Johnson Outdoors (JOUT)

Updated December 30th, 2025 by Nikolaos Sismanis

Key Metrics

Current Price:	$44	**5 Year Annual Expected Total Return:**	0.4%	**Market Cap:**	$452 M
Fair Value Price:	$38	**5 Year Growth Estimate:**	0.0%	**Ex-Dividend Date:**	01/08/2026
% Fair Value:	116%	**5 Year Valuation Multiple Estimate:**	-3.0%	**Dividend Payment Date:**	01/22/2026
Dividend Yield:	3.0%	**5 Year Price Target**	$38	**Years Of Dividend Growth:**	0
Dividend Risk Score:	F	**Sector:**	Consumer Discretionary	**Rating:**	Sell

Overview & Current Events

Johnson Outdoors is a leading company in the outdoor recreation industry. The company operates through several well-known brands that cater to various aspects of outdoor activities. Old Town Canoes & Kayaks, for example, is renowned for its durable and high-performance watercraft. Minn Kota is a leader in electric trolling motors and boat accessories. Humminbird offers advanced marine electronics, including fish finders and GPS systems. Jetboil has a strong presence in efficient portable cooking systems. Its high-quality products are designed for fishing, boating, and camping enthusiasts. The company generated just over $592 million in revenues last year, and is based in Racine, Wisconsin.

On December 12th, 2025, Johnson Outdoors reported its fiscal Q4 results for the period ending October 3rd, 2025. Note that the company's fiscal year ends every September.

For the quarter, revenue came in at $135.8 million, up about 22% compared to last year's fourth quarter. This growth was driven by stronger demand in key categories, with Fishing and Diving segments showing improved performance, while Camping & Watercraft Recreation continued to reflect the impact of the strategic exit from the Eureka! brand.

Gross margins expanded significantly year-over-year, aided by increased sales volumes, reduced promotional pricing, improved overhead absorption and lower inventory reserves relative to the prior year quarter. The company reported an operating loss of $8.2 million, a notable improvement from the prior year's $42.8 million operating loss. On a net basis, Johnson Outdoors posted a net loss of $29.1 million, or ($2.83) per share, compared to a larger loss in the year-ago period. For fiscal 2025, net loss per share was ($3.35). We have assumed an EPS power of $2.50 in our estimates.

Growth on a Per-Share Basis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
EPS	$1.34	$3.51	$4.05	$5.11	$5.47	$8.21	$4.37	$1.90	($2.60)	($3.35)	***$2.50***	***$2.50***
DPS	$0.33	$0.37	$0.48	$0.59	$0.72	$0.93	$1.21	$1.26	$1.32	$1.32	***$1.32***	***$1.46***
Shares[1]	9.9	9.9	10.0	10.0	10.1	10.1	10.2	10.2	10.2	10.3	***10.3***	***11.0***

Over the past decade, Johnson Outdoors has navigated a dynamic market landscape, including multiple successes and challenges. One significant period of increased profitability took place in 2021, during the COVID-19 pandemic. The surge in outdoor activities as people sought socially distant recreation led to a spike in demand for outdoor equipment, benefiting its key segments like kayaks and marine electronics.

That said, Johnson Outdoors has historically faced challenges that have constrained long-term profitability, including in its recent results. In 2018, the company struggled with higher costs and supply chain disruptions, which hurt its margins. The integration of acquired brands, such as the purchase of the kayak brand, Old Town, in 2017, introduced complexities in aligning operations and supply chains. The company's investments in innovation and new product development, while crucial for growth, have also boosted R&D expenditures, affecting profitability in the short term.

Also, rising raw material costs and operational inefficiencies have continued to pose challenges, evident in varying profit margins despite overall revenue growth. Post-COVID, the company's profitability has plummeted due to the significant

[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.

Johnson Outdoors (JOUT)

Updated December 30th, 2025 by Nikolaos Sismanis

drop in demand for Johnson Outdoors' products as the socially distant recreation trend waned, while the cost-increasing factors have stayed. We expect no growth from our EPS power estimate due to high uncertainty regarding the business.

About the dividend, the company had increased it for 11 consecutive years up until fiscal 2025, when payouts remained stable year-over-year, resetting the steak. We believe the dividend can continue to grow moving forward, though we can't be sure about it given the recent pause in dividend hikes.

Valuation Analysis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Now	2031
Avg. P/E	20.1	13.2	17.9	14.1	13.5	13.4	18.5	30.7	---	---	***17.4***	***15.0***
Avg. Yld.	1.2%	0.8%	0.7%	0.8%	1.0%	0.8%	1.5%	2.2%	2.8%	4.1%	***3.0%***	***3.9%***

Johnson Outdoors' valuation has fluctuated significantly over the years, mirroring its volatile earnings. The stock is now trading at 17.4 times its potential earnings under "normal" conditions. We believe this multiple is somewhat rich for the company given the recent challenges and the risks attached to its cyclical business model. We also don't see the yield as too attractive despite moving higher in recent years, considering the lack of notable dividend growth.

Safety, Quality, Competitive Advantage, & Recession Resiliency

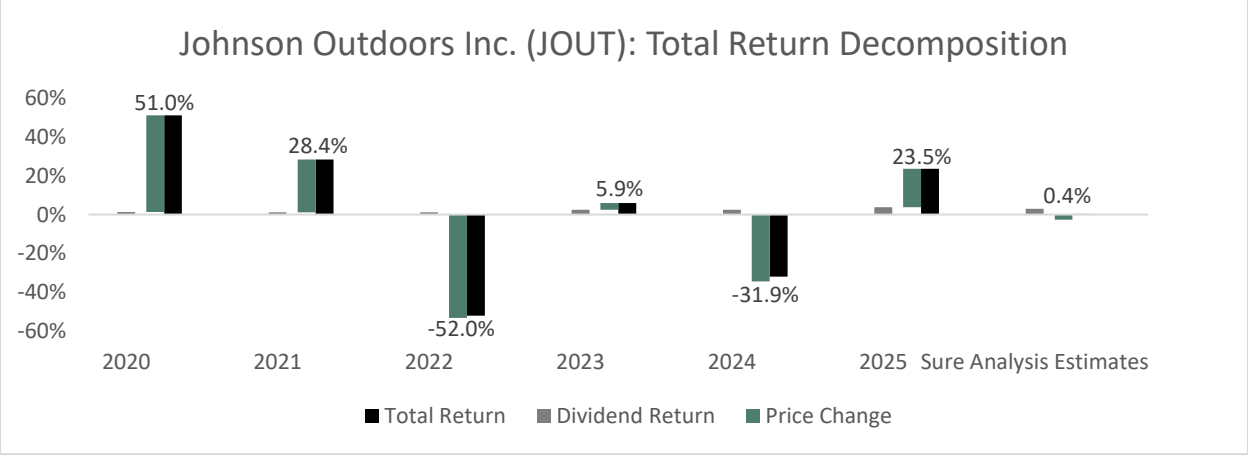
Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
Payout	25%	11%	12%	12%	13%	11%	28%	66%	---	---	***53%***	***58%***

Johnson Outdoors' key quality lies in the strength of its brands, such as Humminbird, Minn Kota, and Old Town, which are known for their quality and durability. This has fostered customer loyalty, especially in marine electronics and watercraft. However, the nature of the outdoor recreation market means that Johnson Outdoors faces cyclical demand, which can be influenced by broader economic conditions. That said, the company has shown some recession resiliency. During economic downturns, while discretionary spending on high-end outdoor equipment may decline, the company benefits from its diverse product range, which includes lower-cost items that remain accessible to consumers even in tougher times. We also believe the dividend remains safe for now, and praise the fact that Jonson Outdoors has a net cash position of $128 million, which currently equals over 28% its market cap.

Final Thoughts & Recommendation

Shares of Johnson Outdoors remain well below its 2021 highs. We don't believe the company has noteworthy prospects ahead, as returns from the yield could be offset by a potential valuation headwind. Further, EPS growth remains highly speculative and we don't trust the dividend. We rate JOUT as a sell.

Total Return Breakdown by Year



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.

Johnson Outdoors (JOUT)

Updated December 30th, 2025 by Nikolaos Sismanis

Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Revenue	430	434	491	544	562	594	752	743	664	593
Gross Profit	172	176	211	242	250	265	334	271	244	201
Gross Margin	39.9%	40.7%	43.0%	44.4%	44.4%	44.6%	44.5%	36.5%	36.8%	33.9%
SG&A Expense	137	129	146	158	164	169	197	177	201	202
D&A	12	12	13	13	14	15	13	14	16	20
Operating Income	18	29	46	63	64	71	111	66	12	(32)
Operating Margin	4.1%	6.7%	9.3%	11.6%	11.3%	12.0%	14.8%	8.9%	1.8%	(5.4%)
Net Income	11	14	35	41	51	55	83	44	20	(27)
Net Margin	2.5%	3.1%	7.2%	7.5%	9.1%	9.3%	11.1%	6.0%	2.9%	(4.6%)
Free Cash Flow	8	32	35	44	29	46	37	(94)	19	19
Provision for Taxes	5	10	13	27	15	18	30	14	6	(3)

Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Assets	299	310	354	396	436	546	674	680	682	635
Cash & Equivalents	69	87	64	122	172	212	240	130	112	146
Acct. Recv.	45	42	47	41	45	67	71	92	43	41
Inventories	80	68	79	89	94	97	167	249	261	210
Goodwill	26	26	25	24	23	20	20	20	20	8
Total Liabilities	101	103	111	117	112	168	216	192	182	172
Accounts Payable	28	25	32	34	30	37	57	54	43	36
Long-Term Debt	7	7	-	-	-	-	-	-	-	-
Shareholder's Equity	198	207	243	279	325	378	459	488	500	463
LTD/E Ratio	0.04	0.04	-	-	-	-	-	-	-	-

Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Return on Assets	3.6%	4.4%	10.6%	10.9%	12.4%	11.2%	13.7%	6.6%	2.9%	(4.0%)
Return on Equity	5.4%	6.7%	15.6%	15.6%	17.0%	15.7%	19.9%	9.4%	4.0%	(5.5%)
ROIC	5.2%	6.4%	15.4%	15.6%	17.0%	15.7%	19.9%	9.4%	4.0%	(5.5%)
Shares Out.	9.7	9.9	9.9	10	10	10.1	10.1	10.2	10.2	10.2
Revenue/Share	44.26	44.01	49.45	54.45	56.12	59.04	74.27	73.23	65.11	58.00
FCF/Share	0.79	3.22	3.50	4.42	2.90	4.56	3.65	(9.24)	1.87	1.86

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

Disclaimer

Nothing presented herein is, or is intended to constitute, specific investment advice. Nothing in this research report should be construed as a recommendation to follow any investment strategy or allocation. Any forward-looking statements or forecasts are based on assumptions and actual results are expected to vary from any such statements or forecasts. No reliance should be placed on any such statements or forecasts when making any investment decision. While Sure Dividend has used reasonable efforts to obtain information from reliable sources, we make no representations or warranties as to the accuracy, reliability or completeness of third-party information presented herein. No guarantee of investment performance is being provided and no inference to the contrary should be made. There is a risk of loss from an investment in marketable securities. Past performance is not a guarantee of future performance.