

Intuit Inc. (INTU)

\$652.75 (Stock Price as of 01/08/2026)

Price Target (6-12 Months): **\$688.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 08/21/25)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM: C

Value: D

Growth: B

Momentum: B

Summary

Intuit is well-positioned in the financial and tax management market, with its core products, QuickBooks and TurboTax. Its first-quarter fiscal 2026 results reflected a rise in revenues across all segments. Its strategy of shifting its business to a cloud-based subscription model aims to generate stable revenues over the long run. Divestment of non-core businesses has boosted its focus on digital businesses, while the Credit Karma acquisition expanded the customer base, accelerating revenue growth and broadening personal finance offerings. However, shares of Intuit have underperformed the industry in the past six months. Higher expenses due to increased investment in marketing and engineering teams are likely to impact its bottom-line results. Seasonality in tax-related sales further impacts profitability outside peak filing quarters.

Price, Consensus & Surprise⁽¹⁾



Data Overview

52 Week High-Low	\$813.70 - \$532.65
20 Day Average Volume (sh)	1,541,713
Market Cap	\$181.6 B
YTD Price Change	-1.5%
Beta	1.25
Dividend / Div Yld	\$4.80 / 0.7%
Industry	Computer - Software
Zacks Industry Rank	Top 37% (90 out of 244)

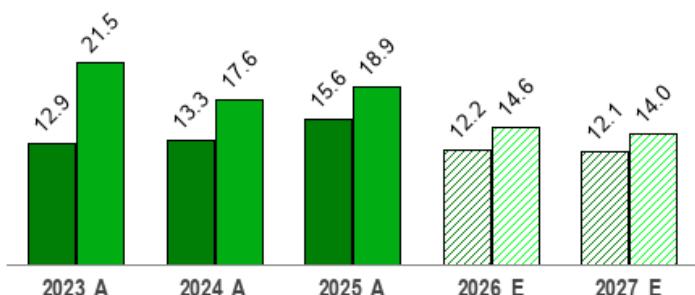
Last EPS Surprise	7.7%
Last Sales Surprise	3.3%
EPS F1 Est- 4 week change	0.0%
Expected Report Date	02/24/2026
Earnings ESP	0.0%

P/E TTM	31.0
P/E F1	28.3
PEG F1	2.0
P/S TTM	9.4

Sales and EPS Growth Rates (Y/Y %)⁽¹⁾

Sales 

EPS 



Sales Estimates (millions of \$)⁽¹⁾

	Q1	Q2	Q3	Q4	Annual*
2027	4,391 E	5,076 E	9,419 E	4,790 E	23,685 E
2026	3,885 A	4,527 E	8,509 E	4,206 E	21,122 E
2025	3,283 A	3,963 A	7,754 A	3,831 A	18,831 A

EPS Estimates⁽¹⁾

	Q1	Q2	Q3	Q4	Annual*
2027	3.84 E	4.35 E	14.49 E	3.64 E	26.34 E
2026	3.34 A	3.65 E	12.89 E	3.20 E	23.10 E
2025	2.50 A	3.32 A	11.65 A	2.75 A	20.15 A

*Quarterly figures may not add up to annual.

(1) The data in the charts and tables, including the Zacks Consensus EPS and sales estimates, is as of 01/08/2026.

(2) The report's text and the price target are as of 12/16/2025.

Overview

Headquartered in Mountain View, CA, Intuit Inc. is a business and financial software company that develops and sells financial, accounting and tax preparation software and related services for small businesses, consumers and accounting professionals globally. The company has offices in the United States, Canada, India and the United Kingdom.

In the first quarter of fiscal 2026, Intuit generated total revenues of \$3.89 billion. The company has two reportable segments: Global Business Solutions Group and Consumer. In August 2025, it combined Consumer, Credit Karma and ProTax businesses into a single Consumer segment.

Global Business Solutions Group (77% of the first quarter of fiscal 2026 revenues) segment serves small and mid-market businesses (SMB) around the world, and the accounting professionals who serve and advise them. Intuit's offerings include QuickBooks financial and business-management online services and desktop software, payroll solutions, merchant payment-processing solutions, and financing for small businesses. In August 2024, the company renamed this segment from Small Business & Self-Employed to Global Business Solutions.

Consumer (23%) segment offers DIY and assisted TurboTax income-tax preparation products and services. These solutions are sold in the United States and Canada. Intuit's Mint and Turbo offerings serve consumers and help them understand and improve their financial lives by offering a view of their financial health.

Under the Consumer segment, ProTax serves professional accountants in the United States and Canada, who are essential to both small businesses' success and tax preparation and filing. Intuit's professional tax offerings include Lacerte, ProSeries, ProFile, and ProConnect Tax Online.

Under the Consumer segment, Credit Karma offers personal finance services including credit cards, personal loans, home and auto loans and insurance.

In the Global Business Solutions segment, Intuit competes with companies such as The Sage Group. In payroll, it competes with Automatic Data Processing and Paychex, among others. In the area of merchant services, the company's rivals are financial institutions like Wells Fargo, JP Morgan Chase and Bank of America. In the Consumer Segment, Intuit faces intense competition from tax preparation service provider H&R Block.



As of 01/08/2026



As of 01/08/2026

Reasons To Buy:

- ▲ Intuit has two main products – QuickBooks, which offers financial and business management online services and desktop software to small businesses, and TurboTax, which offers income tax preparation products and services. The space in which Intuit operates has huge growth opportunity. There are over 30 million small and medium businesses in the U.S. alone. Moreover, the company with its QuickBooks Online Advanced solution is now targeting the midmarket. Furthermore, the number of individuals preferring to file their income tax themselves is increasing rapidly, thereby increasing the scope for Intuit's TurboTax software. Management is optimistic about the upcoming tax season for TurboTax. Their confidence comes from strong results of more than 300 go-to-market and product experience tests run in the first quarter of 2026. Management expects total company revenues to grow 14% to 15% for the second quarter of fiscal 2026.
- ▲ Management is optimistic about the upcoming tax season for TurboTax. Their confidence comes from strong results in over 300 marketing and product tests run in the first quarter of 2026, along with new AI plus human experiences designed to help users file faster and get their money sooner.
- ▲ For the last few years, Intuit is trying to shift its business model from selling software to cloud-based subscription providers. Cloud-based solutions, as against software-based ones, have gained popularity as they offer anywhere, anytime access. Cloud is a flourishing part of the technology space and has been gaining momentum in recent years. It is a process by which data or software is stored outside of a computer and is accessible from anywhere any time via the Internet. This revolutionary idea can lower IT costs of companies by cutting down the need for servers and staff. Per the Fortune Business Insights report, the global SaaS market is expected to grow from \$315.68 billion in 2025 to \$1131.52 billion by 2032, witnessing a CAGR of 20% during the forecast period. With its SaaS-based QuickBooks and Online Tax applications, we think that Intuit is well-positioned to lead the market.
- ▲ Intuit has previously divested its non-core businesses including Quicken, QuickBase and Demandforce in a move to focus more on its core tax and accounting businesses. We believe that Intuit's initiatives have provided it the much-needed funds to invest in and focus more on the fast-growing online businesses. The company looks forward to add more recurring revenues within its Consumer Tax and Small Business segments, capitalizing on the ongoing shift toward digital solutions. Intuit's efforts to convert itself into a cloud-based tax and accounting solution provider are encouraging.
- ▲ The acquisition of Credit Karma has expanded Intuit's customer base by adding 110 million Credit Karma customers to its existing 57-million user base. With this acquisition, Intuit helps its customers better manage their personal finance requirements. It enables Intuit's customers find suitable financial products, give them access to high-yield savings accounts, help pay down their debts and maximize their tax refunds. Credit Karma added \$2.26 billion to the company's fiscal 2025 revenues, compared to \$1.71 billion in 2024. Intuit expects the business unit to grow 10%-13% in fiscal 2026.

We are positive about Intuit's growing SMB exposure and believe that its strategic acquisitions will boost the segment. Increased adoption of its cloud-based services and products is another positive.

Reasons To Sell:

- ▼ Intuit's high costs and expenses remain a major concern. The company has increased investments in engineering and marketing teams to grab the growing opportunity globally, making us cautious about the company's bottom-line results. In the third quarter of 2025, the company's total costs and expenses increased by 11.3% to \$3.35 billion.
- ▼ Intuit's market share and revenues necessarily depend on client relationships and the number of contracts it secures. This, along with the limited scope for product differentiation, makes the renegotiation of large contracts extremely important. As a result, competition from strong companies like H&R Block and Microsoft is a concern. This also increases pricing pressure.
- ▼ Intuit's business is seasonal in nature and typically generates stronger sales during the second and third quarters, which are characterized by the U.S. tax season. As a result, the company is exposed to significant risks if the seasons fail to deliver expected operating performance. Furthermore, in the first and fourth quarters, the company incurs losses as revenues from the tax business remain at their lowest point during these periods. However, its operating expenses remain consistent throughout the year. Due to non-seasonal drivers like AI enhancements and expert-assisted products, offset by minimal tax revenues, TurboTax and ProTax revenues grew 6% and 15%, respectively, in the first quarter of fiscal 2026.

Rising expenses, owing to higher investments in engineering and marketing are likely to hurt Intuit's profitability. Heightening competition from other payroll solution providers is a concern.

Last Earnings Report

Intuit Q1 Earnings Surpass Estimates, Online Ecosystem Revenues Surge

Intuit reported first-quarter fiscal 2026 non-GAAP earnings per share (EPS) of \$3.34, which beat the Zacks Consensus Estimate of \$3.10. The bottom line jumped 33.6% from the year-ago quarter.

Results reflected solid growth in Global Business Solutions Online Ecosystem revenues and Consumer segment revenues. The company continues to make AI-driven platform expansions and has launched substantial done-for-you innovations across its platform. Management remains confident in delivering double-digit revenue growth and expanding margins this year and reaffirmed full-year guidance for fiscal 2026.

Revenues of \$3.89 billion beat the consensus mark of \$3.76 billion and increased 18.3% year over year.

First Quarter Details

Global Business Solutions Group revenues grew 18% year over year to \$3.0 billion. Within the segment, total Online Ecosystem revenues climbed 21% year over year to \$2.4 billion. Excluding Mailchimp, Global Business Solutions revenues surged 20% and Online Ecosystem revenues jumped 25%.

Backed by higher effective prices, customer growth and mix-shift, QuickBooks Online Accounting revenues were up 25% year over year, while growth in money and payroll offerings led to 17% growth in Online Services revenues. Total international online revenues increased 9% year over year on a constant-currency basis.

Revenues from the Consumer Group increased 21% to \$894 million. Driven by strength in personal loans, credit cards and auto insurance, Credit Karma revenues surged 27% to \$651 million, while TurboTax revenues were up 6% to \$198 million. Moreover, ProTax revenues increased 15% to \$45 million.

Intuit's non-GAAP operating income climbed 32% to \$1.26 billion. The non-GAAP operating margin increased 340 basis points to 32.4%.

Balance Sheet & Cash Flow

As of Oct. 31, 2025, Intuit's cash and investments were \$3.7 billion compared with \$4.6 billion as of July 31, 2025. The company exited the fiscal first quarter with a debt of \$6.1 billion.

Intuit repurchased \$851 million of stock in the fiscal first quarter. It has \$4.4 billion remaining on its share repurchase authorization.

Intuit announced that its board approved a quarterly dividend of \$1.20 per share to be paid on Jan. 16, 2026. The newly approved dividend represents a year-over-year increase of 15%.

Second Quarter & FY 2026 Outlook

For the second quarter of fiscal 2026, Intuit expects revenues to grow between 14% and 15% on a year-over-year basis. Non-GAAP earnings for the quarter are estimated in the range of \$3.63-\$3.68 per share.

Intuit has reiterated its guidance for the full fiscal year 2026. It expects fiscal 2026 revenues in the band of \$20.997-\$21.186 billion, indicating approximately 12-13% growth. The company expects fiscal 2026 non-GAAP earnings per share to be between \$22.98 and \$23.18, indicating an increase of approximately 14-15%.

The company anticipates fiscal 2026 non-GAAP operating income between \$8.611 billion and \$8.688 billion, calling for growth of around 14-15%.

Further in its business segments, the Global Business Solutions segment revenues are expected to grow within 14-15% on a year-over-year basis. Consumer Group revenues are expected to increase by approximately 8-9%. Credit Karma revenues are anticipated to rise between 10% and 13%. TurboTax revenues are projected to grow 8%, while ProTax revenues are forecasted to jump 2.3%.

FY Quarter Ending	7/31/2025
Earnings Reporting Date	Nov 20, 2025
Sales Surprise	3.30%
EPS Surprise	7.74%
Quarterly EPS	3.34
Annual EPS (TTM)	21.06

Recent News

On Nov. 27, Intuit announced a strategic partnership with The Trade Desk, making Intuit's SMB MediaLabs audiences available on The Trade Desk platform. With this partnership, Intuit is providing advertisers access to Intuit's first-party SMB audience segments.

On Nov. 21, Intuit announced that it will serve as a Founding Partner in the financial management software category for the 2028 Olympic and Paralympic Games in Los Angeles (LA28), sponsoring that event in that role.

On Oct. 14, Intuit announced a robust array of new features for Intuit Mailchimp, specifically designed to support retailers in connecting with new customers and boosting revenues during the busiest shopping season of the year.

On Sept. 18, Intuit reaffirmed first-quarter & fiscal 2026 guidance at Investor Day. The company expects first-quarter fiscal 2026 revenue growth of 14-15% and non-GAAP EPS of \$3.05-\$3.12. For fiscal year 2026, the company anticipates revenues of \$20.997-\$21.186 billion, implying 12-13% growth. GAAP EPS is expected at \$15.49-\$15.69, with non-GAAP EPS of \$22.98-\$23.18.

In Sept. 15, Intuit announced the availability of Clair On-Demand Pay as part of Intuit Enterprise Suite and QuickBooks Payroll on the Intuit platform. Through a partnership with Clair, companies using QuickBooks Online Payroll will now be able to provide employees with early access to a portion of their earned wages before their scheduled payday.

Valuation

Shares of Intuit have increased 4.1% in the year-to-date period while decreased 3.4% over the trailing 12-month period. Stocks in the Zacks sub-industry have gained 6.7% while the Zacks Computer & Technology sector has increased 24.4% in the year-to-date period. Over the past year, the sub-industry is up 0.4% and the sector is up 20%.

The S&P 500 Index has increased 18.1% in the year-to-date period and 14.6% in the past twelve months.

The stock is currently trading at 26.91X forward 12-month earnings, which compares to 28.16X for the Zacks sub-industry, 27.86X for the Zacks sector and 23.30X for the S&P 500 Index.

Over the past five years, the stock has traded as high as 85.76X and as low as 26.91X with a 5-year median of 46.20X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$688.00 price target reflects 28.28X forward 12-month earnings.

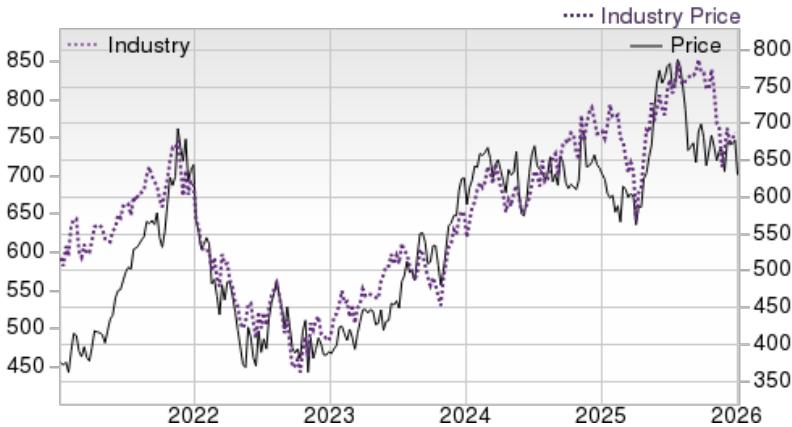
The table below shows the summary valuation data for INTU.

Valuation Multiples - INTU					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	26.91	28.16	27.86	23.30
	5-Year High	85.76	37.32	29.92	23.78
	5-Year Low	26.91	22.68	18.70	15.73
	5-Year Median	46.20	31.27	26.61	21.22
P/S F12M	Current	8.25	7.36	6.51	5.25
	5-Year High	16.91	9.79	7.39	5.50
	5-Year Low	6.79	5.45	4.24	3.83
	5-Year Median	9.46	8.44	6.29	5.05
P/B TTM	Current	9.43	7.92	10.45	8.47
	5-Year High	20.21	14.26	11.69	9.17
	5-Year Low	5.88	6.90	6.52	6.60
	5-Year Median	9.44	9.80	9.58	8.05

As of 12/15/2025

Source: Zacks Investment Research

Industry Analysis⁽¹⁾ Zacks Industry Rank: Top 37% (90 out of 244)



Top Peers⁽¹⁾

Company (Ticker)	Rec	Rank
Adobe Inc. (ADBE)	Neutral	3
Autodesk, Inc. (ADSK)	Neutral	2
Cadence Design Syste... (CDNS)	Neutral	2
CommVault Systems, I... (CVLT)	Neutral	4
Dassault Systemes SA (DASTY)	Neutral	3
Open Text Corporatio... (OTEX)	Neutral	3
Synopsys, Inc. (SNPS)	Neutral	3
SS&C Technologies Ho... (SSNC)	Neutral	3

Industry Comparison⁽¹⁾ Industry: Computer - Software

	INTU	X Industry	S&P 500	ADBE	CVLT	DASTY
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	4	3
VGM Score	C	-	-	D	D	F
Market Cap	181.64 B	6.63 B	40.73 B	141.92 B	5.47 B	37.96 B
# of Analysts	8	4	22	14	6	4
Dividend Yield	0.74%	0.00%	1.37%	0.00%	0.00%	0.78%
Value Score	D	-	-	C	D	D
Cash/Price	0.02	0.05	0.04	0.05	0.19	0.12
EV/EBITDA	31.13	16.12	15.01	17.79	42.63	15.63
PEG Ratio	1.97	1.91	2.04	1.08	NA	5.31
Price/Book (P/B)	9.40	4.39	3.44	12.21	26.01	3.91
Price/Cash Flow (P/CF)	35.27	18.92	15.54	18.92	39.99	16.81
P/E (F1)	28.26	22.72	18.81	14.47	31.75	17.57
Price/Sales (P/S)	9.35	5.23	3.07	5.97	5.00	5.45
Earnings Yield	3.54%	4.31%	5.30%	6.91%	3.15%	5.69%
Debt/Equity	0.28	0.14	0.57	0.53	4.18	0.14
Cash Flow (\$/share)	18.51	3.54	8.98	17.92	3.10	1.68
Growth Score	B	-	-	B	B	D
Hist. EPS Growth (3-5 yrs)	17.74%	14.26%	8.24%	13.58%	31.87%	9.83%
Proj. EPS Growth (F1/F0)	14.64%	15.21%	9.21%	11.94%	7.12%	10.07%
Curr. Cash Flow Growth	26.25%	9.82%	7.00%	-0.70%	45.42%	4.89%
Hist. Cash Flow Growth (3-5 yrs)	21.49%	10.80%	7.49%	8.76%	19.76%	10.46%
Current Ratio	1.39	1.39	1.19	1.00	2.53	1.55
Debt/Capital	21.81%	12.33%	38.14%	34.82%	80.68%	12.11%
Net Margin	21.19%	17.51%	12.77%	30.00%	7.32%	18.52%
Return on Equity	23.52%	19.80%	17.03%	61.28%	31.53%	17.18%
Sales/Assets	0.56	0.50	0.53	0.82	0.84	0.42
Proj. Sales Growth (F1/F0)	12.20%	8.83%	5.30%	9.40%	16.80%	9.00%
Momentum Score	B	-	-	F	C	F
Daily Price Chg	0.25%	0.00%	0.01%	0.28%	-3.37%	0.14%
1 Week Price Chg	-6.96%	-3.47%	1.11%	-5.79%	-3.29%	-1.22%
4 Week Price Chg	-3.44%	-2.57%	0.30%	-3.25%	0.03%	3.74%
12 Week Price Chg	0.89%	-6.55%	4.41%	2.98%	-27.28%	-17.67%
52 Week Price Chg	4.26%	-13.78%	16.95%	-19.20%	-21.33%	-20.04%
20 Day Average Volume	1,541,713	258,865	2,445,854	3,372,219	587,212	149,149
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	0.00%	0.00%	0.00%	-1.37%	0.00%	-0.70%
(F1) EPS Est 12 week change	-0.04%	2.21%	0.47%	-1.63%	-14.23%	-3.20%
(Q1) EPS Est Mthly Chg	0.00%	0.00%	0.00%	4.17%	0.00%	0.00%

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	D
Growth Score	B
Momentum Score	B
VGM Score	C

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

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