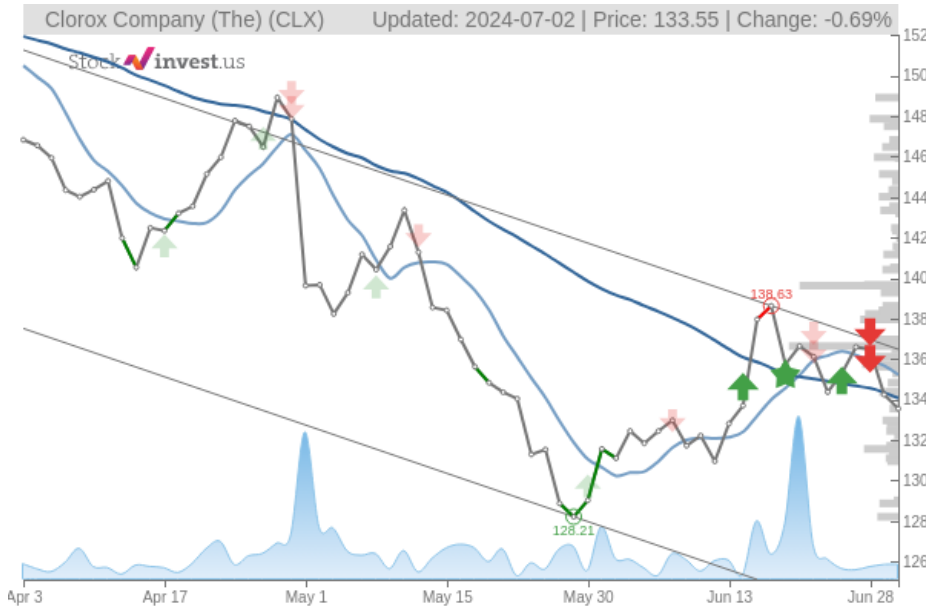


Clorox Company (The) (Tue, Jul 02, 2024)

Sell candidate since Jul 01, 2024

Loss -0.51%

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score: **-4.73**

#26898/ 54200

Trend:	Sell
MV Long:	Sell
MV Short:	Sell
Pivot:	Sell
Volume:	Buy
MACD:	Buy

Tech commentaries:

The **Clorox Company (The)** stock price fell by **-0.514%** on the last day (Tuesday, 2nd Jul 2024) from **\$134.24** to **\$133.55**. It has now fallen 3 days in a row. During the last trading day the stock fluctuated **1.09%** from a day low at **\$133.25** to a day high of **\$134.70**. The price has fallen in 6 of the last 10 days and is down by **-3.2%** for this period. Volume has increased on the last day by **10 thousand** shares but on falling prices. This may be an early warning and the risk will be increased slightly over the next couple of days. In total, **900** thousand shares were bought and sold for approximately **\$120.16** million.

The stock lies in the middle of a wide and falling trend in the short term and further fall within the trend is signaled. Given the current short-term trend, the stock is expected to fall **-9.77%** during the next 3 months and, with a 90% probability hold a price between **\$110.73** and **\$123.14** 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.

Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Clorox Company (The)** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. On corrections up, there will be some resistance from the lines at **\$135.23** and **\$134.07**. A break-up above any of these levels will issue buy signals. A sell signal was issued from a pivot top point on **Tuesday, June 18, 2024**, and so far it has fallen **-3.66%**. Further fall is indicated until a new bottom pivot has been found. Volume rose on falling prices yesterday. This may be an early warning and the stock should be followed more closely.

Clorox Company (The) finds support from accumulated volume at **\$131.56** 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 **\$136.64**, **\$137.96** and **\$139.63**.

In general the stock tends to have very controlled movements and with good liquidity the risk is considered very low in this stock. During the last day, the stock moved **\$1.45** between high and low, or **1.09%**. For the last week the stock has had daily average volatility of **1.81%**.

Clorox Company (The) holds several negative signals and is within a wide and falling trend, so we believe it will still perform weakly in the next couple of days or weeks. We therefore hold a negative evaluation of this stock.

Risk: **Low**

Evaluation: **Sell Candidate**

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