



Masco Corporation (MAS)

Updated October 29th, 2025 by Nathan Parsh

Key Metrics

Current Price:	\$66	5 Year Annual Expected Total Return:	12.2%	Market Cap:	\$13.9 B
Fair Value Price:	\$75	5 Year Growth Estimate:	8.0%	Ex-Dividend Date:	11/07/25
% Fair Value:	88%	5 Year Valuation Multiple Estimate:	2.5%	Dividend Payment Date:	11/24/25
Dividend Yield:	1.9%	5 Year Price Target	\$110	Years Of Dividend Growth:	12
Dividend Risk Score:	B	Sector:	Industrial	Rating:	Buy

Overview & Current Events

Masco Corporation is a world leader in the design, manufacture, and distribution of a wide variety of home improvement and building products. The company's leading brands include Behr paint, Hotspring spas, Kichler decorative and outdoor lighting, and Delta faucets, bath, and shower fixtures. Masco also sells branded decorative and functional hardware and waterproofing products. The company has two reportable segments, including Plumbing Products and Decorative Architectural Products. Masco's customers include plumbing, heating, and hardware wholesalers as well as hardware stores, home centers, and online retailers.

On February 11th, 2025, Masco announced that it was raising its quarterly dividend 6.9% to \$0.31.

On October 29th, 2025, Masco reported third quarter earnings results for the period ending September 30th, 2025. Revenue fell 3.0% to \$1.92 billion and missed estimates by \$20 million. Adjusted earnings-per-share of \$0.97 compared unfavorably to \$1.08 in the prior year and was \$0.06 less than expected.

For the quarter, revenue for the Plumbing Products segment grew 2% to \$1.25 billion while Decorative Architectural Products decreased 12% to \$670 million. By regions, North America declined 6% while international were unchanged. Gross margin contracted 240 basis points to 34.2% while the operating margin fell 220 basis points to 15.8%. The company repurchased 1.8 million shares during the period at an average price of \$68.89.

Masco updated guidance for the year as well, with the company now excepting adjusted EPS in a range of \$3.90 to \$3.95 per share, down from \$3.90 to \$4.10 and \$4.20 to \$4.45 previously.

Growth on a Per-Share Basis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
EPS	\$1.03	\$1.46	\$1.75	\$2.36	\$2.22	\$3.06	\$1.86	\$3.66	\$3.86	\$4.10	\$3.93	\$5.77
DPS	\$0.37	\$0.39	\$0.41	\$0.44	\$0.50	\$0.55	\$0.85	\$1.12	\$1.14	\$1.16	\$1.24	\$1.82
Shares¹	341	330	318	307	288	264	251	232	226	215	209	190

Masco's earnings-per-share have a compound annual growth rate of 16.6% since 2015, but growth has not always been linear. Earnings growth has been somewhat erratic over the last decade, but the company has experienced a sharp rise in its profitability over this period. We are comfortable projecting earnings-per-share growth of 8% annually through 2030.

The company has aggressively repurchased its own stock over the last decade, retiring 5% of its share count annually from 341 million in 2015 to the current share count of 209 million. Future repurchases should aid EPS growth as well.

Masco has increased its dividend for 12 consecutive years, a strong showing given the ups and downs of the company's historical performance. Dividend growth had been robust for much of this period, with the company growing its dividend by 13.5% and 17.7% annually since 2015 and 2020, respectively. However, dividend growth has slowed substantially in recent years. Prior to the most recent increase, Masco's last two dividend raises had been for less than 2%.

¹ In millions of shares.

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Valuation Analysis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Now	2030
Avg. P/E	27.8	21.5	26	12.3	14.8	12.1	42.9	12.9	16.7	17.7	16.8	19.0
Avg. Yld.	1.3%	1.2%	0.9%	1.5%	1.0%	1.0%	1.0%	1.2%	1.7%	1.6%	1.9%	1.7%

Shares of Masco have declined \$3, or 4.3%, since our August 3rd, 2025 report. As a result, Masco trades at 16.8 times our expected earnings-per-share for 2025. This is below our target P/E of 19. Multiple expansion could add 2.5% to annual returns if the stock were to reach our target P/E by 2030.

Masco has never been a high yielding name, but the current yield is above the long-term average yield of 1.2%.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
Payout	36%	27%	23%	19%	23%	18%	46%	31%	28%	28%	32%	32%

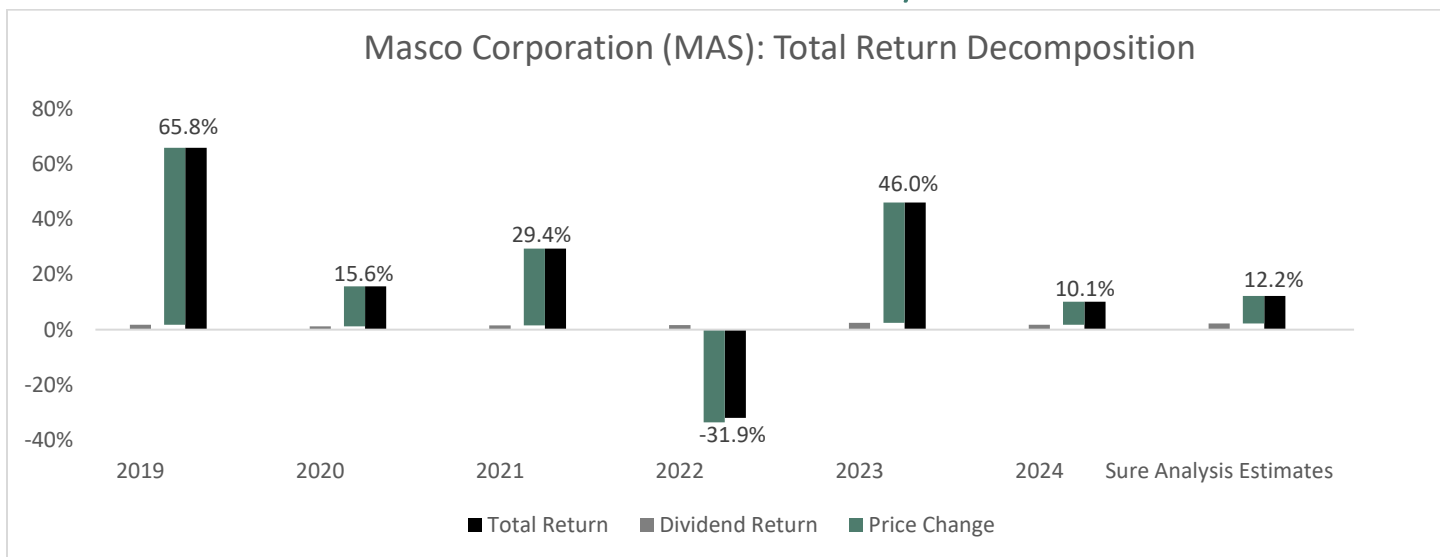
Masco performed poorly during the 2007 to 2009 period, with the company posting an earnings-per-share loss each year of the Great Recession. It also took the company several years to return to profitability. More recently, Masco performed much better under adverse economic conditions. The company's earnings-per-share grew 38% in 2020 even in the face of the global pandemic, though results did fall significantly the following year. The company benefits from market leading products that consumers trust. We expect that Masco would suffer declines during the next recession, though it's likely the weakness would not be as extreme as during the Great Recession given the turmoil of that period.

Masco's dividend can be considered safe, though the slowing growth rate is something to monitor. The company's payout ratio provides evidence that the dividend is well covered.

Final Thoughts & Recommendation

Following third quarter earnings results, Masco is expected to offer a total annual return of 12.2% through 2030, up from our prior estimate of 11.6%. Our projected return stems from an 8% earnings growth rate, a starting yield of 1.9%, and a low single-digit contribution from multiple expansion. Tariffs have projected some uncertainty into Masco's business, which was already volatile at times. The company also lowered guidance for the year, but the company's long-term track record is solid. We have lowered our five-year price target \$2 to \$110 for Masco as a result. We continue to rate the stock as a buy due to projected returns and a solid dividend risk score.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Revenue	7,142	7,361	6,014	6,654	6,707	7,188	8,375	8,680	7,967	7,828
Gross Profit	2,253	2,462	2,220	2,327	2,371	2,587	2,863	2,713	2,836	2,831
Gross Margin	31.5%	33.4%	36.9%	35.0%	35.4%	36.0%	34.2%	31.3%	35.6%	36.2%
SG&A Exp.	1,339	1,407	1,217	1,264	1,295	1,327	1,843	1,390	1,473	1,468
D&A Exp.	133	134	127	156	159	133	151	145	149	150
Operating Profit	914	1,055	1,003	1,063	1,076	1,260	1,020	1,323	1,363	1,363
Operating Margin	12.8%	14.3%	16.7%	16.0%	16.0%	17.5%	12.2%	15.2%	17.1%	17.4%
Net Profit	355	493	533	734	935	1,224	408	846	908	822
Net Margin	5.0%	6.7%	8.9%	11.0%	13.9%	17.0%	4.9%	9.7%	11.4%	10.5%
Free Cash Flow	652	609	578	813	671	839	802	616	1,170	907
Income Tax	293	296	245	221	230	269	210	288	278	287

Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Assets	5,664	5,137	5,534	5,393	5,027	5,777	5,575	5,187	5,363	5,016
Cash & Equivalents	1,468	990	1,194	552	697	1,326	926	452	634	634
Acc. Receivable	853	917	1,066	990	997	1,138	1,171	1,149	1,090	1,035
Inventories	687	712	784	798	754	876	1,216	1,236	1,022	938
Goodwill & Int.	999	986	1,028	799	768	920	956	887	980	817
Total Liabilities	5,606	5,240	5,351	5,324	5,083	5,356	5,497	5,429	5,247	5,069
Accounts Payable	749	800	824	736	697	893	1,045	877	840	789
Long-Term Debt	3,407	2,997	3,085	2,979	2,773	2,795	2,959	3,151	2,949	2,948
Total Equity	(135)	(298)	(53)	(111)	(235)	195	(179)	(480)	(126)	(280)
LTD/E Ratio	(25.24)	(10.06)	(58.21)	(26.84)	(11.80)	14.33	(16.53)	(6.56)	(23.40)	(10.53)

Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Return on Assets	5.5%	9.1%	10.0%	13.4%	17.9%	22.7%	7.2%	15.7%	17.2%	15.8%
Return on Equity	59.9%		1332.5%	582.5%	14385%	670.7%	163.5%			2609%
ROIC	8.9%	15.5%	17.3%	23.2%	32.4%	41.3%	13.0%	28.5%	30.4%	27.6%
Shares Out.	341	330	318	307	288	264	251	232	226	215
Revenue/Share	20.94	22.31	18.91	21.67	23.29	27.23	33.37	37.41	35.25	35.74
FCF/Share	1.91	1.85	1.82	2.65	2.33	3.18	3.20	2.66	5.18	4.14

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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