





FOOD AND KINDRED PRODUCTS 2017

GENERAL MILLS INC Rank 21 of 31



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 Other Expenses, increasing the Economic Capital Ratio by 93% points. The greatest weakness of GENERAL MILLS INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 88% points.

The company's Economic Capital Ratio, given in the ranking table, is 87%, being 39% points below the market average of 126%.

Input Variable	Value in 1000 USD
Assets, Current	3,937,200
General and administrative Expense	0
Intangible Assets	13,279,800
Liabilities, Current	5,014,700
Liabilities, Long Term	9,145,300
Other Assets	751,700
Other Comprehensive Net Income	-340,900
Other Expenses	15,062,900
Other Liabilities	1,399,600
Other Net Income	236,600
Property and equipment	3,743,600
Revenues	16,563,100
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Expenses	15,062,900
Assets	21,712,300
Liabilities	15,559,600
Stockholders Equity	6,152,700
Net Income	1,736,800
Comprehensive Net Income	1,668,620
Asset Turnover	76%
Profit Margin	10%
Return on Assets	7.7%
Economic Capital Ratio	87%

