

Despite Decreased Profits, Starbucks And Heinz Are Boosting Shareholder Handouts After Raising Prices

Starbucks, Which Has Increased Prices At Least Three Times Since October 2021, Increased Stock Buybacks By 81% And Dividends By 6% In The First Three Quarters Of Its FY 2024, When It Saw Net Income Fall By Nearly 2%—Including An 8% Drop In Q3 2024 Net Income.

Despite Seeing Its Net Income Decrease 8% In Its Q3 2024 And Seeing Its Net Income For The First Three Quarters Of Its FY 2024 Fall By 1.8%, Starbucks Increased Stock Buybacks By 81% And Dividends By 6% In The First Three Quarters.

In Its Q3 2024 Ending June 30, 2024, Starbucks Saw Its Net Income 8% To Slightly Over \$1 Billion:

	Quarter Ended		
	Jun 30, 2024	Jul 2, 2023	% Change

Net earnings attributable to Starbucks	\$ 1,054.8	\$ 1,141.7	(7.6)
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[Starbucks Q3 2024 Earnings, [07/30/24](#)]

In The First Three Quarters Of Its FY 2024, Starbucks Saw Its Net Income Fall by 1.8% To About \$2.8 Billion:

	Three Quarters Ended		
	Jun 30, 2024	Jul 2, 2023	% Change

Net earnings attributable to Starbucks	\$ 2,851.7	\$ 2,905.2	(1.8)
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In The First Three Quarters Of Its FY 2024, Starbucks Spent \$1.3 Billion On Stock Buybacks And \$1.9 Billion On Dividends, A Respective Increase Of 81% And 6% From 2023:

	Three Quarters Ended	
	Jun 30, 2024	Jul 2, 2023
Cash dividends paid	(1,939.0)	(1,824.8)
Repurchase of common stock	(1,266.7)	(699.3)

[Starbucks Q3 2024 Earnings, [07/30/24](#)]

Starbucks Has Increased Prices At Least Three Times Since October 2021.

In February 2022, CBS News Reported Starbucks Would Be Raising Prices That Year, “Its Third Increase Since October [2021].” “Starbucks is planning to hike its prices this year, its third increase since October, as large U.S. restaurant chains try to blunt the impact of the most ferocious inflation in decades by passing costs along to consumers. Fast-food restaurants hiked prices 8% last year, federal labor data show. The Consumer Price Index, a key gauge of inflation that looks at a basket of goods, rose 5.8% in 2021. Starbucks didn't say how much it plans to increase prices, but the cost of a cup of its brewed coffee has inched steadily upward. The company had already boosted prices in October and again last month, executives said on Tuesday.” [CBS News, [02/03/22](#)]

Despite Kraft Heinz—Which Has Raised Prices By An Average Of 8.1 Percentage Points Over The Past Three Years—Seeing Its Net Income Decrease 51% For The First Six Months Of 2024, The Company Has Spent \$969 Million On Dividends And \$537 Million On Stock Buybacks So Far This Year, With Buybacks Increasing 1,313% From 2023.

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In Q2 2024, Kraft Heinz Saw Its Net Income Decrease 90% To \$100 Million, With Net Income For The First Six Months Of The Year Decreasing 51% to \$904 Million:

	For the Three Months Ended			For the Six Months Ended		
	June 29, 2024	July 1, 2023	% Chg vs PY	June 29, 2024	July 1, 2023	% Chg vs PY
Gross profit	\$ 2,294	\$ 2,261	1.5%	\$ 4,537	\$ 4,374	3.7%
Operating income/(loss)	522	1,376	(62.1)%	1,824	2,619	(30.4)%
Net income/(loss)	100	998	(90.0)%	904	1,835	(50.7)%

[Kraft Heinz Q2 2024 Earnings, [07/31/24](#)]

Despite This Steep Decrease In Quarterly And Six-Month Earnings, Kraft Heinz Has Spent \$969 Million On Dividends And \$537 Million On Stock Buybacks So Far This Year, With Buybacks Increasing 1,313% From 2023:

	For the Six Months Ended	
	June 29, 2024	July 1, 2023
Dividends paid	(969)	(982)
Repurchases of common stock	(537)	(38)

[Kraft Heinz Q2 2024 Earnings, [07/31/24](#)]

According to Reuters, Kraft Heinz Has Raised Prices By An Average Of 8.1 Percentage Points Over The Past Three Years.

In May 2024, Reuters Reported Kraft Heinz Had Raised Prices By An Average Of 8.1 Percentage Points Over The Past Three Years. “Overall volumes fell 3.2 percentage points in the three months ended March 30, while prices rose 2.7 percentage points across Kraft-Heinz's portfolio. Prices have on average increased 8.1 percentage points over the past three years, according to Reuters calculations.” [Reuters, [05/01/24](#)]

- **HEADLINE: “Kraft Heinz misses sales estimates as higher prices deter customers”** [Reuters, [05/01/24](#)]