



Philip Morris International Inc. (PM)

Updated October 21st, 2025, by Nikolaos Sismanis

Key Metrics

Current Price:	\$146	5 Year Annual Expected Total Return:	12.6%	Market Cap:	\$246.0 B
Fair Value Price:	\$150	5 Year Growth Estimate:	9.0%	Ex-Dividend Date:	10/03/25
% Fair Value:	97%	5 Year Valuation Multiple Estimate:	0.6%	Dividend Payment Date:	10/20/25
Dividend Yield:	4.0%	5 Year Price Target	\$231	Years Of Dividend Growth:	18
Dividend Risk Score:	D	Sector:	Consumer Staples	Rating:	Hold

Overview & Current Events

Philip Morris International is a tobacco company that came into being when its parent company Altria (MO) spun off its international operations. Philip Morris sells cigarettes under the Marlboro brand, among others, internationally. Its sister company Altria sells the Marlboro brand (among others) in the U.S. Philip Morris has a \$246.0 billion market cap. On September 19th, 2025, Philip Morris raised its dividend by 8.9% to a quarterly rate of \$1.47.

On October 21st, 2025, Philip Morris released its Q3 results for the period ending September 30th, 2025. For the period, the company posted net revenues of \$10.8 billion, up 9.4% year-over-year. Adjusted EPS was \$2.24, up 17.3% compared to last year. In constant currency, adjusted EPS grew by 13.1%.

Total shipment volumes were up 0.7% collectively, driven by strength in smoke-free categories. Notably, combustibles continued to show resilience, with volumes declining just 3.2%. Specifically, shipment volumes in cigarettes, heated tobacco, and oral products changed -3.2%, 15.5%, and 16.9%, respectively. Price increases, especially in combustibles, also played a key role in driving revenue.

Management raised its fiscal 2025 targets. They now expect GAAP EPS to be between \$7.39 and \$7.49, up from last year's \$4.52. Note that the GAAP figure includes \$0.50 per share in amortization of intangibles. Therefore, we use the midpoint of management's adjusted EPS target range of \$7.46 to \$7.56 (up from \$7.43 to \$7.56). This midpoint implies a YoY growth of ~14% and represents a new record for adjusted EPS (compared to FY 2024's \$6.57). All past EPS figures are in GAAP.

Growth on a Per-Share Basis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
EPS	\$4.42	\$4.48	\$3.88	\$5.08	\$4.61	\$5.16	\$5.83	\$5.81	\$5.02	\$4.52	\$7.51	\$11.56
DPS	\$4.04	\$4.12	\$4.22	\$4.49	\$4.62	\$4.74	\$4.90	\$5.04	\$5.14	\$5.30	\$5.88	\$6.82
Shares¹	1,549	1,551	1,553	1,554	1,555	1,558	1,559	1,552	1,553	1,561	1,556	1,500

When the spin-off of Philip Morris was announced, the market assumed that Altria, the U.S. business, would be the low-growth company, and that Philip Morris International, the non-U.S. business, would be the high-growth company. It looked like this would come true through 2013, as Philip Morris recorded near double-digit earnings-per-share growth through the first five years of its existence. This changed in the following years, as Philip Morris' profits declined and stagnated. Even during 2019, prior to the pandemic, EPS remained below the peak set in 2013. Currency rates are a major factor for Philip Morris' profitability, as all the company's revenues are generated outside of the U.S.

Philip Morris' weak profit growth between 2018 and 2020 was due to large investments in IQOS/Heatsticks technology. The high costs of developing the device and scaling production impacted short-term profitability, but the company is now seeing strong returns. The global expansion of IQOS, including the ILUMA model, has improved net income and enhanced margin mix. Also, the acquisition of Swedish Match in 2022 has been accretive to EPS, with Zyn nicotine

¹ In millions.

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pouches driving exceptional revenue growth and accelerating PMI's transition to smoke-free products. We now anticipate growth of 9% per annum coming off a baseline of \$7.51 in EPS moving forward.

Valuation Analysis

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Now	2030
Avg. P/E	18.8	21.5	23.4	17.3	15.7	15.0	16.4	17.0	18.2	23.0	19.4	20.0
Avg. Yld.	4.9%	4.3%	3.8%	5.1%	5.7%	6.1%	4.9%	5.2%	5.6%	5.1%	4.0%	2.9%

Shares of Philip Morris traded at an elevated valuation in the 2015 through 2017 period, but otherwise, a mid-teens P/E has been typical. At a P/E of 19.4 times management's target adjusted EPS, today, the stock seems slightly undervalued. Our fair P/E estimate is set at 20.0, taking into account our optimistic outlook for sustained growth. It also considers a discount applied to the stock due to its controversial nature, which has led institutional investors to divert from ownership. This trend may be on a reversal path given the company's renewed growth lately. Still, we remain prudent.

Safety, Quality, Competitive Advantage, & Recession Resiliency

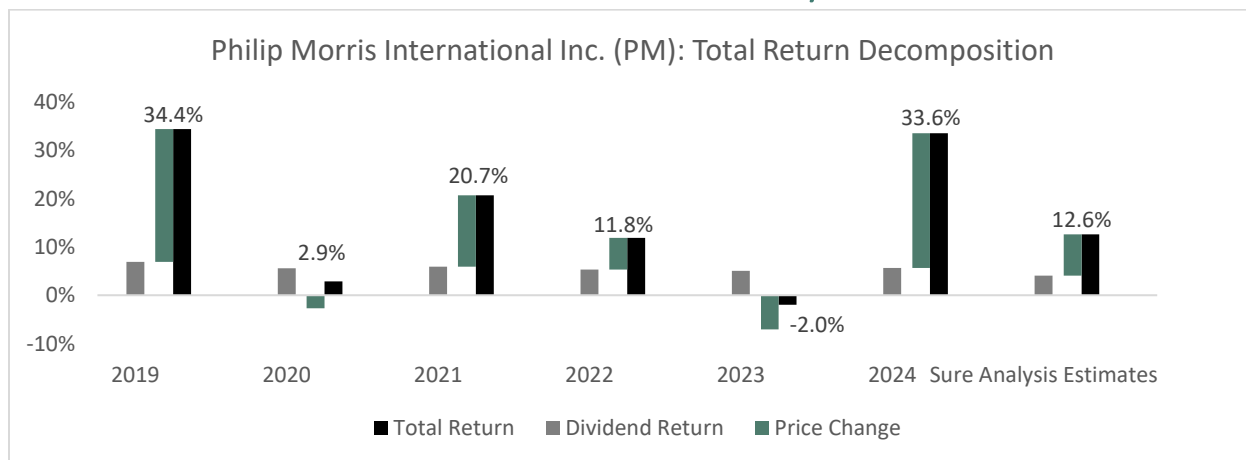
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2030
Payout	91%	92%	109%	88%	100%	92%	84%	87%	102%	117%	78%	59%

Philip Morris' dividend payout ratio has never been especially low, and the ratio increased further during the last decade. At the peak, Philip Morris has paid out more than 100% of its net profits to its owners. Due to strong cash generation, low capex requirements and the stability of Philip Morris' business model during recessions the dividend remains relatively well-covered. Despite the ongoing war in Ukraine and overall tough trading environment, improved earnings have relaxed the payout ratio lately. In terms of a competitive advantage, Philip Morris has one of the most valuable cigarette brands in the world, Marlboro, and is a leader in the reduced-risk product segment with iQOS. At the same time, the company's massive scale allows for tremendous cost advantages. This means that Philip Morris is generally a low-risk business, with regulation being the exception. Smoking bans can affect the company's results, although Philip Morris is safer in this regard than many other tobacco companies due to its geographic diversification.

Final Thoughts & Recommendation

Philip Morris has sustained solid growth year-to-date. The company once again posted robust growth in sales and EPS, while management's outlook points toward sustained momentum moving forward. The ongoing swift adoption of heated tobacco and new oral offerings should continue to be favorable catalysts to earnings growth. Based on our growth estimates, the 4.0% starting yield, and the possibility of a valuation tailwind, the stock's return potential through 2030 comes in at 12.6% per annum. We rate Philip Morris as a hold.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Revenue	26794	26685	28748	29625	29805	28690	31400	31760	35170	37880
Gross Profit	17429	17294	18316	18867	19292	19120	21380	20360	22280	24550
Gross Margin	65.0%	64.8%	63.7%	63.7%	64.7%	66.6%	68.1%	64.1%	63.3%	64.8%
SG&A Exp.	6656	6405	6725	7449	8784	7481	8419	8138	10100	11150
D&A Exp.	754	743	875	989	964	981	998	1189	1398	1787
Operating Profit	10691	10815	11503	11336	10442	11570	12860	12220	12180	13400
Op. Margin	39.9%	40.5%	40.0%	38.3%	35.0%	40.3%	41.0%	38.5%	34.6%	35.4%
Net Profit	6873	6967	6035	7911	7185	8056	9109	9048	7813	7057
Net Margin	25.7%	26.1%	21.0%	26.7%	24.1%	28.1%	29%	28.5%	22.2%	18.6%
Free Cash Flow	6905	6905	7364	8042	9238	9210	11220	9726	7883	10770
Income Tax	2688	2768	4307	2445	2293	2377	2671	2244	2339	3017

Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Assets	33956	36851	42968	39801	42875	44820	41290	61680	65300	61780
Cash & Equivalents	3417	4239	8447	6593	6861	7280	4496	3207	3060	4216
Acc. Receivable	2778	3499	3194	2950	3080	2905	3123	3850	3461	3789
Inventories	8473	9017	8806	8804	9235	9591	8720	9886	10770	9453
Goodwill & Int.	10038	9794	10098	9467	7971	7983	9498	26390	26640	27930
Total Liabilities	45432	47751	53198	50540	52474	55450	49500	67990	74750	71650
Accounts Payable	1289	1666	2242	2068	2299	2780	3331	4076	4143	3952
Long-Term Debt	28480	29067	34339	31759	31045	31540	27810	43120	47910	45700
Total Equity	-13.2B	-12.7B	-12.1B	-12.5B	-11.6B	-12.6B	-10110	-8957	-11220	-11750
LTD/E Ratio	-2.15	-2.29	-2.84	-2.55	-2.68	-2.51	-2.75	-4.81	-4.37	-3.89

Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Return on Assets	19.9%	19.7%	15.1%	19.1%	17.4%	18.4%	21.2%	17.6%	12.3%	11.1%
Return on Equity	-53.1%	-53.7%	-48.7%	-64.5%	---	---	---	---	---	---
ROIC	39.0%	39.6%	28.6%	35.1%	33.8%	38.0%	45.0%	32.1%	20.8%	19.0%
Shares Out.	1549	1551	1553	1555	1555	1558	1559	1552	1553	1556
Revenue/Share	17.30	17.21	18.51	19.05	19.15	18.42	20.14	20.47	22.65	24.34
FCF/Share	4.46	4.45	4.74	5.17	5.94	5.91	7.20	6.27	5.08	6.92

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

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