



The relative strengths and weaknesses of GENERAL MILLS INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of GENERAL MILLS INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 75% points. The greatest weakness of GENERAL MILLS INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 55% points.

The company's Economic Capital Ratio, given in the ranking table, is 79%, being 23% points above the market average of 56%.

Input Variable	Value in 1000 USD
Assets, Current	5,754,500
General and administrative Expense	0
Intangible Assets	21,213,000
Liabilities, Current	8,265,800
Liabilities, Long Term	11,079,600
Other Assets	1,267,600
Other Compr. Net Income	479,000
Other Expenses	15,845,200
Other Liabilities	2,118,400
Other Net Income	64,200
Property and equipment	3,606,800
Revenues	18,127,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	31,841,900
Liabilities	21,463,800
Expenses	15,845,200
Stockholders Equity	10,378,100
Net Income	2,346,000
Comprehensive Net Income	2,633,400
Economic Capital Ratio	79%