Costco Wholesale Corp / COST

Equity | Generated Nov 9, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$1,063.99	+10.43 +0.99%	$988.63/$1,065.00	$1,053.56

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 9, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 9, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
70.2 / 100	Constructive	high	51 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$1,040.00	$1,095.00	$1,012.00	63 / 100

Options stance	**bullish**
Tail-risk safety	**35 / 100**
JW Rank data coverage / as of	**100.0% | Nov 9, 2026 6:50 PM EST**

Key insight

COST Option Market Implies Continued Upside Potential

Market read

The COST option market suggests continued bullish sentiment, driven by strong recent sales performance and positive analyst commentary. Despite the stock's recent rally, implied volatility remains elevated, indicating potential for further price swings.

Strategy context

The term structure of COST options is in backwardation, with near-term implied volatility higher than further out expirations. This suggests market participants expect more volatility in the near future.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 9, 2026 1:46 PM EST**

Short-term scenario

Cautious hold or buy only on pullbacks. Positive momentum and sales data support the trend, but the stock is extended near resistance with RSI approaching overbought levels after a sharp rally, raising near-term consolidation or profit-taking risk. Prefer not to chase at current prices. Uncertainty is elevated around resistance at the prior high and any shift in retail sentiment.

Three-month outlook

Moderately constructive but with constrained upside relative to consensus targets near or only modestly above current prices. Sustained comparable-sales strength, digital growth, and the membership model could support a test of $1,100-$1,150 if holiday trends remain solid and the recent rally extends, consistent with some raised analyst targets. Offsetting risks include the premium valuation (P/E above 50), proximity to 52-week highs, potential mean-reversion after a 20% advance, and sensitivity to consumer spending. The December earnings report is a key catalyst within the window. Outcome uncertainty is high: macro consumer health, competitive dynamics, and whether momentum persists or fades could produce either further gains or a pullback toward the $1,000 area. This is not investment advice; actual prices may differ materially.

Market sentiment

Recent X discussion is relatively sparse and mixed in quality, with promotional noise present. Alternative-data aggregates show elevated daily mentions (roughly 150-170) and a bullish tone score near 92/100 in one tracker, with posts citing strong October comps and defensive retail strength. Counterpoints highlight the high P/E versus slower growth rates compared with higher-growth sectors and note the stock as a possible safe-haven rotation that could reverse. Overall investor sentiment appears cautiously constructive on sales resilience but skeptical of valuation; confidence in the social read is limited by low volume of high-engagement organic analysis.

Supporting evidence

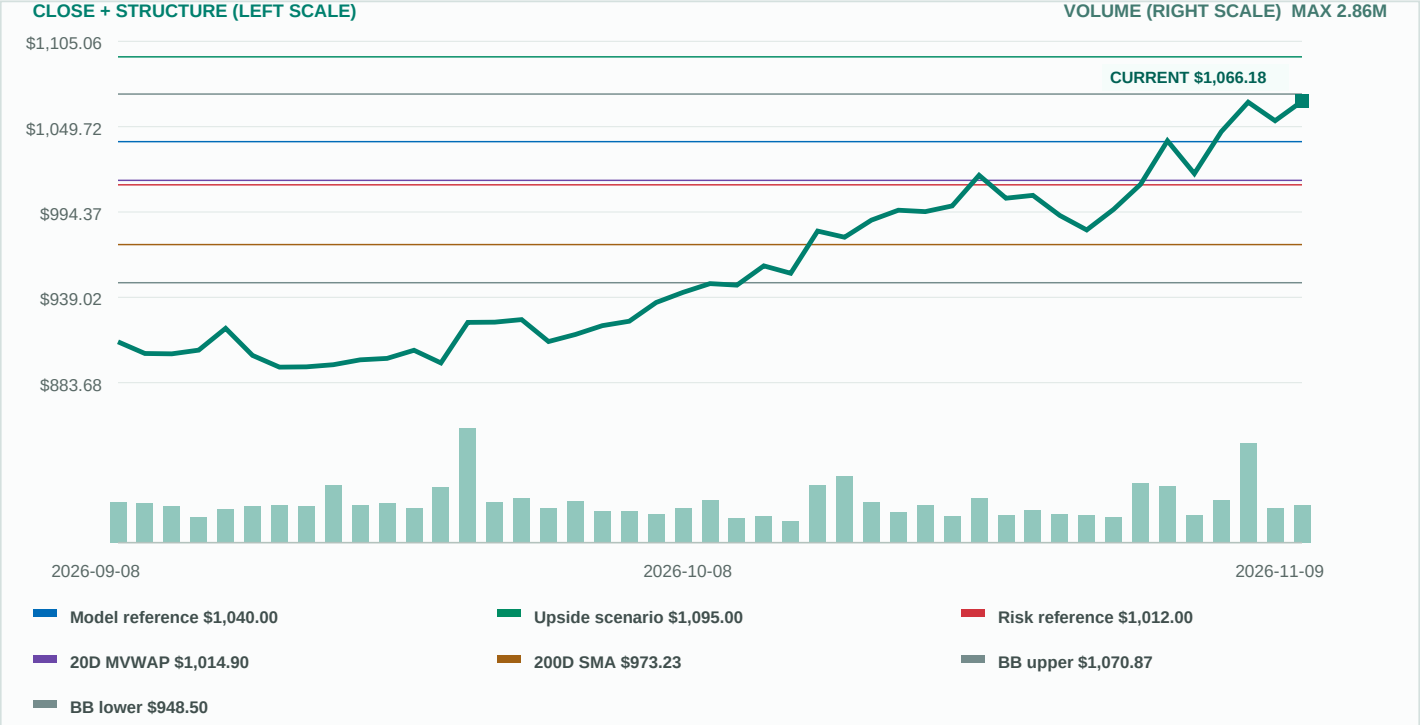
COST reported October 2026 net sales of $24.50 billion, up 12.6% year-over-year. | JPMorgan raised its price target to $1,150 from $1,015 while maintaining Overweight. | Shares have rallied roughly 20% since late September.

Risk watch

COST's valuation is considered premium relative to historical and peer retail multiples.

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
bullish_recovery	Above MVWAP	Above 200D trend	low

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | neutral | MACD accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**70.90 / 69.58 / 67.47**
RSI velocity	**0.25**
MACD line / signal / histogram	**28.68 / - / 23.95**
MACD acceleration	**1.69**
Stochastic K / D	**80.47 / 80.77**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**6.51**
20-day MVWAP	**$1,014.90**
Price vs 20-day MVWAP	**+4.84%**
Daily reference VWAP	**$1,059.80**
Price vs daily reference	**+0.40%**
Volume	**931.20K**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**5.52**
20-day / 200-day SMA	**$1,009.69 / $973.23**
Bollinger range	**$948.50 - $1,070.87**
Bollinger position	**0.962**

Options and volatility intelligence

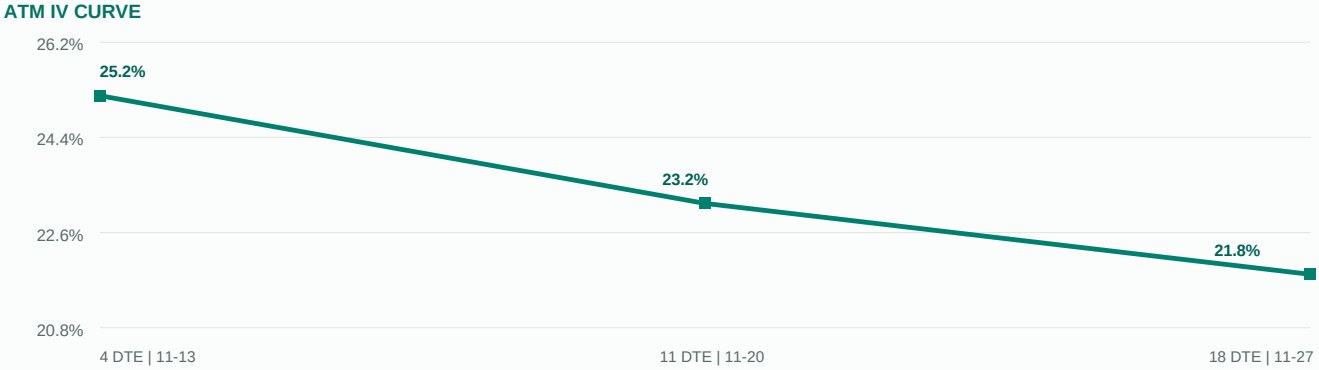
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
44 / 100	51 / 100	101.11	153.55

Market regime	**CRASH RISK**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-3.35 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:45 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



Downward-sloping ATM volatility term structure

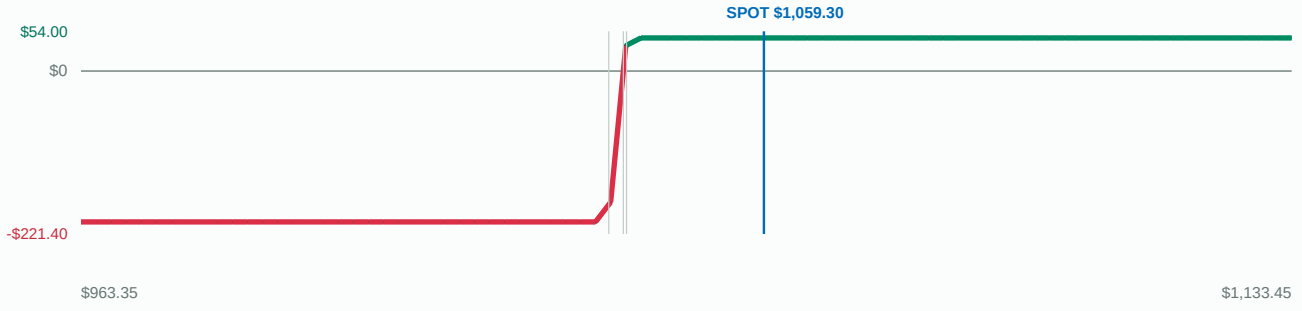
EXPIRATION	DTE	ATM IV	STATE
2026-11-13	4	25.2%	-
2026-11-20	11	23.2%	-
2026-11-27	18	21.8%	-

Reference spread payoff

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

Bull Put Spread reference

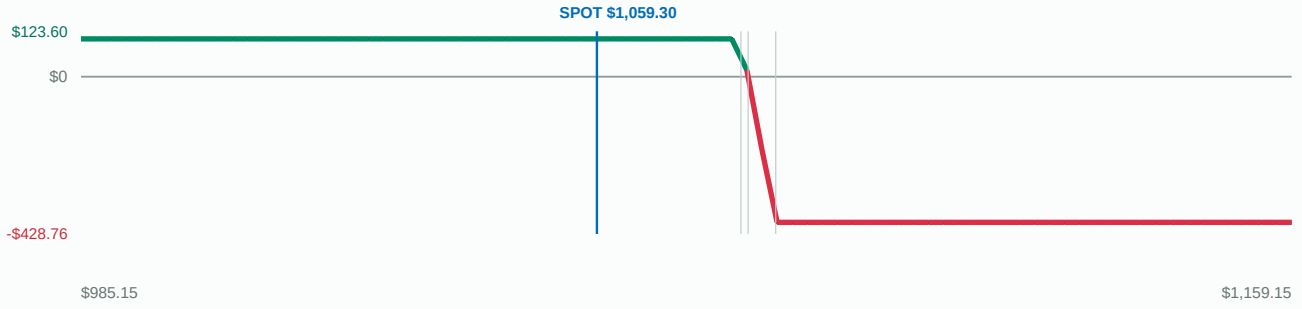
Short $1,040.00 | Long $1,037.50 | Width $2.50 | Net credit $0.45



Max profit $45.00 | Max loss -$205.00 | Break-even $1,039.55 | Per contract at expiry

Bear Call Spread reference

Short $1,080.00 | Long $1,085.00 | Width $5.00 | Net credit $1.03



Max profit $103.00 | Max loss -$397.00 | Break-even $1,081.03 | 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	**20.24**
VVIX	**101.11**
SKEW index	**153.55**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**137**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**137**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The COST option market suggests continued bullish sentiment, driven by strong recent sales performance and positive analyst commentary. Despite the stock's recent rally, implied volatility remains elevated, indicating potential for further price swings.

Options context

COST Option Market Implies Continued Upside Potential

Wheel context

The term structure of COST options is in backwardation, with near-term implied volatility higher than further out expirations. This suggests market participants expect more volatility in the near future.

Observed evidence

COST reported October 2026 net sales of $24.50 billion, up 12.6% year-over-year. | JPMorgan raised its price target to $1,150 from $1,015 while maintaining Overweight. | Shares have rallied roughly 20% since late September.

Principal risks to monitor

COST's valuation is considered premium relative to historical and peer retail multiples.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$466.86B	**50.60**
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%	**0.84**

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	**14.1%**
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

Nov 5, 2026 2:50 PM EST

Covered Call | 2026-11-06

At signal $1,067.91 | Current $1,063.99

SHORT **Option $1,070.00 B $7.00 / A $7.35**

Conservative | CR $7.18

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$20.32**
ATR as % of price	**1.9%**
Volatility environment	**low**
Current IV	**22.5%**
IV rank	**44 / 100**
IV percentile	**51 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 9, 2026 6:31 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**73 / 100**
Trend health	**78 / 100**
Momentum health	**74 / 100**
Volatility health	**81 / 100**
Structure health	**54 / 100**
Earnings risk / date	**low | 2026-12-10**
Macro risk	**unknown**
Volatility risk	**low**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$1,009.69 / $954.83 / $973.23**
EMA (9 / 21)	**$1,038.13 / $1,009.71**
Bollinger upper / middle / lower	**$1,070.87 / $1,009.69 / $948.50**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.962**
True high / low	**$1,067.49 / $1,045.73**
5-day true high / low	**$1,081.55 / $1,019.08**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	5.518	**-**
SMA50	2.327	**-**
MVWAP20	6.510	**-**
MACD	1.693	**-**
RSI	0.253	**-**
Volume	-44491.000	**-**
ATR	0.484	**-**
T1	-	**27.28 / 1010.90 / 1065.59 / 1043.00**
T2	-	**26.37 / 1007.10 / 1081.55 / 1046.47**
T3	-	**23.60 / 995.37 / 1053.66 / 1019.26**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$1,059.30**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:45 PM EST**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-13 | 4 DTE**
Front at-the-money IV	**25.2%**
25-delta skew	**1.65**
Put / Call 25-delta	**$1,040.00 Delta -0.247 / $1,080.00 Delta 0.238**
Median option bid/ask spread	**5.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**137 / 137**

Price context

Last Price: 1,059.30 | Bid: 1,059.03 | Ask: 1,059.51 | Previous Close: 1,053.56 | Change: 5.74 | Daily change: 0.54% | Update Time: 2026-11-09T14:45:52.157926-05:00 | Latest History Date: 2026-11-09 | Latest History Price: 1,059.30

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-17 | Latest Date: 2026-11-09 | Latest Price: 1,059.30 | Max Drawdown 60d Percent: -7.99%

Fundamental context

Current Iv Percent: 22.54% | Iv Rank: 44.00 | Iv Percentile: 51.39 | 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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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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