Kimberly-Clark de Mexico: 4Q25 Preview

MX Equity Research

January 21, 2026 | Earnings Preview

Neutral Consumer Outlook

We are reiterating our Market Perform rating; PT up to P$41.

Amid a more favorable FX backdrop, we are revising our estimates modestly upward ahead of results. After a year marked by significant FX volatility and hedge-related pressures, the scenario into 4Q25 has shifted meaningfully. Following the sharp depreciation observed at the beginning of last year —when the MXN moved from the high-mid teens and closed the quarter at an average exchange rate of 20.4 — Kimberly-Clark de México implemented FX hedges that weighed on margins through most of 2025, particularly up to 3Q25.

In contrast, during 4Q25 the average exchange rate stood at P$18.3, resulting in a solid tailwind for Kimberly-Clark de México: (i) a materially stronger MXN vs. prior periods, coupled with the absence of hedge carry-over effects that had pressured margins in denominated in USD and minimal revenue exposure to the currency, KCM remains highly sensitive to FX movements. We estimate that each P$1 appreciation/depreciation in the exchange rate impacts gross margin by c.140bps, underscoring the significance of the current FX environment.

We have a neutral view on Consumer, and while KCM's products are relatively resilient, we still see pricing power as currently limited. In some products, we continue to expect consumer trade down, yet the company's new product pipeline and cost savings initiatives could partially offset some of the top-line and margin pressure, respectively, along with the aforementioned FX tailwinds.

Looking into 2026E, we forecast revenues of ~P$58.0bn, implying a 4.8% YoY growth, alongside 25.6% EBITDA margin, representing a 30bps expansion YoY.

The company is planned to report its 4Q25 results on Thursday January 22, 2025 AMC, with its CC to be hosted on January 23 at 9:30 am ET.

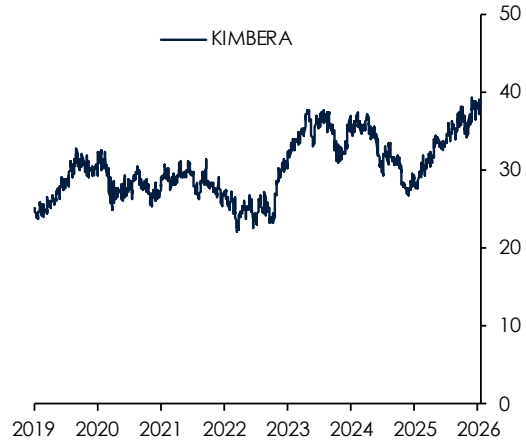
Figure 3: Highlights
(P$, 1/19/26)

Ticker	KIMBERA
Rating	**Market Perform**
Price Target (12M)	**$ 41**
Stock Price (01/21/26)	$ 38
Expected Return	**7.1%**
N12M Dividend Yield	5.0%
Total Return	**12.1%**
Market Cap (US$mn)	$ 6,732

Source: Bloomberg, Actinver Research.

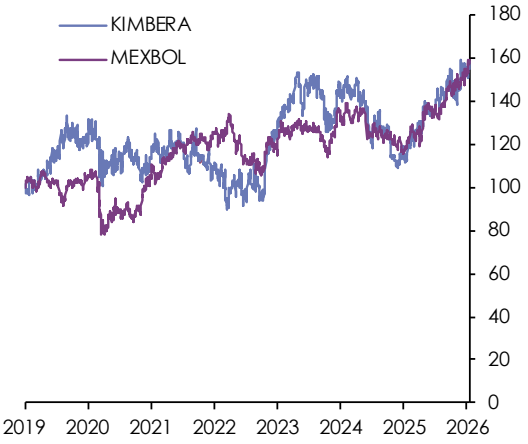
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Figure 1: Stock performance
(P$, 1/19/26)



Source: Bloomberg, Actinver Research.

Figure 2: Relative stock performance
(2019=100, 1/19/26)



Source: Bloomberg, Actinver Research.

KCM 4Q25 Preview: Market Perform rating, raising PT to P$41 (from P$40)

We are slightly increasing our top-line and margin estimates, mostly on the latter amid expected FX tailwinds. We now expect **revenues** to increase 1.7% YoY in 4Q25, reaching P$14bn representing a 0.8% upward revision vs. our prior estimates. From a segment perspective, Consumer sales are expected to offset a potential decline in Exports, driven by market conditions and FX headwinds in the segment. At the **margin** level, we anticipate a sequential and YoY improvement, driven by the FX tailwind and overall favorable input costs, partially offset by still-competitive promotional dynamics. We forecast an EBITDA margin of 25.7%, with EBITDA reaching approximately P$3.6bn.

Figure 4: KCM 4Q25 results preview

Income Statement (P$mn)	4Q25E	4Q24A	YoY	3Q25A	QoQ
Revenues	**$ 14,006**	**$ 13,771**	*1.7%*	**$ 13,410**	*4.4%*
Gross Profit	**$ 5,523**	**$ 5,389**	*2.5%*	**$ 5,192**	*6.4%*
Gross Margin	*39.4%*	*39.1%*	*30 bps*	*38.7%*	*72 bps*
Operating Profit	**$ 3,036**	**$ 2,944**	*3.1%*	**$ 2,853**	*6.4%*
Operating Margin	*21.7%*	*21.4%*	*30 bps*	*21.3%*	*40 bps*
EBITDA	**$ 3,604**	**$ 3,502**	*2.9%*	**$ 3,355**	*7.4%*
EBITDA Margin	*25.7%*	*25.4%*	*30 bps*	*25.0%*	*71 bps*
Majority Net Profit	**$ 1,998**	**$ 1,792**	*11.5%*	**$ 1,681**	*18.9%*
Majority Net Margin	*14.3%*	*13.0%*	*126 bps*	*12.5%*	*173 bps*
EPS (maj.)	**$ 0.66**	**$ 0.59**	*12.8%*	**$ 0.56**	*18.9%*
Segment sales					
Total Consumer	**$ 12,650**	**$ 12,175**	*3.9%*	**$ 12,198**	*3.7%*
Exports	**$ 1,356**	**$ 1,595**	*(15.0%)*	**$ 1,212**	*11.9%*

Source: Company reports, Actinver Research.

2025E-26E Preview

We slightly raise our sales and earnings estimates for 2025-26E, reflecting a more supportive FX backdrop and improved margin dynamics vs. our prior assumptions. We thus now expect EBITDA margins to trend towards the mid-25-27% range, driven by FX tailwinds and despite a relatively soft top line. Following these adjustments, **we reiterate our Market Perform rating and raise our price target to P$41 (from P$40).**

Figure 5: KCM 2025E and 2026E Preview

Income Statement (P$mn)	2025E	2025E	Δ in est.	2026E	2026E	Δ in est.
Revenues	**$ 55,320**	$ 55,210	*0.2%*	**$ 57,988**	$ 57,873	*0.2%*
Gross Profit	**$ 21,374**	$ 21,205	*0.8%*	**$ 22,652**	$ 22,359	*1.3%*
Gross Margin	*38.6%*	*38.4%*	*23 bps*	*39.1%*	*38.6%*	*43 bps*
Operating Profit	**$ 11,912**	$ 11,768	*1.2%*	**$ 12,683**	$ 12,438	*2.0%*
Operating Margin	*21.5%*	*21.3%*	*22 bps*	*21.9%*	*21.5%*	*38 bps*
EBITDA	**$ 13,998**	$ 13,849	*1.1%*	**$ 14,870**	$ 14,620	*1.7%*
EBITDA Margin	*25.3%*	*25.1%*	*22 bps*	*25.6%*	*25.3%*	*38 bps*
Majority Net Profit	**$ 7,384**	$ 7,285	*1.4%*	**$ 8,068**	$ 7,898	*2.2%*
Majority Net Margin	*13.3%*	*13.2%*	*15 bps*	*13.9%*	*13.6%*	*27 bps*
EPS (maj.)	**$ 2.45**	$ 2.42	*1.4%*	**$ 2.68**	$ 2.62	*2.2%*
Segment sales						
Total Consumer	**$ 50,376**	$ 50,266	*0.2%*	**$ 52,764**	$ 52,649	*0.2%*
Exports	**$ 4,944**	$ 4,944	*0.0%*	**$ 5,224**	$ 5,224	*0.0%*

Source: Company reports, Actinver Research.

Valuation: Methodologies, Key Assumptions & Scenarios

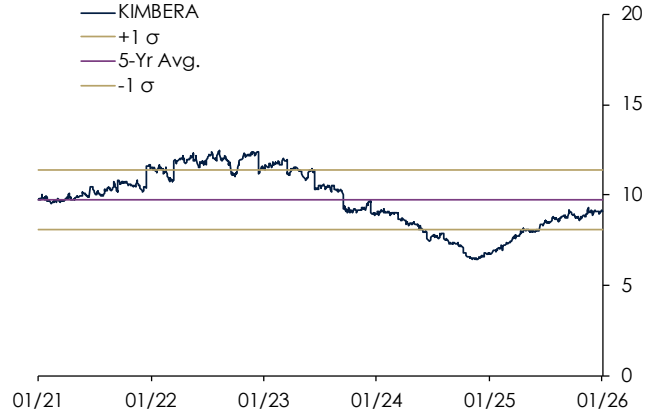
Our **Kimberly-Clark de Mexico** PT (P$41) is derived from a DCF calculation, using a 10.% WACC —previously 10.0%—. We use a 12% cost of debt, an effective tax rate of 32.5%, a cost of equity of 16.6%, and a D/E ratio of 3.5—.

Figure 6: KCM Stock Price
(P$, L12M as of 1/19/26)



Source: Company reports, Actinver Research.

Figure 7: KCM EV/EBITDA
(x, L12M as of 1/19/26)



Source: Company reports, Actinver Research.

Kimberly-Clark de Mexico Key Stats

	2024A	2025E	2026E	2027E	2019A-23A CAGR	2023A-27E CAGR
Income Statement and FCF						
(in P$mn)	**2024A**	**2025E**	**2026E**	**2027E**	**2019A-23A CAGR**	**2023A-27E CAGR**
Revenues	$ 54,782	$ 55,320	$ 57,988	$ 60,797	*5.2%*	*3.3%*
Gross Profit	$ 22,383	$ 21,374	$ 22,652	$ 23,870	*6.1%*	*3.6%*
Operating Profit	$ 12,847	$ 11,912	$ 12,683	$ 13,394	*7.3%*	*2.9%*
EBITDA	$ 13,917	$ 13,998	$ 14,870	$ 15,687	*6.2%*	*3.0%*
Majority Net Profit	$ 7,830	$ 7,384	$ 8,068	$ 8,795	*0.0%*	*0.0%*
Shares Outstanding (mn)	$ 3,044	$ 3,011	$ 3,011	$ 3,011	*0.0%*	*0.0%*
EPS (maj.)	$ 2.57	$ 2.45	$ 2.68	$ 2.92	*8.1%*	*6.4%*
Average Stock Price	$ 32.48	N/A	N/A	N/A		
Enterprise Value	$ 137,484	N/A	N/A	N/A	*3.5%*	*N/A*
Total Assets	$ 52,109	$ 50,114	$ 54,824	$ 59,392	*6.6%*	*2.4%*
Net Debt	$ 12,697	$ 9,113	$ 4,444	($ 2,345)	*(7.4%)*	*N/A*
Controlling Interest	$ 7,407	$ 6,506	$ 14,937	$ 23,381	*7.0%*	*35.6%*
Minority Equity	$ 0	$ 0	$ 0	$ 0	*N/A*	*N/A*
Dividends Paid	($ 5,720)	($ 6,206)	($ 4,159)	($ 5,647)	*1.0%*	*3.2%*
Dividend Yield	*N/A*	*N/A*	*0.0%*	*0.0%*	*(4.0%)*	*N/A*
Free Cash Flow to the Firm (FCFF)	$ 3,969	$ 6,846	$ 4,937	$ 7,532	*3.4%*	*1.1%*
FCFF Yield	*4.0%*					
Free Cash Flow to Equity (FCFE)	($ 1,168)	$ 379	$ 2,360	$ 4,365	*(14.1%)*	*15.2%*
FCFE Yield	*-1.2%*					

Profitability YoY growth

	2024A	2025E	2026E	2027E	2019A-23A CAGR	2023A-27E CAGR
Revenues	*2.8%*	*1.0%*	*4.8%*	*4.8%*	*5.2%*	*3.3%*
Gross Profit	*8.1%*	*(4.5%)*	*6.0%*	*5.4%*	*6.1%*	*3.6%*
Operating Profit	*7.7%*	*(7.3%)*	*6.5%*	*5.6%*	*7.3%*	*2.9%*
EBITDA	*0.0%*	*0.6%*	*6.2%*	*5.5%*	*6.2%*	*3.0%*
Majority Net Profit	*11.7%*	*(5.7%)*	*9.3%*	*9.0%*	*0.0%*	*0.0%*

Profitability margins

	2024A	2025E	2026E	2027E	2019A-23A Δ	2023A-27E Δ
Gross Margin	*40.9%*	*38.6%*	*39.1%*	*39.3%*	*131 bps*	*43 bps*
Operating Margin	*23.5%*	*21.5%*	*21.9%*	*22.0%*	*170 bps*	*(35 bps)*
EBITDA Margin	*25.4%*	*25.3%*	*25.6%*	*25.8%*	*95 bps*	*(31 bps)*
Majority Net Margin	*14.3%*	*13.3%*	*13.9%*	*14.5%*	*132 bps*	*131 bps*
ROA	*14.8%*	*14.4%*	*15.4%*	*15.4%*	*65 bps*	*235 bps*
ROE	*109.3%*	*106.2%*	*75.2%*	*45.9%*	*2,199 bps*	*(7,148 bps)*
ROIC	*42.7%*	*43.8%*	*47.6%*	*43.5%*	*1,270 bps*	*611 bps*

Multiples

	2024A	2025E	2026E	2027E	2017A-20A Avg.	2021A-24E Avg.
EV/EBITDA	8.1x	8.2x	7.7x	7.3x	13.1x	10.2x
3-Yr Avg.	10.2x	9.0x	8.0x	7.8x		
Premium (Discount) vs. 3-Yr Avg.	*(20.8%)*	*(8.3%)*	*(3.3%)*	*(5.5%)*	*(6.2%)*	*(7.3%)*
5-Yr Avg.	10.3x	9.8x	9.3x	8.4x		
Premium (Discount) vs. 5-Yr Avg.	*(22.2%)*	*(15.8%)*	*(16.7%)*	*(12.6%)*	*(8.3%)*	*(12.8%)*
P/E	12.9x	16.7x	15.3x	14.0x	18.4x	16.4x
3-Yr Avg.	16.9x	16.1x	15.0x	15.4x		
Premium (Discount) vs. 3-Yr Avg.	*(23.8%)*	*3.6%*	*2.3%*	*(8.6%)*	*(42.1%)*	*(24.2%)*
5-Yr Avg.	16.3x	16.5x	16.5x	15.5x		
Premium (Discount) vs. 5-Yr Avg.	*(20.9%)*	*1.3%*	*(7.4%)*	*(9.7%)*	*(51.3%)*	*(25.7%)*
PEG	110.4x	(293.6x)	165.3x	155.7x	107.8x	68.9x
P/BV	15.0x	19.0x	8.3x	5.3x	18.4x	17.9x
P/Sales	2.0x	2.2x	2.1x	2.0x	2.8x	2.1x

Source: Company reports, Bloomberg, Actinver Research.

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December 31, 2025 | Update

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