Costco Wholesale Corp / COST

Equity | Generated Nov 18, 2026 11:30 PM EST

Current price	Daily move	Bid / Ask	Previous close
$1,100.34	-9.74 -0.88%	$1,091.17/$1,103.25	$1,110.08

Market	**NYSE**
Industry	**Retail**
Market data as of	**Nov 18, 2026 11:30 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 18, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
75.0 / 100	Constructive	high	96 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$1,100.00	$1,150.00	$1,075.00	76 / 100

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Nov 18, 2026 6:50 PM EST**

Key insight

COST Options Suggest Bullish Sentiment Despite Elevated Valuation

Market read

The market appears bullish on COST despite recent price strength and a rich valuation. Strong technicals, positive news flow around sales and dividends, and elevated implied volatility suggest continued upside potential. However, the stock is trading near its 52-week high, making it vulnerable to profit-taking or a pullback.

Strategy context

COST's recent performance has attracted attention from both bulls and bears. While the strong fundamentals and positive news flow support a bullish outlook, the elevated valuation and overbought technicals warrant caution.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Nov 18, 2026 1:51 PM EST**

Short-term scenario

Neutral with a buy-the-dip bias over 1-3 weeks. Avoid chasing extended highs ahead of the Nov 24 ex-dividend and Dec 10 earnings; prefer scaling in only on weakness toward support. High uncertainty from overbought technicals, potential dividend-related price adjustment, and event risk.

Three-month outlook

Moderately constructive but valuation-capped. Solid comps, holiday demand, membership fees, and capital returns (special dividend plus buybacks) can support the premium multiple if execution stays strong, with some bullish analyst targets in the $1,150-$1,220 area. Offsetting risks include consensus targets near or below the current price, Northcoast-style multiple concerns, slower membership growth, and the chance that temporary stockpiling fades. Base case is range-bound to low-single-digit upside; a sharper pullback is possible on an earnings disappointment or broader multiple compression. Uncertainty is elevated around consumer spending, the durability of recent demand spikes, and how the market prices the Dec 10 report.

Market sentiment

Mixed but leaning cautiously constructive. Aggregated reads show X roughly 55% bullish with elevated mention volume around the special dividend and sales strength; longer-term holders often note that selling 52-week highs has historically been premature. Counterpoints emphasize the rich FY27 P/E (~49x) and urge profit-taking. Promotional noise is present. Uncertainty: social sentiment is event-driven, noisy, and not a reliable proxy for institutional positioning.

Supporting evidence

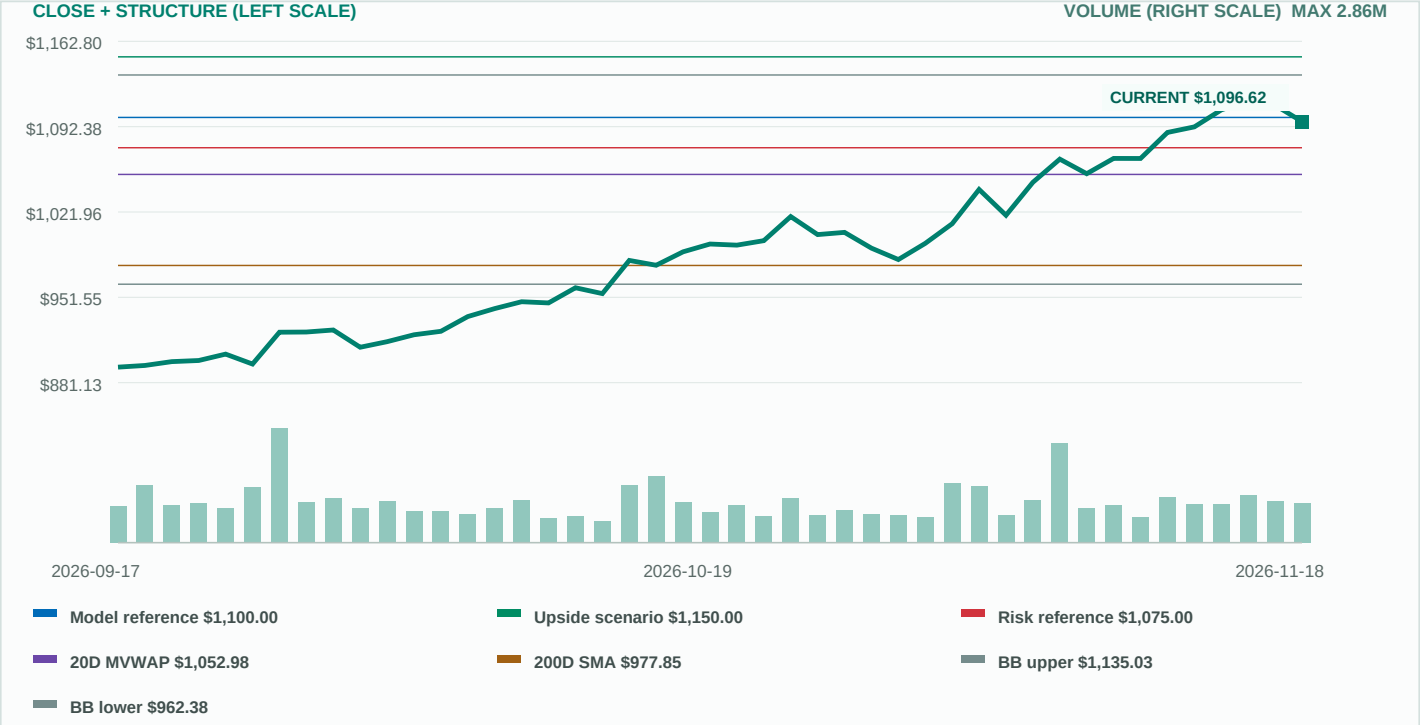
Implied volatility is elevated at 26.35%, suggesting market expectations for significant price movement in either direction. | The term structure of implied volatility shows a backwardation pattern (near-term IV > farther-term IV), indicating a belief that near-term events will drive price changes. | Strong technical indicators like the strong uptrend, high ADX, and bullish MACD signal continued upward momentum. | Positive news flow includes strong October sales, a large special dividend, and analyst upgrades. | The stock is trading near its 52-week high, suggesting potential for profit-taking or consolidation.

Risk watch

The stock is trading near its 52-week high, making it vulnerable to profit-taking or a pullback. | Elevated implied volatility suggests potential for significant price swings in either direction. | Earnings on December 10th could impact the stock price significantly.

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
strong_bull	Above MVWAP	Above 200D trend	low

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BULL | neutral | MACD accelerating**
Trend signal	**STRONG BULL**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**65.93 / 69.08 / 68.07**
RSI velocity	**-2.32**
MACD line / signal / histogram	**36.37 / - / 32.86**
MACD acceleration	**0.47**
Stochastic K / D	**88.25 / 92.94**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**5.40**
20-day MVWAP	**$1,052.98**
Price vs 20-day MVWAP	**+4.50%**
Daily reference VWAP	**$1,102.15**
Price vs daily reference	**-0.16%**
Volume	**983.74K**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**5.53**
20-day / 200-day SMA	**$1,048.71 / $977.85**
Bollinger range	**$962.38 - $1,135.03**
Bollinger position	**0.778**

Options and volatility intelligence

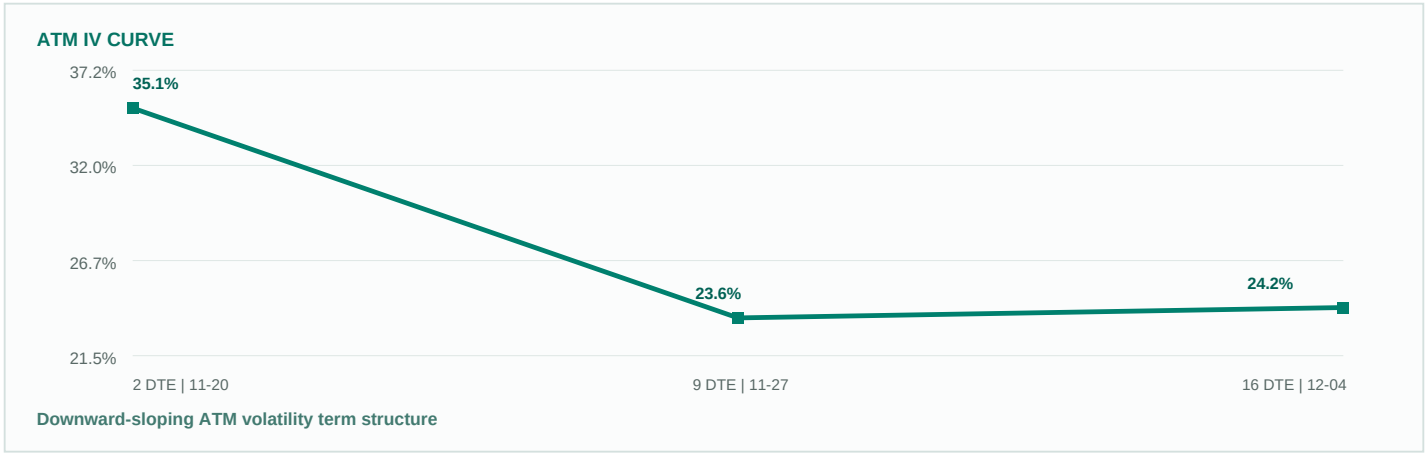
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
76 / 100	**90 / 100**	**116.58**	**145.11**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-10.97 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 18, 2026 2:48 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



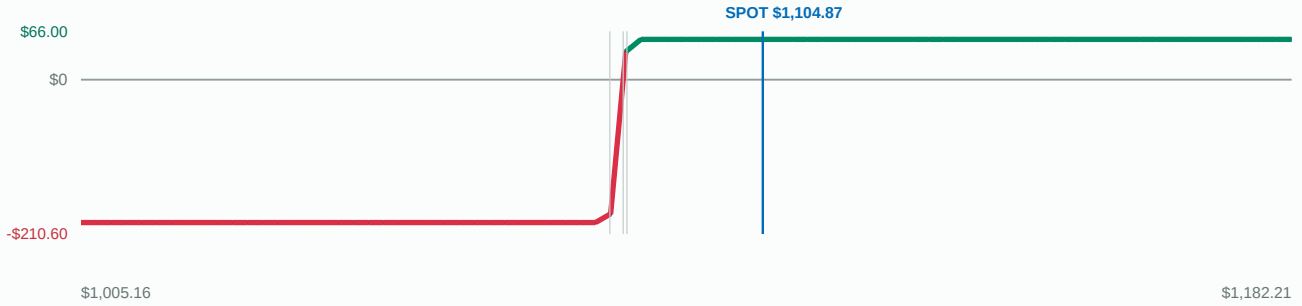
EXPIRATION	DTE	ATM IV	STATE
2026-11-20	2	35.1%	-
2026-11-27	9	23.6%	-
2026-12-04	16	24.2%	-

Reference spread payoff

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

Bull Put Spread reference

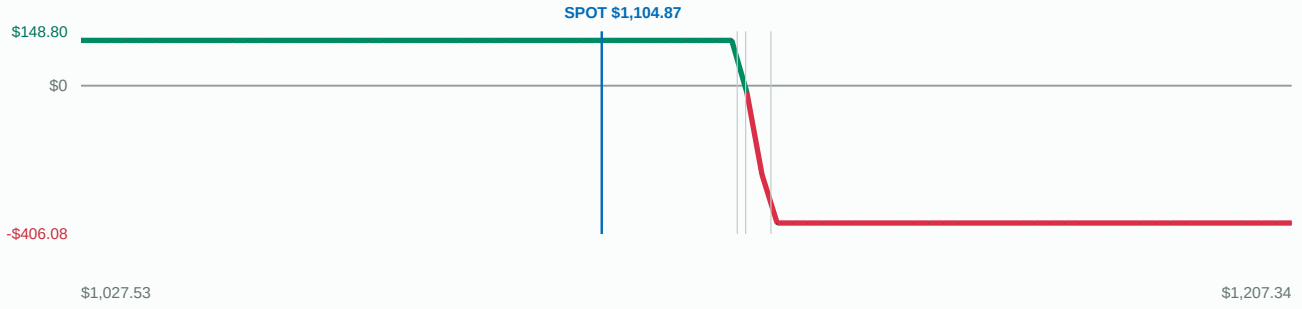
Short $1,085.00 | Long $1,082.50 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $1,084.45 | Per contract at expiry

Bear Call Spread reference

Short $1,125.00 | Long $1,130.00 | Width $5.00 | Net credit $1.24



Max profit $124.00 | Max loss -$376.00 | Break-even $1,126.24 | 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	**24.64**
VVIX	**116.58**
SKEW index	**145.11**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**136**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**136**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on COST despite recent price strength and a rich valuation. Strong technicals, positive news flow around sales and dividends, and elevated implied volatility suggest continued upside potential. However, the stock is trading near its 52-week high, making it vulnerable to profit-taking or a pullback.

Options context

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Wheel context

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Observed evidence

Implied volatility is elevated at 26.35%, suggesting market expectations for significant price movement in either direction. | The term structure of implied volatility shows a backwardation pattern (near-term IV > farther-term IV), indicating a belief that near-term events will drive price changes. | Strong technical indicators like the strong uptrend, high ADX, and bullish MACD signal continued upward momentum. | Positive news flow includes strong October sales, a large special dividend, and analyst upgrades. | The stock is trading near its 52-week high, suggesting potential for profit-taking or consolidation.

Principal risks to monitor

The stock is trading near its 52-week high, making it vulnerable to profit-taking or a pullback. | Elevated implied volatility suggests potential for significant price swings in either direction. | Earnings on December 10th could impact the stock price significantly.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$491.91B	**53.49**
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%	**0.85**

52-week range

$844.06 - $1,109.50

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	**19.6%**
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 13, 2026 9:30 AM EST

Covered Call | 2026-11-20

At signal $1,095.10 | Current $1,100.34

SHORT **Option $1,095.00 B $13.75 / A $14.85**

Conservative | CR $14.30

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$18.69**
ATR as % of price	**1.7%**
Volatility environment	**low**
Current IV	**27.2%**
IV rank	**83 / 100**
IV percentile	**96 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 18, 2026 6:30 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**82 / 100**
Trend health	**92 / 100**
Momentum health	**75 / 100**
Volatility health	**85 / 100**
Structure health	**72 / 100**
Earnings risk / date	**medium | 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)	**$1,048.71 / $978.95 / $977.85**
EMA (9 / 21)	**$1,087.13 / $1,052.73**
Bollinger upper / middle / lower	**$1,135.03 / $1,048.71 / $962.38**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.778**
True high / low	**$1,113.81 / $1,096.01**
5-day true high / low	**$1,123.67 / $1,087.61**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	5.533	**-**
SMA50	3.946	**-**
MVWAP20	5.402	**-**
MACD	0.469	**-**
RSI	-2.321	**-**
Volume	8363.330	**-**
ATR	-0.297	**-**
T1	-	**37.36 / 1048.67 / 1123.67 / 1108.68**
T2	-	**36.70 / 1042.85 / 1117.00 / 1104.88**
T3	-	**34.96 / 1036.77 / 1109.50 / 1092.21**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$1,104.87**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 18, 2026 2:48 PM EST**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-20 | 2 DTE**
Front at-the-money IV	**35.1%**
25-delta skew	**3.05**
Put / Call 25-delta	**$1,085.00 Delta -0.252 / $1,125.00 Delta 0.243**
Median option bid/ask spread	**15.4%**
Bid/ask spread	**-**
Contracts observed / quoted	**136 / 136**

Price context

Last Price: 1,104.87 | Bid: 1,104.66 | Ask: 1,105.07 | Previous Close: 1,110.08 | Change: -5.21 | Daily change: -0.47% | Update Time: 2026-11-18T14:48:02.634117-05:00 | Latest History Date: 2026-11-18 | Latest History Price: 1,104.62

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-26 | Latest Date: 2026-11-18 | Latest Price: 1,104.62 | Max Drawdown 60d Percent: -6.52%

Fundamental context

Current Iv Percent: 26.35% | Iv Rank: 76.00 | Iv Percentile: 90.44 | Next Earnings Date: 2026-12-10 | Ex Dividend Date: 2026-11-23

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

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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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