Adobe Inc / ADBE

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

Current price	Daily move	Bid / Ask	Previous close
$249.60	+1.48 +0.60%	-/-	$248.12

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

JW Intelligence Report

Complete | 3 of 3 sections | Oct 30, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
68.3 / 100	Constructive	high	56 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$245.50	$258.00	$237.00	83 / 100

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Oct 30, 2026 7:50 PM EDT**

Key insight

ADBE Option Market Implies Mixed Sentiment Amidst AI Uncertainty

Market read

The US option market for ADBE displays a neutral stance, reflecting mixed sentiment surrounding the company's future prospects. While recent earnings exceeded expectations and AI-first ARR growth remains strong, concerns about open-source competition and the potential impact of generative AI on Creative Cloud subscriptions weigh on investor confidence. The term structure is flat with slight bearish skew, suggesting limited directional conviction. Implied volatility is elevated, reflecting uncertainty surrounding the company's long-term trajectory.

Strategy context

The current option pricing suggests a range-bound market with potential for volatility. Traders may utilize strategies like straddles or strangles to capitalize on anticipated price swings.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Oct 30, 2026 2:21 PM EDT**

Short-term scenario

Cautious hold or selective buy only on dips toward support. Expect a possible 240-260 range over 1-3 weeks if the broader tape stabilizes, but mixed technicals and the AI narrative limit conviction. Do not chase strength. Uncertainty is elevated due to recent volatility, leadership transition timing, and shifting AI sentiment; this is not a high-conviction trade.

Three-month outlook

Cautiously constructive skew toward the low-to-mid $260s if December 9 earnings and AI ARR trends confirm that Firefly and related tools are additive without material seat or pricing pressure, potentially allowing a partial move toward the lower end of analyst targets, aided by buybacks. Significant uncertainty remains from generative and open-source AI competition, the December 1 CEO transition, freemium conversion risks, and the chance of further software multiple compression. Downside toward the mid-$220s or lower is plausible if the disruption narrative intensifies. Monitor execution closely; outcomes are not assured and this is not financial advice.

Market sentiment

Mixed and cautious. Recent posts note the stock looks inexpensive at roughly 9-14x earnings (described by some as historically low multiples) and has held up relatively well on weak tech days, with a subset treating it as a quality hold or dip-buy if AI proves additive rather than disruptive to Creative Cloud seats. Counter-sentiment flags ongoing AI commoditization risk and the possibility of a value trap. Engagement on these posts is generally low; there is no strong unified bullish or bearish consensus. Sentiment can reverse quickly on headlines.

Supporting evidence

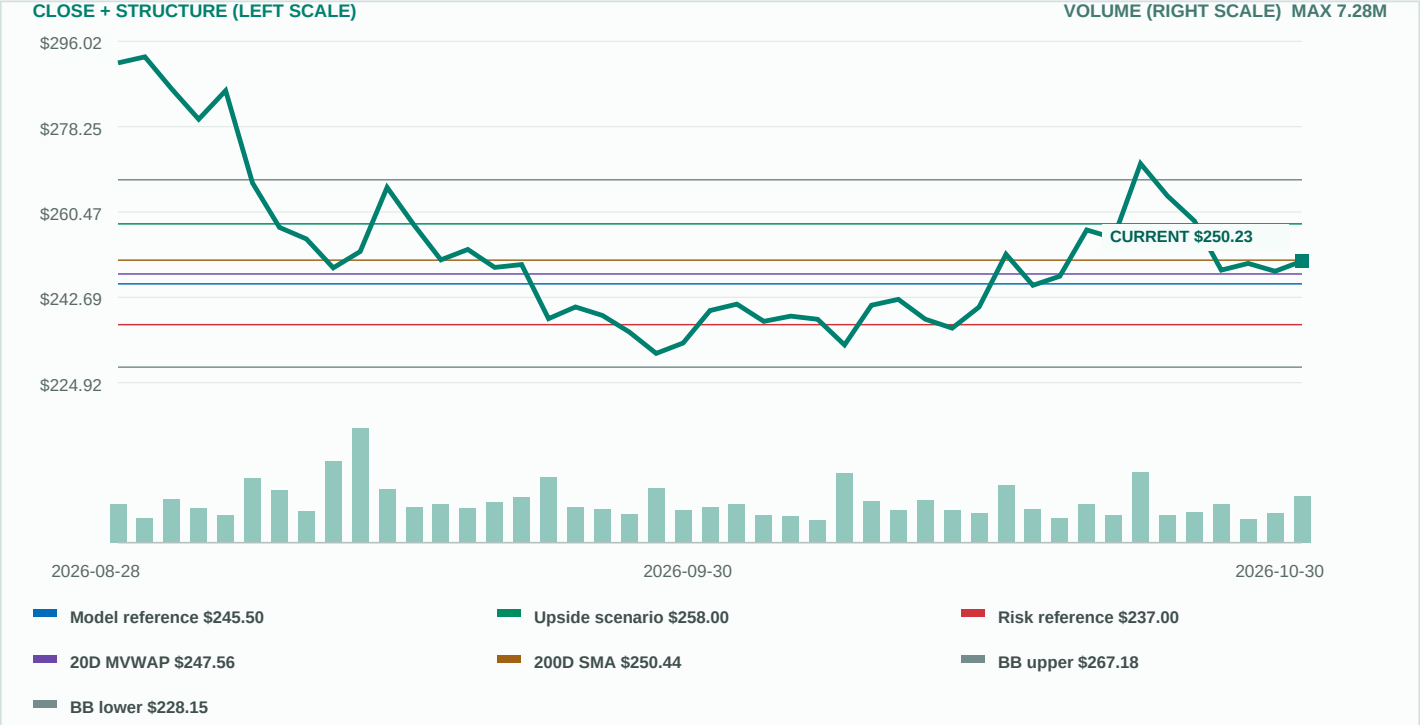
The option chain exhibits a slightly bearish skew, indicating a higher probability of downside movement priced in compared to upside potential. | Elevated implied volatility suggests market participants anticipate significant price swings in the near term. | Recent analyst downgrades citing open-source AI competition risks contribute to the cautious sentiment. | Mixed technical signals with price trading near key moving averages and oscillators showing neutral readings.

Risk watch

Open-source AI competition could disrupt Adobe's core Creative Cloud business model.

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)	**48.53 / 50.27 / 50.16**
RSI velocity	**0.44**
MACD line / signal / histogram	**1.40 / - / 1.01**
MACD acceleration	**-0.37**
Stochastic K / D	**40.91 / 44.69**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**0.42**
20-day MVWAP	**$247.56**
Price vs 20-day MVWAP	**+0.82%**
Daily reference VWAP	**$252.06**
Price vs daily reference	**-0.98%**
Volume	**2.93M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Positive macro velocity**
Macro velocity	**0.49**
20-day / 200-day SMA	**$247.67 / $250.44**
Bollinger range	**$228.15 - $267.18**
Bollinger position	**0.566**

Options and volatility intelligence

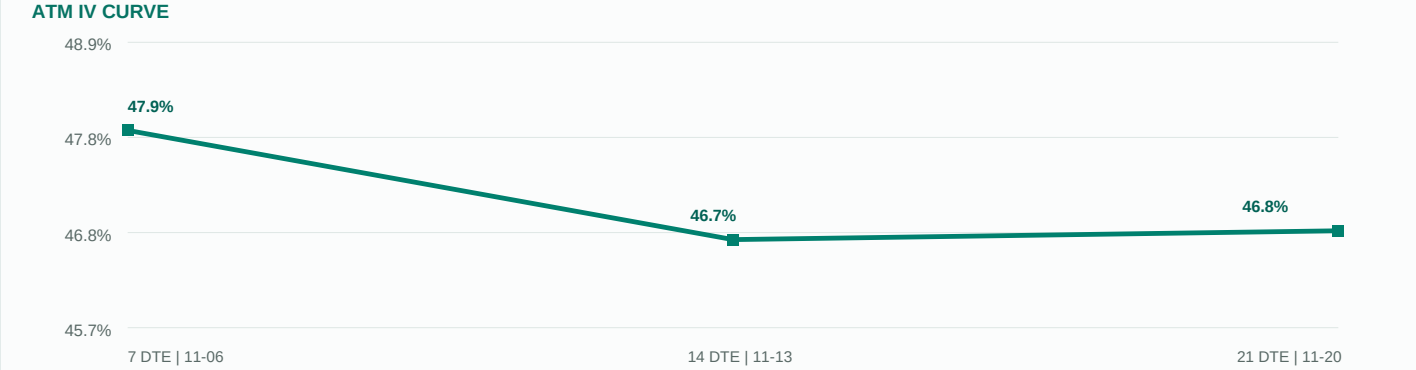
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
49 / 100	47 / 100	121.93	151.03

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**flat**
Term slope	**-1.14 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Oct 30, 2026 2:50 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



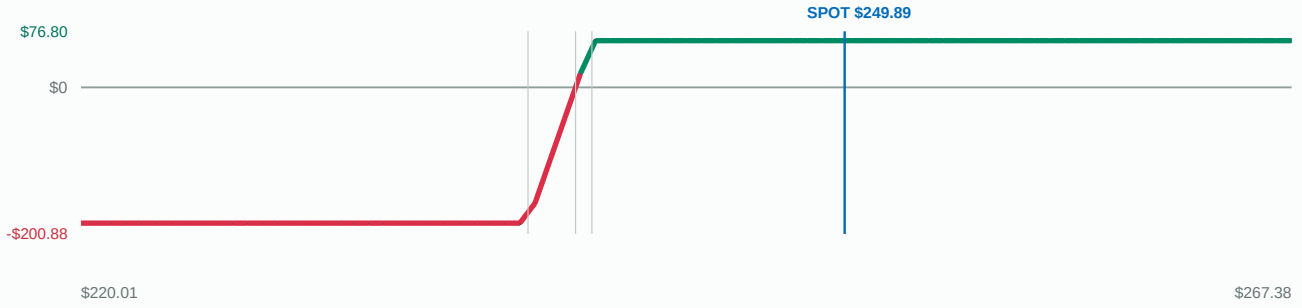
EXPIRATION	DTE	ATM IV	STATE
2026-11-06	7	47.9%	-
2026-11-13	14	46.7%	-
2026-11-20	21	46.8%	-

Reference spread payoff

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

Bull Put Spread reference

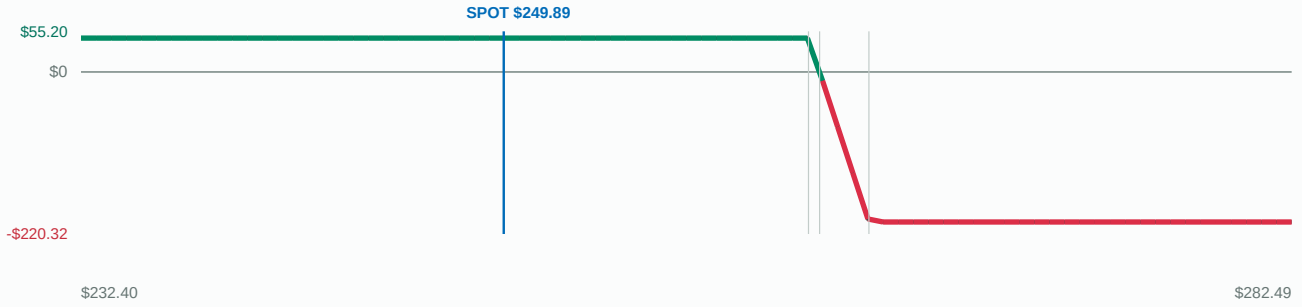
Short $240.00 | Long $237.50 | Width $2.50 | Net credit $0.64



Max profit $64.00 | Max loss -$186.00 | Break-even $239.36 | Per contract at expiry

Bear Call Spread reference

Short $262.50 | Long $265.00 | Width $2.50 | Net credit $0.46



Max profit $46.00 | Max loss -$204.00 | Break-even $262.96 | 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	**22.61**
VVIX	**121.93**
SKEW index	**151.03**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**146**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**146**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The US option market for ADBE displays a neutral stance, reflecting mixed sentiment surrounding the company's future prospects. While recent earnings exceeded expectations and AI-first ARR growth remains strong, concerns about open-source competition and the potential impact of generative AI on Creative Cloud subscriptions weigh on investor confidence. The term structure is flat with slight bearish skew, suggesting limited directional conviction. Implied volatility is elevated, reflecting uncertainty surrounding the company's long-term trajectory.

Options context

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Wheel context

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Observed evidence

The option chain exhibits a slightly bearish skew, indicating a higher probability of downside movement priced in compared to upside potential. | Elevated implied volatility suggests market participants anticipate significant price swings in the near term. | Recent analyst downgrades citing open-source AI competition risks contribute to the cautious sentiment. | Mixed technical signals with price trading near key moving averages and oscillators showing neutral readings.

Principal risks to monitor

Open-source AI competition could disrupt Adobe's core Creative Cloud business model.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$97.23B	**13.26**
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 - $362.71

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	**-26.6%**
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 30, 2026 2:57 PM EDT

Covered Call | 2026-11-06

At signal $250.34 | Current $249.60

SHORT **Option $262.50 B $2.20 / A $2.44**

Conservative | CR $2.32

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	**44.5%**
IV rank	**54 / 100**
IV percentile	**56 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Oct 30, 2026 3:50 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**66 / 100**
Trend health	**38 / 100**
Momentum health	**91 / 100**
Volatility health	**56 / 100**
Structure health	**93 / 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)	**$247.67 / $254.37 / $250.44**
EMA (9 / 21)	**$251.76 / $250.06**
Bollinger upper / middle / lower	**$267.18 / $247.67 / $228.15**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.566**
True high / low	**$257.15 / $248.12**
5-day true high / low	**$263.82 / $241.50**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	0.487	**-**
SMA50	-0.398	**-**
MVWAP20	0.424	**-**
MACD	-0.365	**-**
RSI	0.443	**-**
Volume	163319.000	**-**
ATR	-0.090	**-**
T1	-	**1.62 / 246.97 / 249.76 / 241.50**
T2	-	**2.09 / 246.77 / 250.54 / 244.25**
T3	-	**2.50 / 246.29 / 258.62 / 247.79**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$249.89**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Oct 30, 2026 2:50 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-11-06 | 7 DTE**
Front at-the-money IV	**47.9%**
25-delta skew	**1.25**
Put / Call 25-delta	**$240.00 Delta -0.259 / $262.50 Delta 0.242**
Median option bid/ask spread	**15.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**146 / 146**

Price context

Last Price: 249.89 | Bid: 249.84 | Ask: 249.97 | Previous Close: 248.12 | Change: 1.77 | Daily change: 0.71% | Update Time: 2026-10-30T14:50:06.080363-04:00 | Latest History Date: 2026-10-30 | Latest History Price: 249.85

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-07 | Latest Date: 2026-10-30 | Latest Price: 249.85 | Max Drawdown 60d Percent: -21.10%

Fundamental context

Current Iv Percent: 42.23% | Iv Rank: 48.57 | Iv Percentile: 47.41 | Next Earnings Date: 2026-12-09 | Ex Dividend Date: 2005-03-23

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

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.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

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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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