



Shutterstock Inc (SSTK)

Updated May 5th, 2026 by Quinn Mohammed

Key Metrics

Current Price:	\$16	5 Year CAGR Estimate:	15.4%	Market Cap:	\$592 M
Fair Value Price:	\$20	5 Year Growth Estimate:	5.0%	Ex-Dividend Date¹:	06/04/2026
% Fair Value:	81%	5 Year Valuation Multiple Estimate:	4.3%	Dividend Payment Date¹:	06/18/2026
Dividend Yield:	8.9%	5 Year Price Target	\$26	Years Of Dividend Growth:	5
Dividend Risk Score:	F	Sector:	Communication Services	Rating:	Hold

Overview & Current Events

Shutterstock sells high-quality creative content for brands, digital media and marketing companies through its global creative platform. Shutterstock's platform hosts the most extensive and diverse collection of high-quality 3D models, videos, music, photographs, vectors and illustrations for licensing. The \$592 million company reported \$990 million in revenues last year and is headquartered in New York, New York.

On January 7th, 2025, Shutterstock announced it entered a merger agreement with Getty Images through a merger of equals. The combined company will retain the name Getty Images Holdings, Inc and trade on the NYSE under ticker GETY. Getty Images shareholders will own roughly 54.6% of the entity and Shutterstock shareholders will own the remaining 45.3%. Shareholders of SSTK will receive \$28.84870 of cash, or 9.17 shares of Getty Images plus \$9.50 in cash per share. The combined company would have revenue between \$1,979 million and \$1,993 million, 46% of it being subscription revenue. About \$175 million of annual cost savings is forecast by the third year, with most of this expected after one to two years. The deal has received shareholder approval. On November 3rd, 2025, the UK referred the proposed merger to a Phase 2 investigation, and published its interim report on April 16, 2026. The report stated that it believes the merger could lead to substantial lessening of competition in the U.K. editorial market, and that this could be remedied with the sale of Shutterstock's Rex Features, Backgrid, and Splash News businesses. A final report is expected by June 14. On the other hand, the deal has recently been approved by the DOJ.

On January 26th, 2026, Shutterstock announced a \$0.36 quarterly dividend, a 9% increase over the prior year.

On April 28th, 2026, Shutterstock published its first quarter results for the period ending March 31st, 2026. Quarterly revenue decreased by 18% year-on-year, and missed analyst estimates by \$22 million. Adjusted EPS of \$0.58 dropped 44%, missing analyst estimates by \$0.38.

Due to the pending merger with Getty Images, Shutterstock is not providing guidance.

Growth on a Per-Share Basis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
EPS	\$0.93	\$0.48	\$1.57	\$1.23	\$2.62	\$3.48	\$3.87	\$4.35	\$3.89	\$3.87	\$2.50	\$3.19
DPS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.68	\$0.84	\$0.96	\$1.08	\$1.20	\$1.32	\$1.44	\$1.59
Shares²	35.1	34.6	34.9	35.3	35.8	36.5	36.0	35.9	35.1	37.1	36.0	38.0

Shutterstock has grown at an impressive pace over the past decade. Since 2016, the company's adjusted EPS has increased at a 17.2% CAGR. And in the last five years, Shutterstock's EPS has jumped 8% annually.

It has achieved this level of earnings growth from its many acquisitions that have expanded its product portfolio. Shutterstock has acquired many companies in recent years, such as Envato (May 2024), Backgrid (Feb 2024), GIPHY (May 2023), as well as Pond5 (2022), PicMonkey, TurboSquid, and Amper Music in recent years. Furthermore, Shutterstock has long-term goals it expects to achieve in 2027, such as \$1.2 billion in revenue and \$350 million in adjusted EBITDA.

¹ Estimate

² Share count is in millions.

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Near-term growth is likely to materialize from further M&A, such as through the merger of equals with Getty Images. Barring the Getty Images merger, Shutterstock could be reasonably expected to generate 5% adjusted EPS growth through 2031.

Valuation Analysis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Now	2031
Avg. P/E	49.8	87.3	25.5	32.6	18.2	28.5	17.3	12.3	10.0	5.5	6.5	8.0
Avg. Yld.	-	-	-	-	0.6%	0.8%	1.4%	2.0%	3.0%	6.1%	8.9%	6.2%

The stock currently trades at a discount with a P/E ratio of 6.5. We believe a fair P/E multiple for Shutterstock given its current situation is 8.0 times earnings. Given the 8% decline in the company’s share price in the last one year, the stock now offers a nearly all-time high dividend yield of 8.9%. However, once Shutterstock and Getty merge, the dividend is likely to change materially. For instance, Getty Images does not currently pay a dividend.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
Payout	-	-	-	-	26%	24%	25%	25%	31%	34%	58%	50%

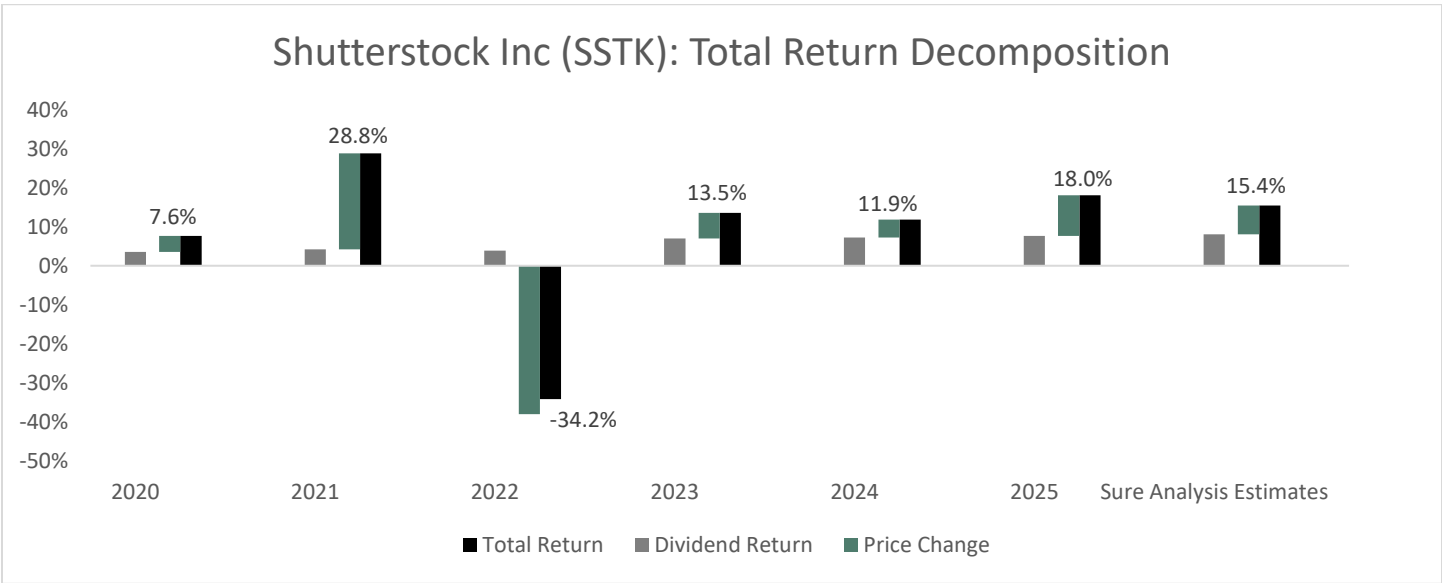
Shutterstock performed well during the pandemic, as its earnings nearly doubled and it initiated a dividend. However, this was a unique downturn where online sales soared phenomenally due to stay-at-home orders. In a prolonged downturn such as the great financial crisis, Shutterstock would likely face declining sales. Still, its dividend is currently covered, with a 2026 payout ratio forecast for 58% of adjusted net income.

Advances in AI imagery and video creation is a real risk factor for Shutterstock in the long term, as potential Shutterstock customers could opt for free or low-cost products off its platform.

Final Thoughts & Recommendation

Shutterstock has generated tremendous earnings growth rates over the past decade, largely due to its constant acquisitions. The company has agreed to a merger of equals with Getty Images, which will create the premier visual content company, but AI is a threat to their business model. We forecast annualized returns of around 15.4% through 2031, driven by 5.0% EPS growth, the 8.9% yield, and 4.3% P/E multiple expansion. Shutterstock earns a hold rating.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenue	425	557	623	651	667	773	828	875	935	990
Gross Profit	251	324	356	372	407	496	514	522	539	576
Gross Margin	58.9%	58.2%	57.1%	57.2%	61.1%	64.1%	62.0%	59.7%	57.6%	58.2%
SG&A Exp.	168	245	264	295	276	336	330	352	375	419
D&A Exp.	15	35	46	50	41	49	68	80	88	91
Operating Profit	41	26	32	20	85	108	112	68	69	110
Operating Margin	9.6%	4.7%	5.2%	3.1%	12.8%	14.0%	13.6%	7.8%	7.3%	11.1%
Net Profit	20	17	55	20	72	92	76	110	36	46
Net Margin	4.6%	3.0%	8.8%	3.1%	10.8%	11.9%	9.2%	12.6%	3.8%	4.6%
Free Cash Flow	70	50	63	73	136	179	98	85	(19)	117
Income Tax	15	13	11	5	18	13	15	12	27	30

Balance Sheet Metrics

Year	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Assets	469	578	531	631	730	852	881	1,036	1,309	1,356
Cash & Equivalents	241	253	231	303	429	314	115	100	111	178
Accounts Receivable	28	50	41	47	44	48	67	91	95	
Goodwill & Int.	81	133	118	116	115	344	555	568	818	
Total Liabilities	181	263	245	302	308	383	434	509	791	775
Accounts Payable	7	7	7	6	2	10	7	9	9	14
Long-Term Debt	-	-	-	-	-	-	50	30	278	292
Shareholder's Equity	289	315	287	328	422	468	447	527	518	
LTD/E Ratio	-	-	-	-	-	-	0.11	0.06	0.54	0.52

Profitability & Per Share Metrics

Year	2015	2017	2018	2019	2020	2021	2022	2023	2024	2025
Return on Assets	4.6%	3.1%	9.9%	3.5%	10.6%	11.6%	8.8%	11.5%	3.1%	3.4%
Return on Equity	7.2%	5.6%	18.2%	6.5%	19.1%	20.6%	16.6%	22.6%	6.9%	8.3%
ROIC	7.2%	5.6%	18.2%	6.5%	19.1%	20.6%	15.8%	20.9%	5.3%	5.3%
Shares Out.	35.9	34.6	34.9	35.3	35.8	36.5	36.0	35.9	35.1	36.3
Revenue/Share	11.71	15.79	17.60	18.28	18.33	20.72	22.65	24.13	26.23	27.29
FCF/Share	1.93	1.42	1.79	2.06	3.75	4.81	2.69	2.34	(0.52)	3.23

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

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