



Intuit Inc. (INTU)

Updated November 28th, 2025 by Nikolaos Sismanis

Key Metrics

Current Price:	\$632	5 Year Annual Expected Total Return:	14.2%	Market Cap:	\$175.8 B
Fair Value Price:	\$646	5 Year Growth Estimate:	13.0%	Ex-Dividend Date:	01/09/2026
% Fair Value:	98%	5 Year Valuation Multiple Estimate:	0.5%	Dividend Payment Date:	01/16/2026
Dividend Yield:	0.8%	5 Year Price Target	1,191	Years Of Dividend Growth:	14
Dividend Risk Score:	A	Sector:	Technology	Rating:	Buy

Overview & Current Events

Intuit is a cloud-based accounting and tax preparation software giant, headquartered in Mountain View, California. Its products provide financial management, compliance, and services for consumers, small businesses, self-employed workers, and accounting professionals worldwide. Its most popular platforms include QuickBooks, TurboTax, Mint, and TSheets. Cumulatively they serve more than 100 million customers. The \$175.8 billion company recorded \$18.8 billion in revenues last year and is headquartered in Mountain View, California.

On November 20th, 2025, Intuit posted its fiscal Q1 results for the period ending October 31st, 2025. This was another strong quarter, with Global Business Solutions revenues up 18% year-over-year. Specifically, QuickBooks Online Accounting revenues grew 25% year-over-year, driven by higher effective prices, customer growth, and mix-shift. Online Services revenues grew 17%, driven by growth in money and payroll offerings. Total international online revenue grew 9% on a constant-currency basis. Thus, total revenues for the quarter reached \$3.89 billion, up 18% year-over-year. Adjusted EPS for the quarter rose by 34% to \$3.34 compared to FQ1 2025.

Management reiterated its outlook for FY2026. Revenues are expected to be in a range of \$20.997 billion to \$21.186 billion, implying a growth rate of about 12% to 13% from last year. Adjusted EPS is expected to be between \$22.98 and \$23.18, implying a year-over-year growth of about 14% to 15%. We have applied the midpoint of this range in our estimates.

Growth on a Per-Share Basis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
EPS	\$3.74	\$3.83	\$5.19	\$5.99	\$6.92	\$9.74	\$11.85	\$14.40	\$16.94	\$20.15	\$23.08	\$42.52
DPS	\$1.20	\$1.36	\$1.56	\$1.88	\$2.12	\$2.36	\$2.72	\$3.12	\$3.60	\$4.16	\$4.80	\$8.84
Shares¹	262	257	256	260	261	270	280	281	280	280	280	260

EPS CAGR over the past decade has been about 21%, while DPS CAGR has been about 15% during the period. Consistent earnings growth has resulted from multiple acquisitions that have allowed the company to expand its portfolio of products. We forecast EPS and DPS growth of around 13% through 2031 to reflect Intuit's strong momentum while assuming some degree of deceleration ahead. Overall, Intuit's resilient revenues should continue to grow gradually due to its non-stop acquisitions, which can help earnings growth amid unlocking efficiencies over time.

Our estimates might be quite prudent, and actual results are likely to be stronger. This has been the case in every single report since initiating coverage on INTU. Still, we remain conservative against a potential deceleration and unforeseen headwinds.

In both FY2023 and FY2024, Intuit repurchased \$2.0 billion in stock each year. In FY2025, Intuit repurchased \$2.8 billion worth of stock. Following the company's Q4 and FY2025 results, the board approved a further \$3.2 billion repurchase authorization, raising the total authorization to \$5.3 billion. However, note that stock-based compensation has more than offset the company's buybacks historically, which explains the lack of a reduction in the share count over time.

¹ Share count is in millions.

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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Valuation Analysis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Now	2031
Avg. P/E	58.2	45.3	39.0	47.1	48.7	44.5	39.6	29.4	32.2	32.2	27.4	28.0
Avg. Yld.	1.3%	1.2%	1.1%	0.8%	0.8%	0.6%	0.6%	0.7%	0.7%	0.6%	0.8%	0.7%

Intuit's valuation has traded at rich premiums in recent years, as the company has dominated the tax-reporting software market. With its growth remaining robust, the stock currently trades at a P/E ratio of 27.4 Due to Intuit's wide moat, recession proof business model, and explosive growth, we can see the premium valuation lasting longer than expected before eventually compressing. We have set our medium-term fair P/E multiple at 28, not far from today's multiple. The dividend yield should remain relatively low, despite its rapid growth and the moderate payout ratio. We expect investors to enjoy total returns mainly from share price appreciation, powered by EPS growth and share buybacks.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
Payout	32%	36%	30%	31%	31%	24%	23%	22%	21%	21%	21%	21%

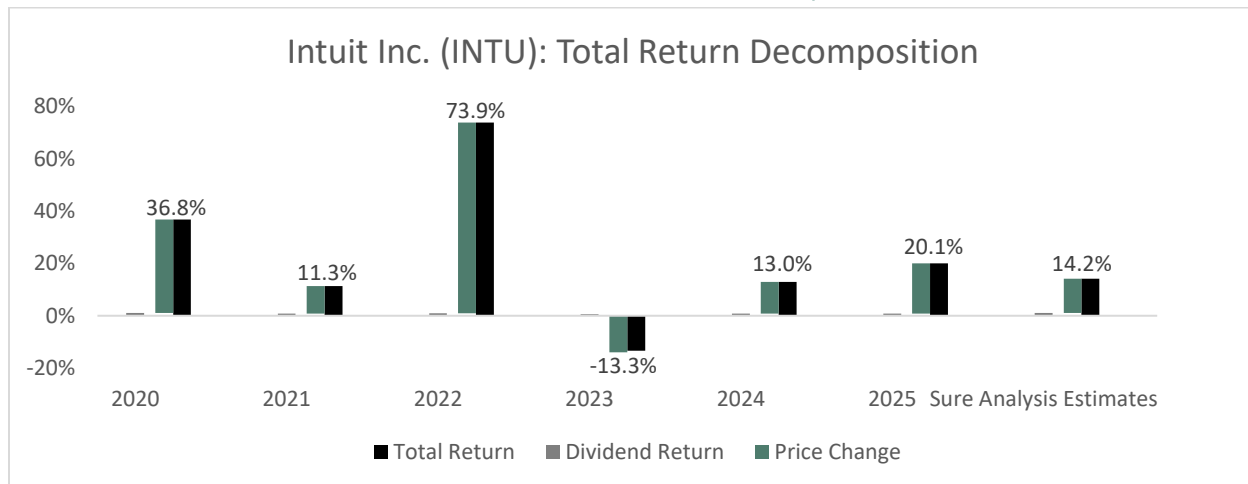
Intuit makes for a relatively trustworthy investment, as its revenues are primarily recession-proof, as proven by the robust sales growth despite the challenges resulting from COVID-19. While nothing is certain in life, it is safe to say that taxes won't be disappearing. The company has dominated its industry, closing more than 46 acquisitions over the past few years. With non-meaningful levels of worrying competition, its suite of products will be there to help people pay their inevitable taxes, while the company enjoys a recurring stream of revenues.

To highlight its sales resilience, even in the midst of the 2007 to 2009 financial crisis, the company managed to grow earnings by around 7%. We consider Intuit to be an incredible sector-leader, while its future acquisitions should further strengthen its portfolio of products, hence its rich valuation. The stock's dividend remains very safe, reflecting only around 21% of the company's adjusted net income.

Final Thoughts & Recommendation

Intuit continues to demonstrate strong momentum, with management's guidance implying another exciting year ahead. We see annualized returns of around 14.2% through 2031, powered primarily by our growth estimates. With a low yield, the stock may not appeal to income investors. That said, given the strong dividend hikes, Intuit stock could end up being a moderate source of income in later years. We rate shares as a buy due to total return prospects and its dividend score.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenue	4,694	5,196	6,025	6,784	7,679	9,633	12,730	14,370	16,280	18,830
Gross Profit	3,942	4,386	5,047	5,617	6,301	7,950	10,320	11,220	12,820	14,500
Gross Margin	84.0%	84.4%	83.8%	82.8%	82.1%	82.5%	81.1%	78.1%	78.7%	77.0%
SG&A Exp.	1,807	1,968	2,295	2,524	2,727	3,626	4,986	5,062	5,706	6,636
D&A Exp.	238	236	253	225	218	363	746	806	789	809
Operating Profit	1,242	1,418	1,560	1,854	2,176	2,500	2,571	3,141	3,877	4,938
Operating Margin	26.5%	27.3%	25.9%	27.3%	28.3%	26.0%	20.2%	21.9%	23.8%	26.2%
Net Profit	979	985	1,329	1,557	1,826	2,062	2,066	2,384	2,963	3,869
Net Margin	20.9%	19.0%	22.1%	23.0%	23.8%	21.4%	16.2%	16.6%	18.2%	20.5%
Free Cash Flow	938	1,369	1,988	2,169	2,277	3,125	3,660	4,786	4,634	6,083
Income Tax	397	405	237	324	372	494	476	605	587	965

Balance Sheet Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Assets	4,250	4,068	5,134	6,283	10,931	15,520	27,730	27,780	32,120	36,960
Cash & Equivalents	638	529	1,464	2,116	6,442	2,562	2,796	2,848	3,609	4,552
Accounts Receivable	108	103	98	87	149	391	446	405	457	530
Goodwill & Int. Ass.	1,326	1,317	1,672	1,709	1,682	8,865	20,800	20,200	19,660	19,280
Total Liabilities	3,089	2,714	2,318	2,534	5,825	5,647	11,290	10,510	13,700	17,250
Accounts Payable	184	157	178	274	305	623	737	638	721	792
Long-Term Debt	1,000	488	438	436	3,369	2,034	6,914	6,120	6,038	6,570
Shareholder's Equity	1,161	1,354	2,816	3,749	5,106	9,869	16,440	17,270	18,440	19,710
LTD/E Ratio	0.86	0.36	0.16	0.12	0.66	0.21	0.42	0.35	0.33	0.34

Profitability & Per Share Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Return on Assets	21.2%	23.7%	28.9%	27.3%	21.2%	15.6%	9.6%	8.6%	9.9%	11.2%
Return on Equity	56.1%	78.3%	63.7%	47.4%	41.2%	27.5%	15.7%	14.1%	16.6%	20.3%
ROIC	39.2%	49.2%	52.2%	41.9%	28.8%	20.2%	11.7%	10.2%	12.4%	15.1%
Shares Out.	262	257	256	262	262	273	284	283	284	283
Revenue/Share	17.71	19.91	23.08	25.70	29.09	35.29	44.81	50.77	57.34	66.54
FCF/Share	3.54	5.25	7.62	8.22	8.63	11.45	12.89	16.91	16.32	21.49

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

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