

# Imperial Brands Plc (Thu, Apr 25, 2024)

Buy candidate since Apr 17, 2024

Gain 5.33%

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score: **3.04**

#5271/ 30092

Trend: **Hold**  
MV Long: **Buy**  
MV Short: **Buy**  
Pivot: **Buy**  
Volume: **Buy**  
MACD: **Buy**

## Tech commentaries:

The **Imperial Brands Plc** stock price gained **1.27%** on the last trading day (Thursday, 25th Apr 2024), rising from **£1,804.50** to **£1,827.50**. During the last trading day the stock fluctuated **1.73%** from a day low at **£1,796.50** to a day high of **£1,827.50**. The price has risen in 7 of the last 10 days and is up by **7.09%** over the past 2 weeks. Volume has increased on the last day along with the price, which is a positive technical sign, and, in total, **8 million** more shares were traded than the day before. In total, **9** million shares were bought and sold for approximately **£16.34** billion.

Given the current short-term trend, the stock is expected to fall **-8.04%** during the next 3 months and, with a 90% probability hold a price between **£1,449.04** and **£1,680.52** at the end of this 3-month period. Do note, that if the stock price manages to stay at current levels or higher, our prediction target will start to change positively over the next few days as the conditions for the current predictions will be broken.

Mostly positive signals in the chart today. The **Imperial Brands Plc** stock holds buy signals from both short and long-term Moving Averages giving a positive forecast for the stock. Also, there is a general buy signal from the relation between the two signals where the short-term average is above the long-term average. On corrections down, there will be some support from the lines at **£1,787.71** and **£1,738.70**. A breakdown below any of these levels will issue sell signals. A buy signal was issued from a pivot bottom point on **Tuesday, March 05, 2024**, and so far it has risen 9.69%. Further rise is indicated until a new top pivot has been found. Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Volume is rising along with the price. This is considered to be a good technical signal.

**Imperial Brands Plc** finds support from accumulated volume at **£1,806.50** and this level may hold a buying opportunity as an upwards reaction can be expected when the support is being tested. On the upside the stock meets some resistance just above today's level from accumulated volume at **£1,829.00**, **£1,845.00** and **£1,868.00**.

This stock is usually traded at a good volume, and with minor daily changes, the risk is considered to be low. During the last day, the stock moved **£31.00 (1.73%)** between high and low. For the last week, the stock has had daily average volatility of **1.64%**.

Several short-term signals are positive, despite the stock being in a falling trend, we conclude that the current level may hold a buying opportunity as there is a fair chance for stock to perform well in the short-term. We have upgraded our analysis conclusion for this stock since the last evaluation from a Hold/Accumulate to a Buy candidate.

Risk: **Low**

Evaluation: **Buy Candidate**

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