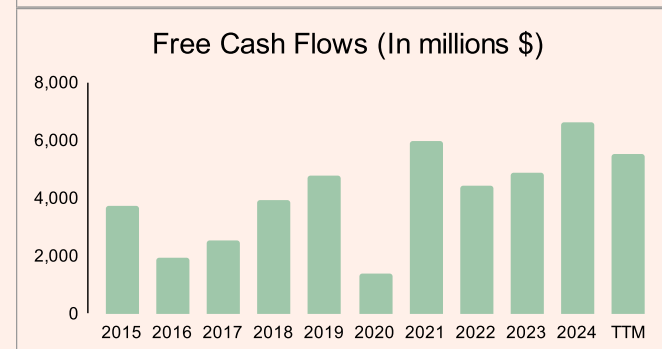
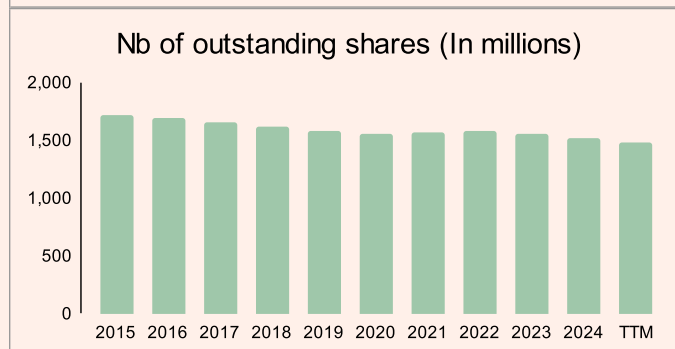
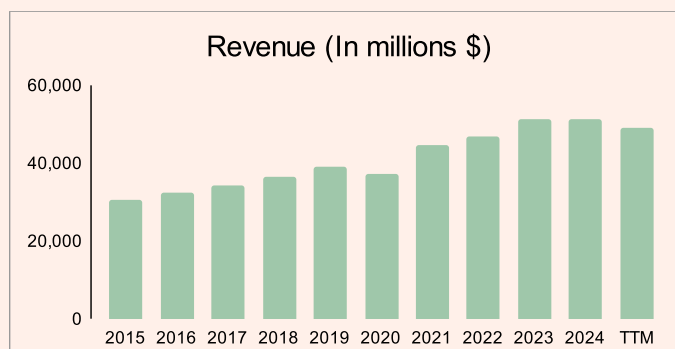
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Price	52 week low	52 week high	Total shares outstanding	Market cap	Exchange market
77.32	68.6	102.49	1479 Millions shares	114 Billions	NYSE

The dividend prince rating*	
<b>7.67/10</b>	

Key Metrics

Blue Chips	Yes	✓
<b>Brand ranking**</b>	66	✓
Revenue (CAGR) 10 years	4.82%	✗
Net income (CAGR) 10 years	4.09%	✗
EPS (CAGR) 10 years	5.48%	✗
Price earnings ratio	23.53	✓
Net Profit Margin TTM	9.98%	✗
Dividend payout ratio	45.78%	✓
Dividend yield	1.99%	✗
Return on equity (10y average)	34.65%	✓
Return on Tangible assets (10y average)	14.57%	✓
Return on Invested Capital TTM	16.30%	✓
Debt to equity (10y average)	0.65	✓
Debt to assets (10y average)	0.23	✓
Price to book ratio TTM	1.77	✓
<a href="#">Fair Value (Morningstar)</a>	112	✓
<a href="#">Economic Moat (Morningstar)</a>	Wide	✓
<b>Long term debt rating (Moody's)</b>	A1	✓
<b>Short term debt rating (Moody's)</b>	P-1	✓
<a href="#">Dividend Cut Risk Score</a>	20.31%	✓
<a href="#">ESG Risk Rating (Morningstar)</a>	18.44	✓
Financial Strength Score (Piotroski Score)	6	✓
Last Earning Call AI Sentiment Analysis	neutral	✗
Stock beats the ref. index for the last 10 years	✗	
steady revenue ?	✓	
Steady net income ?	✓	
Steady profit margin positive ?	✓	
Steady FCF ?	✓	
steady dividends and increasing ?	✓	
Nb of shares decreasing ?	✓	



\*The dividend prince rating is explained here

\*\*Brand ranking source