

# Kroger Company (The) (Tue, Jul 02, 2024)

Sell candidate since Jul 02, 2024

StockInvest.us  
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score: **-1.89**  
#18130/ 54200

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

## Tech commentaries:

The **Kroger** stock price fell by **-0.257%** on the last day (Tuesday, 2nd Jul 2024) from **\$50.56** to **\$50.43**. During the last trading day the stock fluctuated **1.80%** from a day low at **\$50.26** to a day high of **\$51.16**. The price has fallen in 7 of the last 10 days and is down by **-1.21%** for this period. Volume fell on the last day along with the stock, which is actually a good sign as volume should follow the stock. On the last day, the trading volume fell by **-3 million** shares and in total, **4 million** shares were bought and sold for approximately **\$217.70** million.

The stock lies in the middle of a 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 **-12.87%** during the next 3 months and, with a 90% probability hold a price between **\$42.70** and **\$44.96** 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.

A buy signal was issued from a pivot bottom point on **Thursday, June 27, 2024**, and so far it has risen 2.15%. 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). Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Kroger** stock holds a buy signal from the short-term Moving Average; at the same time, however, the long-term average holds a general sell signal. Since the longterm average is above the short-term average there is a general sell signal in the stock giving a more negative forecast for the stock. On further gains, the stock will meet resistance from the long-term Moving Average at **\$51.90**. On a fall, the stock will find some support from the short-term average at **\$49.93**. A break-up through the long-term average will give another buy signal, while a fall below the short-term average will add another sell signal and strengthen the general signal. Volume fell together with the price during the last trading day and this reduces the overall risk as volume should follow the price movements.

**Kroger** finds support from accumulated volume at \$50.28 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 **\$51.98**, **\$54.44** and **\$55.28**.

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 **\$0.90** between high and low, or **1.80%**. For the last week the stock has had daily average volatility of **1.28%**.

**Kroger** holds several negative signals and we believe that it will still perform weakly in the next couple of days or weeks. We, therefore, hold a negative evaluation of this stock. Due to some small weaknesses in the technical picture we have downgraded our analysis conclusion for this stock since the last evaluation from a Hold/Accumulate to a Sell candidate.

Risk: **Low**

Evaluation: **Sell Candidate**

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