



The relative strengths and weaknesses of Kraft Heinz Co 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 Kraft Heinz Co compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 131% points. The greatest weakness of Kraft Heinz Co is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 36% points.

The company's Economic Capital Ratio, given in the ranking table, is 106%, being 94% points above the market average of 12%.

Input Variable	Value in 1000 USD
Assets, Current	7,897,000
General and administrative Expense	0
Intangible Assets	73,482,000
Liabilities, Current	9,028,000
Liabilities, Long Term	20,842,000
Other Assets	2,394,000
Other Compr. Net Income	-991,000
Other Expenses	24,370,000
Other Liabilities	11,773,000
Other Net Income	253,000
Other Revenues	26,485,000
Property and equipment	6,740,000
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	90,513,000
Liabilities	41,643,000
Expenses	24,370,000
Revenues	26,485,000
Stockholders Equity	48,870,000
Net Income	2,368,000
Comprehensive Net Income	1,852,680
Economic Capital Ratio	106%