Adobe Inc / ADBE

Equity | Generated Oct 29, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$248.12	-1.64 -0.66%	-/-	$249.76

Market	**NYSE**
Industry	**Technology**
Market data as of	**Oct 29, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Oct 29, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
60.7 / 100	Balanced	high	42 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$242.50	$256.00	$235.00	74 / 100

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Oct 29, 2026 6:50 PM EDT**

Key insight

ADBE Option Market Implies Mixed Sentiment

Market read

The market for Adobe (ADBE) options suggests a neutral outlook. While recent earnings beat estimates and the company raised guidance, concerns about AI disruption in the software sector weigh on sentiment. Technical indicators are mixed, with price trading below key moving averages but finding support near recent lows. The term structure of implied volatility is backwardated, indicating a higher cost to hedge against short-term risk.

Strategy context

ADBE options offer a range of strategies for both bullish and bearish traders. However, the current market environment suggests caution due to elevated volatility and uncertainty surrounding AI disruption.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Oct 29, 2026 2:15 PM EDT**

Short-term scenario

Cautious/neutral for 1-3 weeks. Technical weakness and sector AI-fear selling argue against aggressive entries at current levels; a scale-in near support is reasonable only if the low-240s holds, aiming for a modest bounce. High uncertainty from volatility, narrative risk, and conflicting indicator readings—position sizing should stay small.

Three-month outlook

Base case is modestly constructive if upcoming results (around early December) confirm stable ARR growth and incremental AI contribution (Firefly, agents) without margin pressure, allowing the low valuation and buybacks to support a recovery toward roughly $270-290. Downside risks include CEO-transition execution, further software multiple compression if AI seat disruption fears intensify, or guidance disappointment, which could retest or break the low-220s. Upside beyond consensus targets is possible only if sentiment on AI monetization improves materially. Uncertainty is high; this is not a forecast of returns and outcomes can diverge widely in either direction.

Market sentiment

Mixed and low-volume. Value-oriented posts frame ADBE as an undervalued cash-flow compounder (~10x forward earnings, strong FCF, large buybacks, Firefly/enterprise AI integration, Stage-1 basing). Counter-sentiment ties it to the software-sector selloff, questioning whether AI agents will expand or erode traditional Creative Cloud/seat revenue (grouped with NOW, CRM). Limited high-engagement discussion; overall tone is cautiously constructive on fundamentals but wary of AI disruption narrative. Sentiment can shift quickly and is not a reliable timing signal.

Supporting evidence

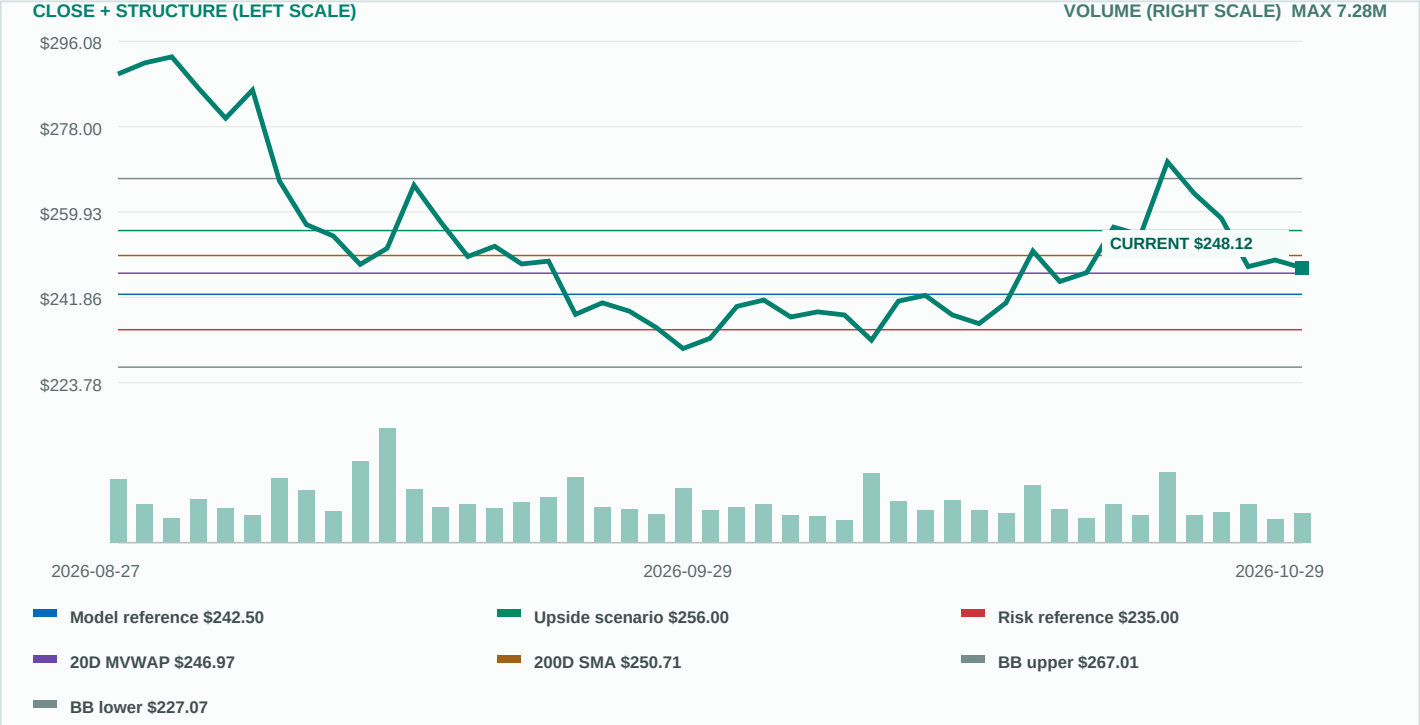
Implied volatility for ADBE options is elevated at 40.32%, suggesting heightened market uncertainty. | The skew is call-demand elevated, potentially reflecting bullish sentiment towards near-term upside potential. | Technical indicators are mixed, with price below key moving averages but finding support near recent lows.

Risk watch

AI disruption in the software sector could negatively impact ADBE's revenue growth.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bearish_warning	Above MVWAP	Below 200D trend	medium

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BEARISH WARNING | neutral | MACD decelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**45.17 / 48.75 / 49.18**
RSI velocity	**-2.36**
MACD line / signal / histogram	**1.62 / - / 0.91**
MACD acceleration	**-0.50**
Stochastic K / D	**41.38 / 52.59**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.52**
20-day MVWAP	**$246.97**
Price vs 20-day MVWAP	**+0.47%**
Daily reference VWAP	**$246.12**
Price vs daily reference	**+0.81%**
Volume	**1.90M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Positive macro velocity**
Macro velocity	**0.53**
20-day / 200-day SMA	**$247.04 / $250.71**
Bollinger range	**$227.07 - $267.01**
Bollinger position	**0.527**

Options and volatility intelligence

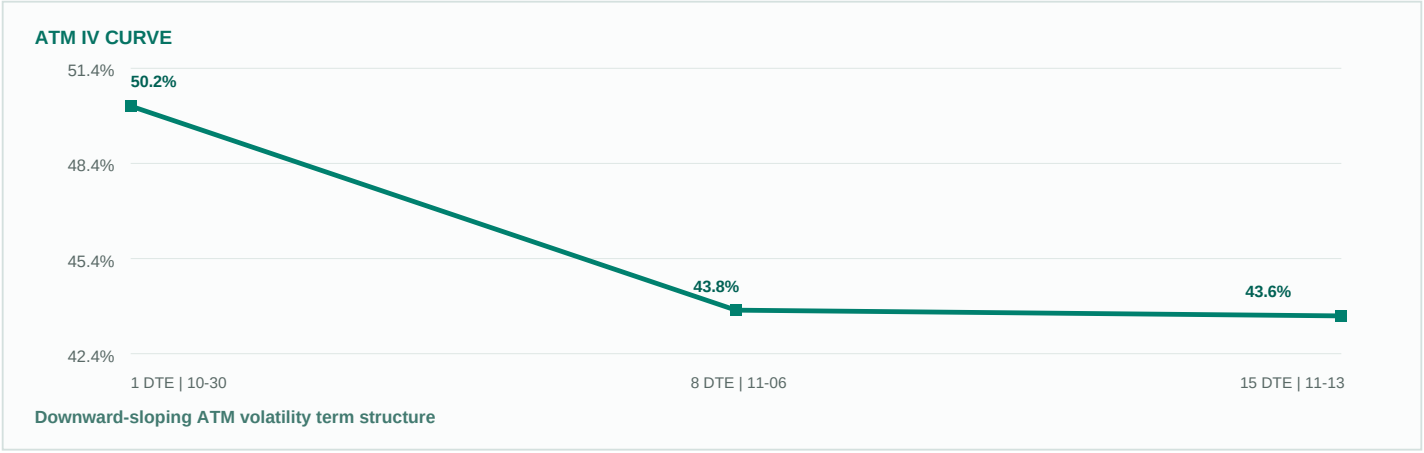
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
44 / 100	35 / 100	95.19	148.74

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-6.59 pts**
Skew read	**CALL DEMAND ELEVATED**
Liquidity / quote coverage	**95.3%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Oct 29, 2026 2:48 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



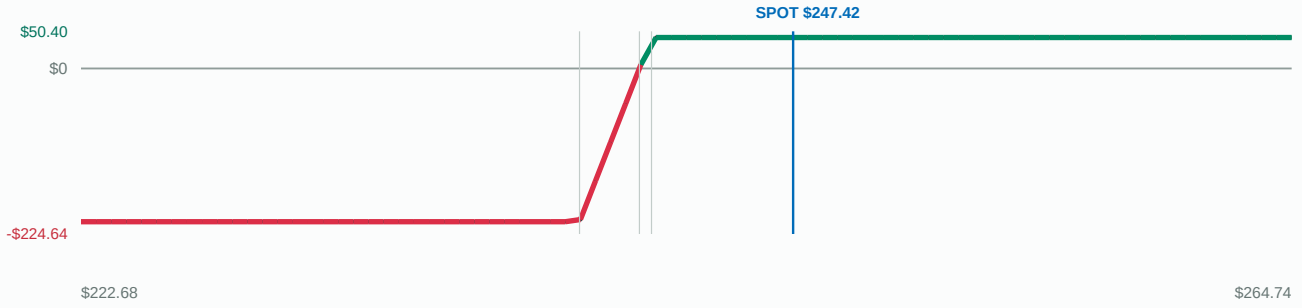
EXPIRATION	DTE	ATM IV	STATE
2026-10-30	1	50.2%	-
2026-11-06	8	43.8%	-
2026-11-13	15	43.6%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

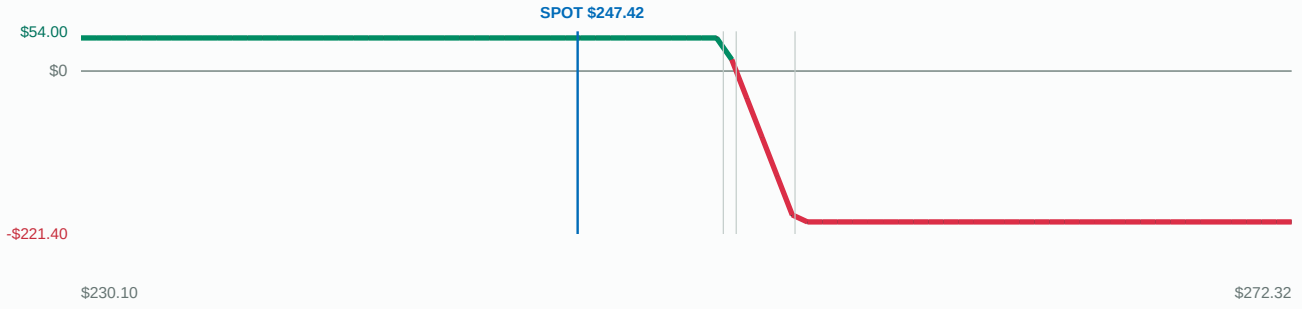
Short $242.50 | Long $240.00 | Width $2.50 | Net credit $0.42



Max profit $42.00 | Max loss -$208.00 | Break-even $242.08 | Per contract at expiry

Bear Call Spread reference

Short $252.50 | Long $255.00 | Width $2.50 | Net credit $0.45



Max profit $45.00 | Max loss -$205.00 | Break-even $252.95 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-12-09**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**16.89**
VVIX	**95.19**
SKEW index	**148.74**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**150**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**143**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market for Adobe (ADBE) options suggests a neutral outlook. While recent earnings beat estimates and the company raised guidance, concerns about AI disruption in the software sector weigh on sentiment. Technical indicators are mixed, with price trading below key moving averages but finding support near recent lows. The term structure of implied volatility is backwardated, indicating a higher cost to hedge against short-term risk.

Options context

ADBE Option Market Implies Mixed Sentiment

Wheel context

ADBE options offer a range of strategies for both bullish and bearish traders. However, the current market environment suggests caution due to elevated volatility and uncertainty surrounding AI disruption.

Observed evidence

Implied volatility for ADBE options is elevated at 40.32%, suggesting heightened market uncertainty. | The skew is call-demand elevated, potentially reflecting bullish sentiment towards near-term upside potential. | Technical indicators are mixed, with price below key moving averages but finding support near recent lows.

Principal risks to monitor

AI disruption in the software sector could negatively impact ADBE's revenue growth.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$97.21B	**13.35**
ROE	Revenue growth
62.9%	**10.5%**
EPS growth	Operating margin
18.3%	**35.7%**
Net profit margin	Gross margin
28.1%	**-**
Free cash flow CAGR	Debt / equity
13.2%	**0.53**
Dividend yield	Beta
-	**1.42**

52-week range

$190.12 - $363.70

Company or fund profile

Issuer identity and classification

Name	Market
Adobe Inc	**NYSE**
Industry	Country
Technology	**US**
Currency	IPO date
USD	**1986-08-20**
Shares outstanding	52-week return
389.20M	**-30.6%**
Book value per share	Revenue per share
$30.09	**$65.75**

Website	adobe.com

Latest strategy observation

Most recent shared general market signal available when this report was generated

ADBE Covered Call signal

Oct 29, 2026 2:08 PM EDT

Covered Call | 2026-11-06

At signal $247.68 | Current $248.12

SHORT **Option $257.50 B $2.78 / A $3.15**

Conservative | CR $2.97

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$9.01**
ATR as % of price	**3.6%**
Volatility environment	**medium**
Current IV	**41.4%**
IV rank	**47 / 100**
IV percentile	**42 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Oct 29, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**66 / 100**
Trend health	**38 / 100**
Momentum health	**89 / 100**
Volatility health	**56 / 100**
Structure health	**97 / 100**
Earnings risk / date	**low | 2026-12-09**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$247.04 / $254.81 / $250.71**
EMA (9 / 21)	**$252.15 / $250.04**
Bollinger upper / middle / lower	**$267.01 / $247.04 / $227.07**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.527**
True high / low	**$249.76 / $241.50**
5-day true high / low	**$271.50 / $241.50**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.531	**-**
SMA50	-0.289	**-**
MVWAP20	0.525	**-**
MACD	-0.500	**-**
RSI	-2.358	**-**
Volume	-2235.000	**-**
ATR	-0.050	**-**
T1	-	**2.09 / 246.77 / 250.54 / 244.25**
T2	-	**2.50 / 246.29 / 258.62 / 247.79**
T3	-	**3.12 / 245.40 / 263.82 / 254.06**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$247.42**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Oct 29, 2026 2:48 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-10-30 | 1 DTE**
Front at-the-money IV	**50.2%**
25-delta skew	**-3.06**
Put / Call 25-delta	**$242.50 Delta -0.224 / $252.50 Delta 0.237**
Median option bid/ask spread	**18.9%**
Bid/ask spread	**-**
Contracts observed / quoted	**150 / 143**

Price context

Last Price: 247.42 | Bid: 247.33 | Ask: 247.43 | Previous Close: 249.76 | Change: -2.34 | Daily change: -0.94% | Update Time: 2026-10-29T14:48:27.090150-04:00 | Latest History Date: 2026-10-29 | Latest History Price: 247.43

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-06 | Latest Date: 2026-10-29 | Latest Price: 247.43 | Max Drawdown 60d Percent: -21.10%

Fundamental context

Current Iv Percent: 40.32% | Iv Rank: 43.67 | Iv Percentile: 34.66 | Next Earnings Date: 2026-12-09 | Ex Dividend Date: 2005-03-23

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

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Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

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Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

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Reference documents

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