



Macy's (M)

Updated March 31st, 2026 by Jonathan Weber

Key Metrics

Current Price:	\$18.10	5 Year CAGR Estimate:	-2.8%	Market Cap:	\$4.8B
Fair Value Price:	\$13.00	5 Year Growth Estimate:	-2.0%	Ex-Dividend Date:	05/13/26 ¹
% Fair Value:	139%	5 Year Valuation Multiple Estimate:	-6.4%	Dividend Payment Date:	06/01/26 ²
Dividend Yield:	4.3%	5 Year Price Target	\$11.80	Years Of Dividend Growth:	6
Dividend Risk Score:	F	Sector:	Consumer Discretionary	Rating:	Hold

Overview & Current Events

Macy's is a department store company that operates brick and mortar stores, as well as online stores under the Macy's, Bloomingdale's, and Bluemercury brands. Macy's was founded in 1929 and is headquartered in Cincinnati, Ohio. The company owns highly valuable real estate, such as the Herald square building in New York City.

Macy's reported its fourth quarter earnings results on March 18th. The company reported that its revenues totaled \$7.6 billion during the quarter, which exceeded the analyst consensus estimate by \$130 million. Macy's revenues were down by 1.7% versus the previous year's quarter. That was a little worse compared to the previous trend, as Macy's had reported a small revenue increase during the previous quarter. While macro headwinds continue to linger, Macy's was able to generate some revenue growth on a same-store basis.

Macy's generated earnings-per-share of \$1.67 during the fourth quarter, which represents a slightly weaker result compared to the previous year's period. Results faded in 2023, 2024, and 2025, relative to the two strong years we saw in 2021 and 2022. For 2026, earnings-per-share are forecasted to be between \$1.90 and \$2.10 according to management's current guidance, which indicates that the company's earnings-per-share will continue to pull back this year, with headwinds such as weak consumer sentiment and tariffs. The company increased its dividend by around 5% this year, bringing the annual payout to \$0.77 per share. According to Macy's current guidance, the dividend will remain well-covered, despite the expected earnings decline this year.

Growth on a Per-Share Basis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
EPS	\$3.13	\$3.77	\$4.18	\$2.91	-12.70	\$5.31	\$4.48	\$2.76	\$2.64	\$2.32	\$2.00	\$1.81
DPS	\$1.48	\$1.51	\$1.51	\$1.51	\$0.38	\$0.60	\$0.63	\$0.66	\$0.70	\$0.73	\$0.77	\$0.81
Shares³	304	305	307	309	311	307	275	274	278	271	265	250

Over the last decade, Macy's earnings-per-share declined considerably, which is primarily due to ongoing industry headwinds, although there were ups and downs on a year-over-year basis. Online competition from companies such as Amazon has pressured sales and margins. While Macy's hit a new record profit in 2021, that was largely due to one-time elevated consumer spending driven by COVID-related stimulus measures.

Macy's has been making a range of strategic moves to stabilize its business, which includes expanding its own online business and moving towards an omni-channel approach, coupling online and brick-and-mortar sales. Macy's has stated that it will continue to close the least profitable stores to focus on the most profitable locations, which should help offset at least some of the margin declines that have been a problem for Macy's in the past. Due to adverse macro trends for the entire industry, such as rising store expenses and online competition, we nevertheless believe that earnings could decline going forward, especially during an economic downturn. We forecast a small earnings-per-share decline over the coming years.

¹ Estimated date

² Estimated date

³ In Millions

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Valuation Analysis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Now	2031
Avg. P/E	11.9	6.6	7.2	5.8	NMF	4.9	4.7	7.3	6.1	9.5	9.1	6.5
Avg. Yld.	4.0%	6.1%	5.0%	8.9%	3.2%	2.3%	3.0%	3.3%	4.4%	3.3%	4.3%	6.9%

Macy's trades at around nine times this year's forecasted earnings right now, based on its current earnings-per-share guidance for this year. This is not an expensive valuation relative to how the company's shares were valued a decade ago, but we believe that this still represents a premium to fair value. Due to structural headwinds for the industry and an unconvincing long-term business growth track record, we believe that Macy's earnings multiple should be subdued, with shares having downside potential from where they trade today.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
Payout	47%	40%	36%	52%	NMF	11%	14%	24%	27%	31%	39%	45%

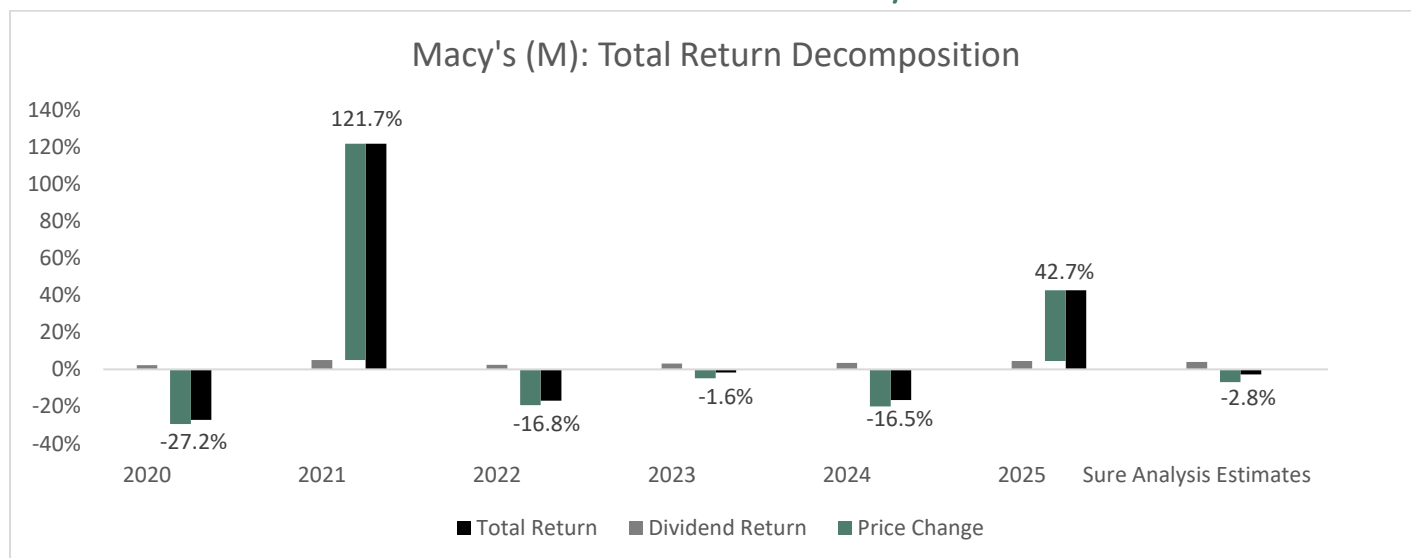
In 2020, Macy's decided to suspend its dividend in order to preserve cash during the pandemic. The company then initiated a new dividend, but at a reduced level, with some dividend increases since then. While the payout ratio is not overly high, it has been rising recently, and due to the weak business outlook, there is considerable dividend cut risk.

Macy's is a renowned brand; around half of Americans shop at Macy's at least once a year. There is a Macy's store in many grade A malls, and its ecommerce business platform has enjoyed solid growth in recent years. Online competition remains a big issue, however, although Macy's own e-commerce presence and omni-channel strategy are a bit of a relief. Macy's business is vulnerable to economic downturns, with the past pandemic being an especially hurtful scenario for the company due to forced store closures and consumers moving towards online shopping. In future recessions, Macy's will most likely experience earnings declines as well.

Final Thoughts & Recommendation

Macy's is a department store company that has struggled to generate reliable long-term business growth in the past. Margin initiatives should be beneficial for the company's earnings, but due to ongoing headwinds for the industry, we nevertheless believe that earnings growth will be hard to come by in the long run. Shares do not promise compelling returns from the current level. We rate Macy's a hold right here.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Revenue	27,079	26,564	25,641	25,739	25,331	18,097	25,399	25,449	23,866	23,006
Gross Profit	10,583	10,898	10,460	10,524	10,160	5,811	10,443	10,143	9,723	9,266
Gross Margin	39.1%	41.0%	40.8%	40.9%	40.1%	32.1%	41.1%	39.9%	40.7%	40.3%
SG&A Exp.	8,468	9,257	8,954	9,039	8,998	6,767	8,154	8,461	8,375	8,330
D&A Exp.	1,061	1,058	991	962	981	959	874	857	897	881
Operating Profit	2,115	1,641	1,506	1,485	1,162	(956)	2,289	1,682	1,348	936
Op. Margin	7.8%	6.2%	5.9%	5.8%	4.6%	-5.3%	9.0%	6.6%	5.6%	4.1%
Net Profit	1,072	627	1,566	1,108	564	(3,944)	1,430	1,177	105	582
Net Margin	4.0%	2.4%	6.1%	4.3%	2.2%	-21.8%	5.6%	4.6%	0.4%	2.5%
Free Cash Flow	871	889	1,216	803	451	183	2,115	320	312	396
Income Tax	608	346	(39)	322	164	(846)	436	341	19	181

Balance Sheet Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Assets	20,576	19,851	19,583	19,194	21,172	17,706	17,590	16,866	16,246	16,402
Cash & Equivalents	1,109	1,297	1,455	1,162	685	1,679	1,712	862	1,034	1,306
Acc. Receivable	558	522	363	400	409	276	297	300	293	303
Inventories	5,506	5,399	5,178	5,263	5,188	3,774	4,383	4,267	4,361	4,468
Goodwill & Int.	4,411	4,395	4,385	5,056	4,347	1,265	1,263	1,260	1,258	1,253
Total Liabilities	16,323	15,529	13,850	12,758	14,795	15,153	13,969	12,784	12,109	11,850
Accounts Payable	2,340	2,177	2,325	2,638	2,659	2,856	3,280	2,874	2,523	4,518
Long-Term Debt	7,602	6,835	5,835	4,719	4,160	4,859	3,295	2,996	2,998	2,779
Total Equity	4,250	4,323	5,745	6,436	6,377	2,553	3,621	4,082	4,137	4,552
LTD/E Ratio	1.79	1.58	1.02	0.73	0.65	1.90	0.91	0.73	0.72	0.61

Profitability & Per Share Metrics

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Return on Assets	5.1%	3.1%	7.9%	5.7%	2.8%	-20.3%	8.1%	6.8%	0.6%	3.6%
Return on Equity	22.3%	14.6%	31.1%	18.2%	8.8%	-88.3%	46.3%	30.6%	2.6%	13.4%
ROIC	8.7%	5.4%	13.8%	9.8%	5.2%	-43.9%	20.0%	16.8%	1.5%	8.0%
Shares Out.	310	304	305	307	309	311	307	275	274	278
Revenue/Share	81.32	85.47	83.58	82.66	81.35	58.17	80.89	90.53	85.79	81.70
FCF/Share	2.62	2.86	3.96	2.58	1.45	0.59	6.74	1.14	1.12	1.41

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

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