

Figure 1: MA 10 crossed up MA 20

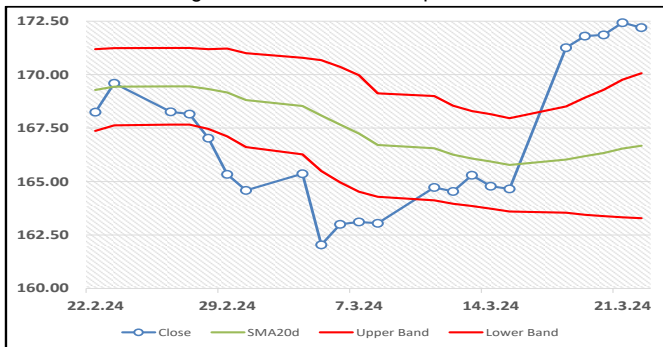


Figure 2: Stock Price broke out of the Upper Band

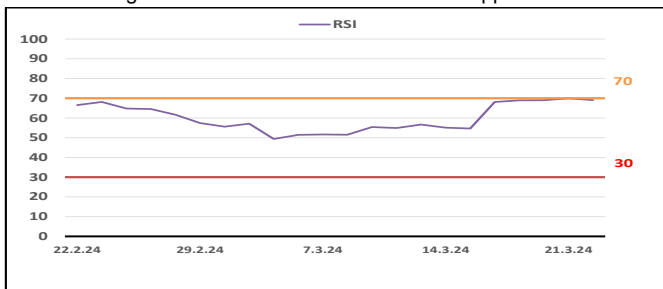


Figure 3: RSI reached 70 threshold

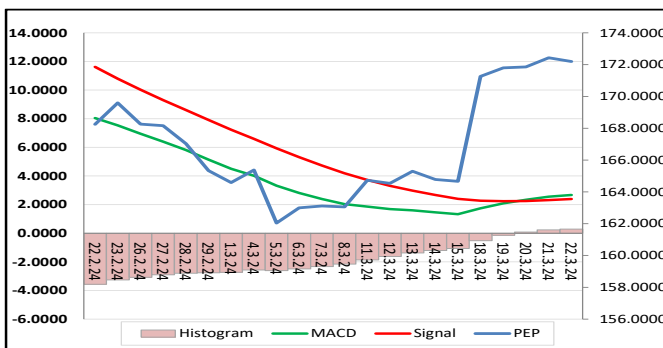


Figure 4: MACD crossing above Signal line

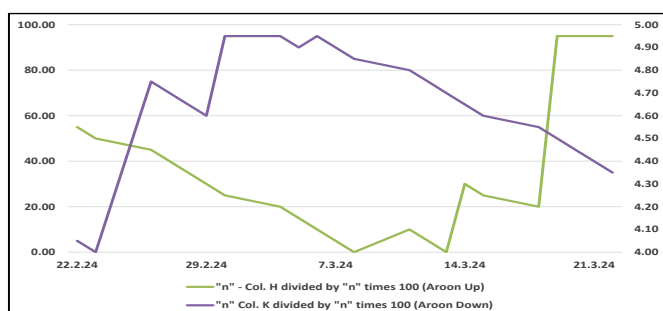


Figure 5: Aroon up crossing above Aroon down

Firm's Brief Description

PepsiCo, Inc. is a global company involved in manufacturing, marketing, and distributing a wide range of beverages and convenient foods worldwide. It operates through seven segments: Frito-Lay North America; Quaker Foods North America; PepsiCo Beverages North America; Latin America; Europe; Africa, Middle East and South Asia; and Asia Pacific, Australia, New Zealand, and China Region. The company offers various products including snacks like chips, dips, and spreads, cereals, beverages such as tea, coffee, and juices, as well as dairy products and sparkling water makers. Notable brands include Lay's, Doritos, Gatorade, Pepsi-Cola, and Quaker, among others. PepsiCo serves diverse channels including wholesale, foodservice, grocery stores, e-commerce, and others through a network of distributors and direct-to-consumer platforms. Founded in 1898 and headquartered in Purchase, New York, PepsiCo has established a significant global presence in the food and beverage industry.

Fundamental Approach

- PepsiCo Beverages North America announces funding for four additional water replenishment projects driving further progress toward goal of becoming Net Water Positive by 2030
- PepsiCo launches new product: introducing bubbly burst a refreshing new beverage with a burst of fruit flavor from bubbly sparkling water
- PepsiCo to Replace Coca-Cola at Subway's US Locations

Technical Analysis

In Figure 1, on 18/3/2024, Pepsi's stock price broke out above both its 10-day and 20-day moving averages, signaling a potential bullish momentum shift. This bullish sentiment was further reinforced by the MA 10 crossing above the MA 20 on 21/3/2024, suggesting a strengthening trend. Additionally in Figure 2 at 18/3/2024, the stock price of Pepsi broke out above the upper Bollinger Band, indicating potential overbought conditions. Concurrently, the price moved above the 20-day Simple Moving Average, further suggesting bullish momentum. Also in Figure 3, in the recent days, the Relative Strength Index approached the 70 mark, indicating a potential overbought condition. However, it did not surpass this threshold, suggesting a cautious stance among investors regarding further upward movement. Furthermore in Figure 4, at 21/3/2024 macd crossed upwards the signal line above zero confirming the suggesting strengthening trend. Lastly, in Figure 5, at 19/3/2023, the Aroon Up indicator broke above the Aroon Down indicator, coinciding with the MA 10 crossing above the MA 20. These events collectively provides an early projection for the upcoming signaling uptrend in Pepsi's stock price.

Prediction

Based on bullish technical indicators and positive fundamental developments including sustainability efforts and product innovation, Pepsi's stock is likely to continue its upward trajectory.

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