12 STOCKS OF CHRISTMAS

Mondelez

Mondelēz International, Inc. is an American multinational confectionery, food, and beverage company making brands including Cadbury, Oreo, Toblerone and Philadelphia.

https://www.mondelezinternational.com/
https://ir.mondelezinternational.com/

Positives

+ Huge global market for snacks
+ with iconic brands, Mondelez operate in markets across the world

Negatives

-Historically high cocoa costs may hit production costs and reduce profits
-Concerns about ultra-processed food may damage sales

NOTES:

12 STOCKS OF CHRISTMAS

JD Sports

JD Sports Fashion plc is a sports-fashion retail company which sells branded sports fashion, outdoor clothing, footwear, accessories, and equipment in the UK, Ireland, Europe, North America, and internationally. The company also licenses fashion brands and operates fitness centres, provides swimming lessons, builds and refurbishes swimming pools, and manufactures and distributes professional fitness equipment

www.jdplc.com
https://www.jdplc.com/investor-relations/ir-overview/default.aspx

Positives
+ The "King of Trainers" has successfully exploited demand for low cost sports clothing and footwear
+ Considerable growth in North America with takeover of Hibbett giving an extra 1200 stores in the USA.

Negatives

- Cost of living crisis may continue to affect spending on non-essentials damaging JD's sales.
- Company's high street expansion strategy could be high-risk

NOTES:

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L'Oreal

L'Oréal is the world's largest cosmetics company. It develops, manufactures, and sells consumer and professional beauty, hair, and health products. Its 37 brands include Garnier, Essie, Urban Decay and CeraVe.

https://www.loreal.com/en/
https://www.loreal-finance.com/eng

Positives

+ Large and well-known brand portfolio including mass market and luxury products
+ Benefits from the "Lipstick Effect" – consumers still spend money on small treats even in economic downturns.

Negatives

-Often seen as over valued – they have a very high share price.
-L'Oreal carries out animal testing as they sell products in China where this is required for imported products.

NOTES:

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Disney

The Walt Disney Company is an American multinational mass media and entertainment conglomerate. The company established itself as a leader in the animation industry before diversifying into live-action film production, television, and theme parks.

www.thewaltdisneycompany.com
https://thewaltdisneycompany.com/investor-relations/

Positives

+ Extensive library of sought after animated cartoons and films
+ Disney Plus subscription model

Negatives

- Competition from new and existing companies offering subscription model
- Massive Operational expenses from content production, theme parks and marketing.

NOTES:

12 STOCKS OF CHRISTMAS

Starbucks

Starbucks Corporation retails, roasts, and provides its own brand of specialty coffee. It operates retail locations worldwide and sells whole bean coffees through its sales group, supermarkets, and online. Starbucks also produces and sells bottled coffee drinks and a line of ice creams.

https://investor.starbucks.com/ir-home/default.aspx
https://www.starbucks.co.uk/

Positives

+ First big global coffee chain with largest brand recognition
+ Scope for product innovation in cold drinks and services such as ordering from phones and delivery

Negatives

- Some large potential markets prefer tea (India, China)
- Competition rife – it is easy to open a coffee shop.

NOTES:

12 STOCKS OF CHRISTMAS

Just Eat

SJust Eat provides online takeaway ordering services allowing consumers to search for and order in real-time from their local takeaway restaurants. The company's largest geographical presence by revenue is the U.K., followed by Germany, Canada, and the Netherlands.

www.justeatplc.com
https://www.justeattakeaway.com/investors

Positives

+ Business seeing rapid growth in sales
+ Technology platform scalable and applicable in many countries

Negatives

- Quality issues with some restaurant partners
- Many competitors in the sector makes profitability a challenge

NOTES:

12 STOCKS OF CHRISTMAS

Electronic Arts

Electronic Arts Inc. develops, markets and publishes games, content, and services for game consoles, PCs, mobile phones, and tablets worldwide. Owned and licensed brands include EA SPORTS FC, Battlefield, Apex Legends, The Sims, Need for Speed, Titanfall, and F1 brands.

https://ir.ea.com/home/default.aspx
https://www.ea.com/

Positives

Strong portfolio of popular games and franchises.
EA is incorporating generative AI into its business operations, with potential long-term benefits for game development efficiency and immersive gaming experiences

Negatives

Release of Grand Theft Auto VI by competitor Take-Two Interactive in late 2025 could pressure EA's results.
Inconsistent performance in non-sports franchises raises concerns about its ability to diversify revenue streams effectively

NOTES:

12 STOCKS OF CHRISTMAS

Dr Martens

Dr. Martens is an iconic global shoe brand known for its durable, stylish designs and cultural significance. Beloved worldwide, it operates in over 60 countries, symbolizing individuality and timeless style.

https://ir.ea.com/home/default.aspx
https://www.drmartens.com/uk/en_gb/

Positives

+ Good international growth opportunities especially in Asia Pacific region. Product appeals to broad demographic.
+ Its recognisable boot design and strong brand means the company can charge a premium price

Negatives

-Docs are a discretionary fashion purchase which could be at risk in a cost of living crisis
-Most boots and shoes are made in Asia, and whilst the company has been reducing its dependency on China, this could be a threat

NOTES:

12 STOCKS OF CHRISTMAS

Dexcom

Dexcom is a global leader in continuous glucose monitoring, or CGM, enabling diabetics to better manage their condition and improve their health outcomes.

https://www.dexcom.com/
https://investors.dexcom.com/overview/default.aspx

Positives

+ Strong growth in demand for its products due to rising global trend in diabetes
+ Market leading medical device with proven benefits to health

Negatives

-Challenge of increasing manufacturing to meet high customer demand
-Competitive threats from innovative competitors like Abbott (Freestyle Libre)

NOTES:

12 STOCKS OF CHRISTMAS

Align Technology

Align Technology is a medical device company known for the Invisalign system, an alternative to traditional braces. It also manufactures intraoral scanners and offers computer-aided design and manufacture services. In the past only orthodontists serviced this product, but recently the company has expanded its direct marketing to include dentists and consumers.

investor.aligntech.com/investor-relations
https://www.aligntech.com/

Positives

+ Great product: “Invisalign” dental braces are almost invisible and 3D printed to perfectly fit
+ Huge global market opportunity with circa 500 million people who would benefit from brand.

Negatives

-Growth is increasingly dependent on international (ex USA) sales with operations in over 100 countries
-“Invisalign” braces are expensive; but the company offers discounts of up to 60%

NOTES:

12 STOCKS OF CHRISTMAS

Coca-Cola

The Coca-Cola Company is an American based global corporation, which manufactures, retails, and markets non alcoholic beverage concentrates and syrups. Best known for its flagship product Coca-Cola, The company has operated a franchised distribution system since 1889. The company produces syrup concentrate, which is then sold to bottlers throughout the world who hold exclusive territories.

www.coca-colacompany.com/
https://investors.coca-colacompany.com/

Positives

+ Gigantic global brand
+ Global reach means scope to cross-sell new brands like Costa Coffee.

Negatives

- Environmental backlash against plastic packaging and health impact of sugary drinks
- Traditional US market mature and organic growth slowing

NOTES:

12 STOCKS OF CHRISTMAS

Apple

Apple Inc. designs, manufactures, and markets computers, phones and other devices, and a variety of related software, services and networking solutions. Apple sells its products worldwide through its online stores, retail stores, direct sales force, third-party wholesalers, and resellers.

https://investor.apple.com/investor-relations/default.aspx
https://www.apple.com/uk/

Positives

+ Strong brand and reputation and demonstrated track record.
+ Commitment to innovation and potential to provide innovative and disruptive products in the future

Negatives

-Threats from competitors who have potential to offer game changing products at cheaper prices.
-Risks in the supply chain due to potential shortages in supplies, global disruption, and environmental concerns.

NOTES: