





ADVERTISING 2025

PSQ Holdings Inc
Rank 16 of 18

The relative strengths and weaknesses of PSQ Holdings 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 PSQ Holdings Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 12% points. The greatest weakness of PSQ Holdings Inc is the variable Comprehensive Net Income, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 67%, being 26% points below the market average of 92%.

Input Variable	Value in 1000 USD
Assets, Current	46,837
Assets, Non-Current	0
Cost of Goods and Services Sold	0
General and Administrative Expense	43,326
Intangible Assets	26,996
Liabilities, Current	8,624
Liabilities, Non-Current	164
Marketing and Selling Expenses	18,766
Other Assets	785
Other Compr. Net Income	0
Other Expenses	16,876
Other Liabilities	39,256
Other Net Income	-2,263
Other Revenues	23,543
Property, Plant and Equipment	276

Output Variable	Value in 1000 USD
Assets	74,894
Liabilities	48,044
Expenses	78,968
Revenues	23,543
Stockholders Equity	26,850
Net Income	-57,687
Comprehensive Net Income	-57,687
ECR before Limited Liability	-60%
Economic Capital Ratio	67%