



Costco Wholesale Corp / COST

Equity | Generated Oct 30, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$1,011.20	+15.12 +1.52%	-/-	\$996.08

Market	NYSE
Industry	Retail
Market data as of	Oct 30, 2026 11:31 PM EDT

JW Intelligence Report

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

JW Rank	Rank label	Confidence	IV percentile
68.9 / 100	Constructive	high	24 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$1,006.00	\$1,045.00	\$982.00	69 / 100

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

Key insight

COST Option Market Implies Continued Upside Potential

Market read

The COST option market suggests continued upside potential for the stock, driven by strong technicals, positive earnings momentum, and a bullish sentiment despite recent price appreciation.

Strategy context

The market appears to be pricing in continued growth for COST, supported by strong fundamentals and positive technical signals.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 30, 2026 1:45 PM EDT

Short-term scenario

Cautious 1-3 week pullback buy, not a chase of the +2.3% spike. Defensive flows and a break above recent pivots support a modest bounce, but the ex-dividend date, resistance near \$1,021-\$1,040, and a rich multiple argue against paying up. Stand aside if price does not pull back. Uncertainty is high; this is not investment advice.

Three-month outlook

Base case into early 2027 is a choppy, modestly higher range of roughly \$960-\$1,080, with a slight upward bias if the estimated 2026-12-10 earnings confirm continued comps and high-single to low-double-digit EPS growth and if defensive rotation persists. Street 12-month targets near \$1,067-\$1,086 imply only mid-single-digit upside from about \$1,019, so much of the bull case may already be priced. Supports are sticky memberships, digital growth near 20%, and warehouse expansion. Risks are a trailing multiple near 48x, planned capex around \$7.5B, Walmart/Amazon membership competition, and any comp slowdown. A special-dividend narrative is speculative. Uncertainty is high: published targets span roughly \$781-\$1,315, sector rotation can reverse quickly, and the next sales and earnings prints are unknown.

Market sentiment

Visible X discussion is thin and mixed, not a broad bullish consensus. Some traders treat COST as a defensive blue chip holding higher-timeframe support while tech weakens, and one options post highlighted short-dated \$1,020 calls. Other posts say growth does not justify the price, prefer holding over adding, or would accumulate only toward \$850-\$900. Tone is cautiously constructive on the defensive bid, with persistent valuation skepticism. Uncertainty: the sample is small, engagement is low, and posts are not a reliable read of institutional positioning.

Supporting evidence

Implied volatility is elevated at 20%, suggesting expectations for significant price movement in the coming weeks. | The term structure of implied volatility is flat, indicating balanced expectations for both upside and downside potential. | Skew is balanced, with slight put skew, implying a slightly higher probability of upward price movement. | Recent earnings beat and positive company news have contributed to bullish sentiment.

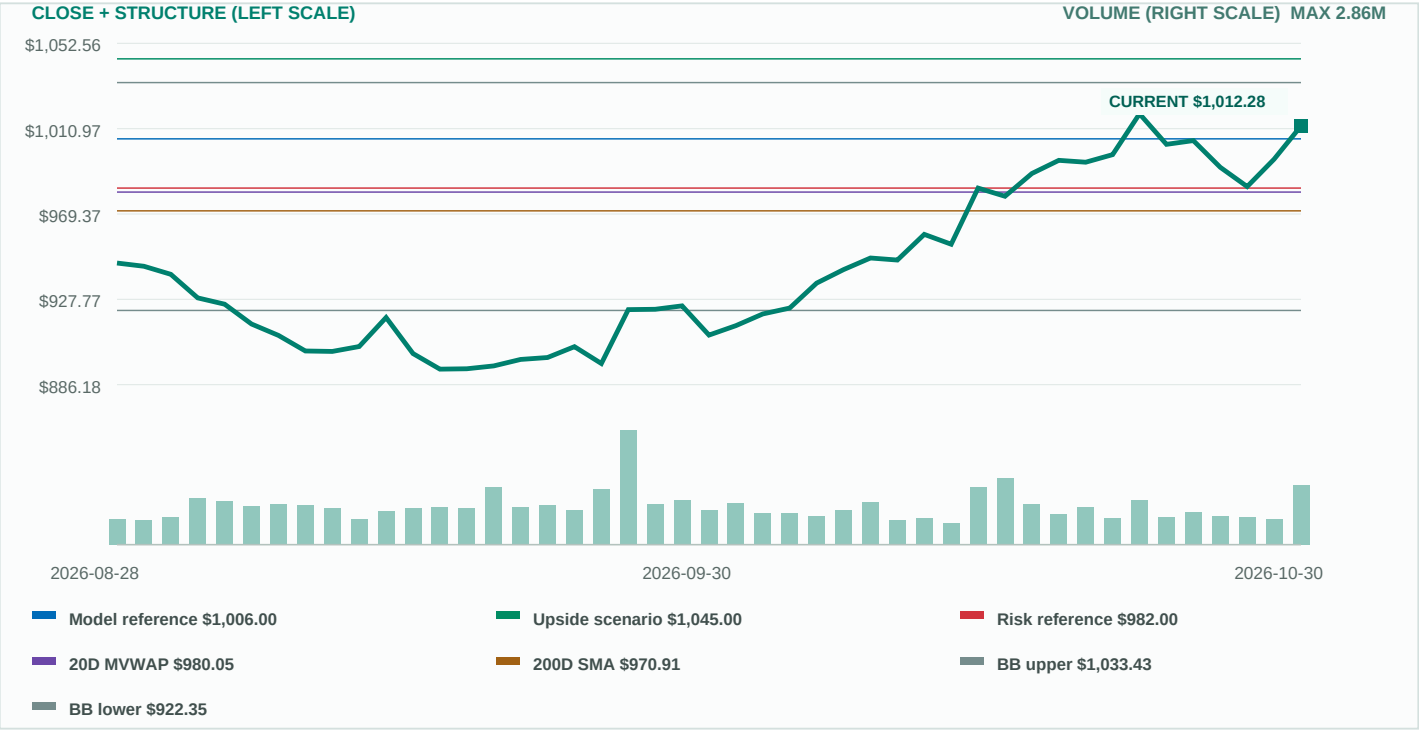
Risk watch

Elevated valuation with a trailing P/E near 48x could limit further upside. | Competition from Walmart and Amazon may pose a risk to future growth.



Enhanced price structure

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

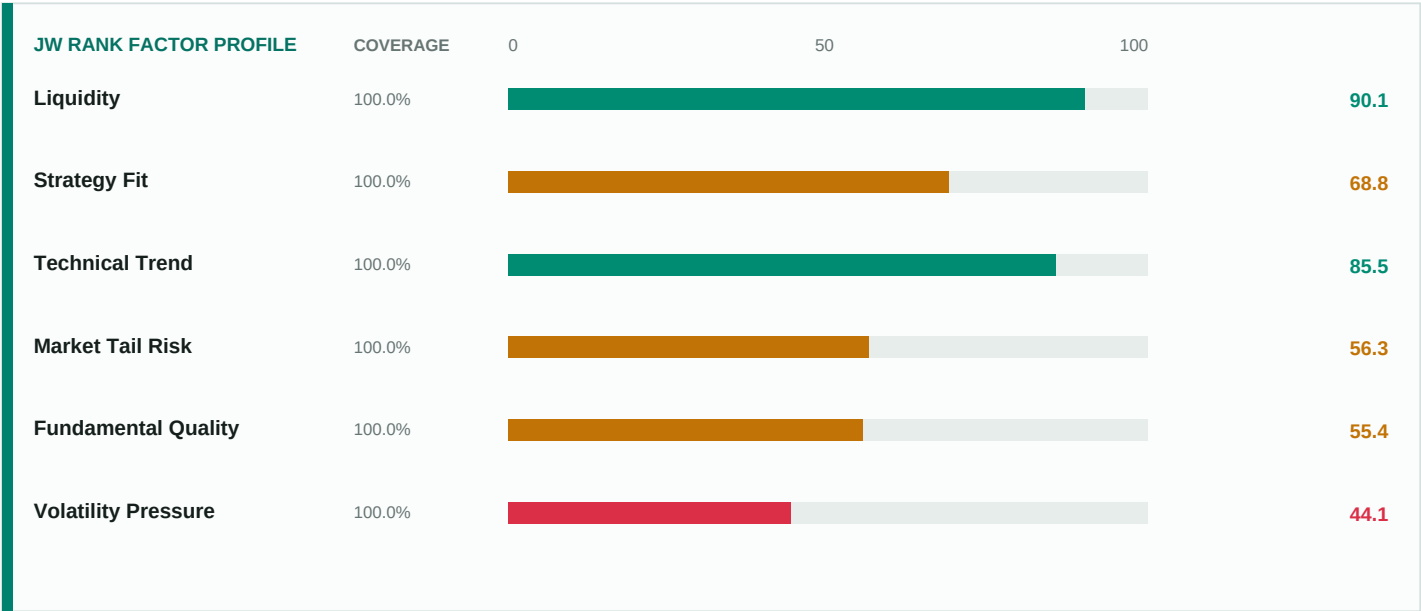


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

bullish_recovery

Institutional flow

Above MVWAP

Structure

Above 200D trend

Volatility

low



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	BULLISH RECOVERY neutral MACD decelerating
Trend signal	BULLISH RECOVERY
RSI signal	neutral
RSI (7 / 14 / 21)	67.25 / 66.50 / 63.93
RSI velocity	1.44
MACD line / signal / histogram	19.18 / - / 18.53
MACD acceleration	-0.66
Stochastic K / D	67.82 / 64.48

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	4.38
20-day MVWAP	\$980.05
Price vs 20-day MVWAP	+3.18%
Daily reference VWAP	\$1,013.38
Price vs daily reference	-0.22%
Volume	1.48M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	4.09
20-day / 200-day SMA	\$977.89 / \$970.91
Bollinger range	\$922.35 - \$1,033.43
Bollinger position	0.810



Options and volatility intelligence

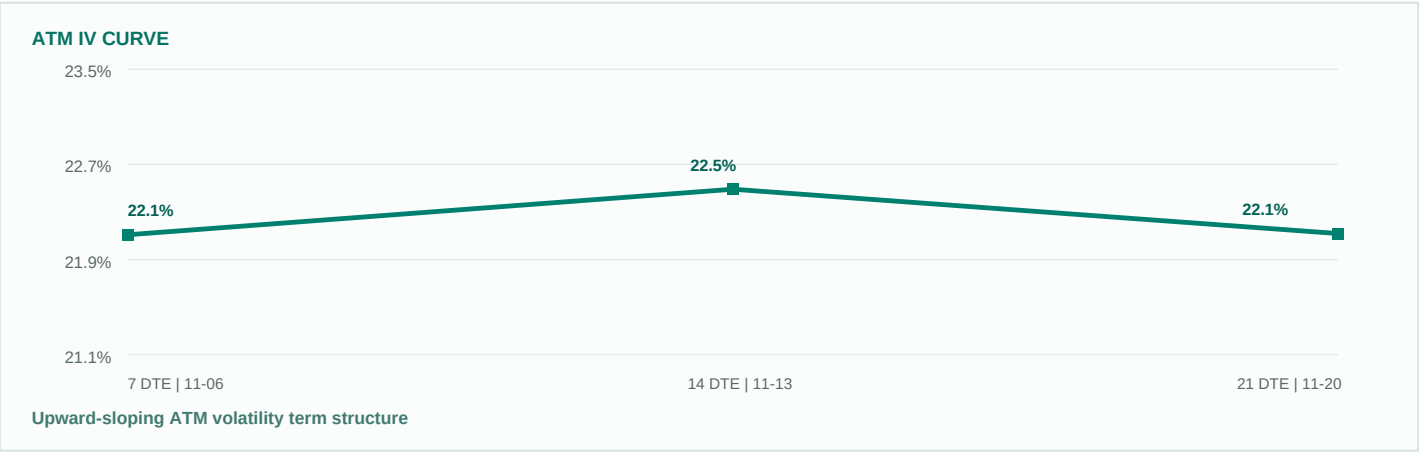
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
23 / 100	23 / 100	121.93	151.03

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	flat
Term slope	+0.01 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 2:45 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	22.1%	-
2026-11-13	14	22.5%	-
2026-11-20	21	22.1%	-

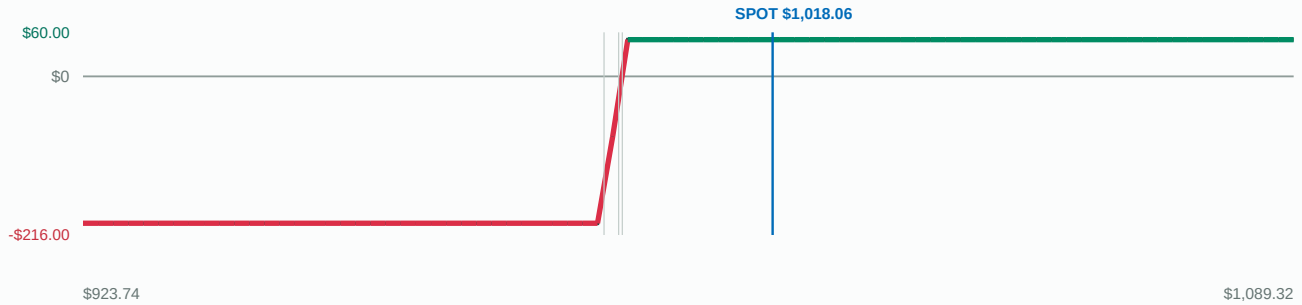


Reference spread payoff

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

Bull Put Spread reference

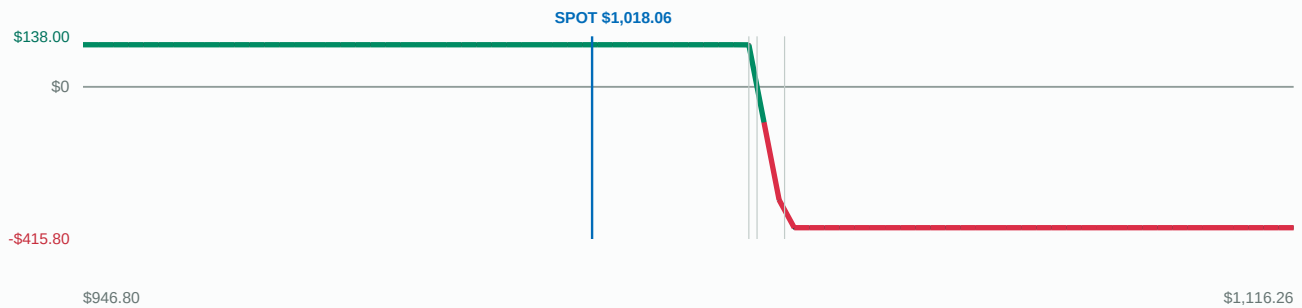
Short \$997.50 | Long \$995.00 | Width \$2.50 | Net credit \$0.50



Max profit \$50.00 | Max loss -\$200.00 | Break-even \$997.00 | Per contract at expiry

Bear Call Spread reference

Short \$1,040.00 | Long \$1,045.00 | Width \$5.00 | Net credit \$1.15



Max profit \$115.00 | Max loss -\$385.00 | Break-even \$1,041.15 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-12-10
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	128



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	128

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The COST option market suggests continued upside potential for the stock, driven by strong technicals, positive earnings momentum, and a bullish sentiment despite recent price appreciation.

Options context

COST Option Market Implies Continued Upside Potential

Wheel context

The market appears to be pricing in continued growth for COST, supported by strong fundamentals and positive technical signals.

Observed evidence

Implied volatility is elevated at 20%, suggesting expectations for significant price movement in the coming weeks. | The term structure of implied volatility is flat, indicating balanced expectations for both upside and downside potential. | Skew is balanced, with slight put skew, implying a slightly higher probability of upward price movement. | Recent earnings beat and positive company news have contributed to bullish sentiment.

Principal risks to monitor

Elevated valuation with a trailing P/E near 48x could limit further upside. | Competition from Walmart and Amazon may pose a risk to future growth.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$441.39B	47.43
ROE	Revenue growth
28.0%	7.8%
EPS growth	Operating margin
13.6%	3.9%
Net profit margin	Gross margin
3.0%	-
Free cash flow CAGR	Debt / equity
11.8%	0.21
Dividend yield	Beta
0.7%	0.88
52-week range	
\$844.06 - \$1,096.50	

Company or fund profile

Issuer identity and classification

Name	Market
Costco Wholesale Corp	NYSE
Industry	Country
Retail	US
Currency	IPO date
USD	1985-12-05
Shares outstanding	52-week return
443.13M	6.3%
Book value per share	Revenue per share
\$80.77	\$682.25
Website	costco.com



Latest strategy observation

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

COST Covered Call signal	Oct 30, 2026 9:37 AM EDT
Covered Call 2026-11-06	
At signal \$1,009.49 Current \$1,011.20	
SHORT Option \$1,015.00 B \$9.35 / A \$10.85	
Conservative CR \$10.10	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$16.39
ATR as % of price	1.6%
Volatility environment	low
Current IV	20.2%
IV rank	24 / 100
IV percentile	24 / 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	78 / 100
Trend health	78 / 100
Momentum health	79 / 100
Volatility health	86 / 100
Structure health	69 / 100
Earnings risk / date	low 2026-12-10
Macro risk	unknown
Volatility risk	low
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$977.89 / \$943.30 / \$970.91
EMA (9 / 21)	\$995.95 / \$978.18
Bollinger upper / middle / lower	\$1,033.43 / \$977.89 / \$922.35



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.810
True high / low	\$1,021.31 / \$996.08
5-day true high / low	\$1,021.31 / \$980.31

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	4.086	-
SMA50	0.928	-
MVWAP20	4.375	-
MACD	-0.655	-
RSI	1.442	-
Volume	256534.000	-
ATR	0.072	-
T1	-	18.61 / 974.28 / 996.42 / 982.73
T2	-	19.25 / 970.08 / 992.13 / 980.31
T3	-	21.15 / 966.93 / 1005.16 / 989.04



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$1,018.06
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 30, 2026 2:45 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	22.1%
25-delta skew	-0.25
Put / Call 25-delta	\$997.50 Delta -0.245 / \$1,040.00 Delta 0.264
Median option bid/ask spread	15.7%
Bid/ask spread	-
Contracts observed / quoted	128 / 128

Price context

Last Price: 1,018.06 | Bid: 1,017.87 | Ask: 1,018.25 | Previous Close: 996.08 | Change: 21.98 | Daily change: 2.21% | Update Time: 2026-10-30T14:45:47.605809-04:00 | Latest History Date: 2026-10-30 | Latest History Price: 1,018.06

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-07 | Latest Date: 2026-10-30 | Latest Price: 1,018.06 | Max Drawdown 60d Percent: -7.99%

Fundamental context

Current Iv Percent: 20.00% | Iv Rank: 22.67 | Iv Percentile: 22.71 | Next Earnings Date: 2026-12-10 | Ex Dividend Date: 2026-10-29



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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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 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

Official product terms and standardized options disclosure

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