

Honest Company, Inc. (HNST)

Nasdaq; shops; SIC 5961, Retail-Catalog & Mail-Order Houses; CIK 0001530979

Honest Company, Inc.	
HNST; shops	
Grade	C middle fifth of 258 graded peers percentile 45.9; sampling error 2.9 points; lower is stronger
Rank	119 of 258
Profitability	C percentile 43.9
Solvency	B/C percentile 38.6
Growth and financing	C/D percentile 61.1
Reliability	0.87 AUC filers with \$120M to \$591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	\$120M to \$591M assets total assets \$225.4M
Standard universe	inside revenue above \$1M and assets above \$10M
Warnings	none active not computable: distress, fortress balance sheet
Inputs computable	8 of 14
Graded from	filings received through Feb 25, 2026 226 days before the rescan; latest periodic filing 10-Q received Aug 5, 2026
Last close	\$4.97 2026-10-08; market equity \$533.7M
Price used in grade	None

C, the tortoise
middle fifth of its sector; letters are fifths of the 258 graded peers

Share price, twelve months to the rescan
split-adjusted close; the letter is fixed at the rescan that set it

Rescans on file: D from Mar 21, 2025, C/D from Apr 21, 2025, C from Sep 21, 2025

Letter at every rescan

Jan 21, 2012 to Oct 9, 2026; sector percentile, stronger toward the top; facts filed by each date only



Business, in the company's words

opening of Item 1 of the 10-K received Feb 25, 2026

Founded in 2012, The Honest Company (the "Company," or "Honest," or which may also be referred to as "we," "us" or "our") is a personal care company dedicated to creating cleanly-formulated and sustainably-designed products for everyone from babies to adults. By combining thoughtful design with science-based innovation, we deliver personal care products for everyone from babies to adults, spanning categories across wipes, personal care, diapers, and beauty. Our commitment to our core values, continual innovation

and engaging our community has differentiated and elevated our brand and our products.

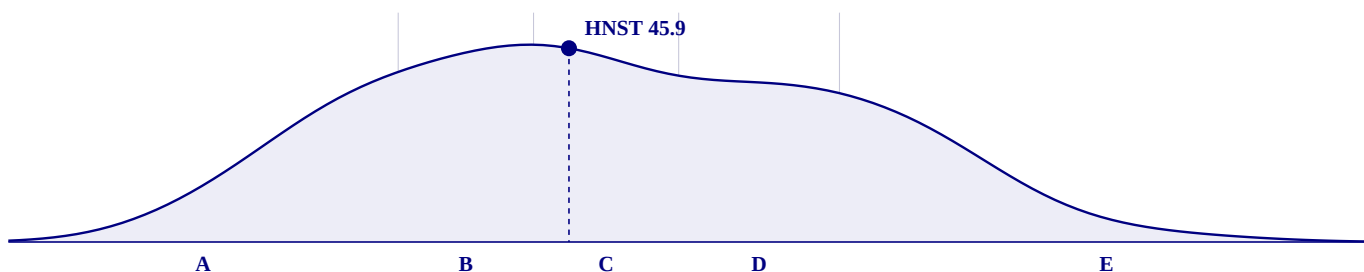
The fourteen inputs

lower percentile is stronger; equal-weighted sleeves

Input	Percentile, 0 to 100	Value	Peer median	Percentile	Peers	Period end
Profitability, sleeve percentile 43.9						
Gross profitability		54.9%	42.6%	29.5	242	2025-12-31
Return on invested capital		not computable	10.9%			one or more required annual facts are missing
Accruals ratio		(13.0%)	(4.9%)	18.9	287	2025-12-31
Gross margin stability, five years		3.4 pts	1.2 pts	83.5	219	2025-12-31
Solvency, sleeve percentile 38.6						
Twelve-month failure probability		not computable	0.04%			latest liabilities, cash plus short-term investments, book equity, and shares are required
Altman Z double-prime		(0.19)	1.92	69.1	208	2025-12-31
Net debt to EBITDA		not computable	1.84x			one or more required annual facts are missing
Interest coverage		not computable	2.26x			one or more required annual facts are missing
Current ratio		3.98x	1.37x	8.2	295	2025-12-31
Growth and financing, sleeve percentile 61.1						
Revenue growth, three-year compound		5.8%	1.5%	27.2	269	2025-12-31
Free cash flow growth, three-year compound		not computable	5.6%			current FCF must be positive and base FCF must exceed \$100,000 pretax income must exceed the validity floor and imply a 0%-100% tax rate
Reinvestment rate		not computable	7.3%			
Asset growth, three years		(2.2%)	3.4%	69.4	272	2025-12-31
Net share issuance, one year		3.3%	(0.6%)	86.7	211	2026-02-20

Among 258 peers

shops; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
114	US Foods Holding Corp. (USFD)	44.0	C	
115	LKQ Corp. (LKQ)	44.4	C	
116	Cannae Holdings, Inc. (CNNE)	44.7	C	fortress balance sheet
117	Herbalife Ltd. (HLF)	45.1	C	
118	Sonic Automotive Inc. (SAH)	45.5	C	
119	Honest Company, Inc. (HNST) <	45.9	C	
120	First Watch Restaurant Group, Inc. (FWRG)	46.3	C	
121	Starbucks Corp. (SBUX)	46.7	C	
122	Universal Corp. (UVV)	47.1	C	late filer
123	Scansource, Inc. (SCSC)	47.5	C	fortress balance sheet
124	Lowes Companies Inc. (LOW)	47.9	C	

What the price implies

at the 2026-10-08 close; none enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	55.4%	(0.1%)	88
Distance from 52-week high	(16.5%)	(24.1%)	62
EBIT to enterprise value	not computable	5.3%	
Free cash flow yield	2.6%	4.2%	36
Book value to price	0.31	0.36	45
Sales to price	0.70	1.75	23
Composite equity issuance, five years	not computable	(16.7%)	
Relative strength against the sector, log excess return	0.46	0.02	88

Diagnostics

not in the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	pass
Return on assets improved	fail
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	pass
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	fail
Cash, filings, liquidity	
Cash and equivalents	\$105.9M
Operating cash flow, four quarters	\$56.6M
Months of runway	not finite
Days since last periodic filing	65 (10-Q received Aug 5, 2026)

Sources

each row links to the filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	\$123.8M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
2	assets	us-gaap:Assets	\$225.4M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
3	net income	us-gaap:NetIncomeLoss	-\$15.7M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
4	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$15.1M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
5	assets	us-gaap:Assets	\$247.4M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
6	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$371.3M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
7	gross profit	us-gaap:GrossProfit	\$144.7M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
8	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$378.3M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
9	gross profit	us-gaap:GrossProfit	\$100.5M	2023-12-31	2026-02-25	10-K	0001628280-26-011634
10	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$344.4M	2023-12-31	2026-02-25	10-K	0001628280-26-011634
11	gross profit	us-gaap:GrossProfit	\$92.3M	2022-12-31	2025-02-26	10-K	0001530979-25-000016
12	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$313.7M	2022-12-31	2025-02-26	10-K	0001530979-25-000016
13	gross profit	us-gaap:GrossProfit	\$109.2M	2021-12-31	2024-03-08	10-K	0001530979-24-000028
14	revenue	us-gaap:RevenueFromContractWithCustomerExcludingAssessedTax	\$318.6M	2021-12-31	2024-03-08	10-K	0001530979-24-000028
15	current assets	us-gaap:AssetsCurrent	\$202.4M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
16	current liabilities	us-gaap:LiabilitiesCurrent	\$50.8M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
17	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-\$500.9M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
18	operating income	us-gaap:OperatingIncomeLoss	-\$18.5M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
19	book equity	us-gaap:StockholdersEquity	\$169.7M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
20	liabilities	us-gaap:Liabilities	\$55.7M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
21	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$1.5M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
22	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$1.5M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
23	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$530,000	2024-12-31	2026-02-25	10-K	0001628280-26-011634
24	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	\$19.4M	2023-12-31	2026-02-25	10-K	0001628280-26-011634
25	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$1.8M	2023-12-31	2026-02-25	10-K	0001628280-26-011634
26	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	-\$76.3M	2022-12-31	2025-02-26	10-K	0001530979-25-000016
27	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	\$1.6M	2022-12-31	2025-02-26	10-K	0001530979-25-000016
28	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	\$2.9M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
29	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraord	\$15.5M	2025-12-31	2026-02-25	10-K	0001628280-26-011634
30	income tax	us-gaap:IncomeTaxExpenseBenefit	\$204,000	2025-12-31	2026-02-25	10-K	0001628280-26-011634
31	current assets	us-gaap:AssetsCurrent	\$213.9M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
32	current liabilities	us-gaap:LiabilitiesCurrent	\$59.9M	2024-12-31	2026-02-25	10-K	0001628280-26-011634
33	assets	us-gaap:Assets	\$201.6M	2023-12-31	2025-02-26	10-K	0001530979-25-000016
34	assets	us-gaap:Assets	\$240.6M	2022-12-31	2024-03-08	10-K	0001530979-24-000028
35	shares outstanding	dei:EntityCommonStockSharesOutstanding	112,474,217	2026-02-20	2026-02-25	10-K	0001628280-26-011634
36	shares outstanding	dei:EntityCommonStockSharesOutstanding	108,910,399	2025-02-21	2025-02-26	10-K	0001530979-25-000016