Fiskars Group

Household Products | Finland | MCAP MEUR 1140

Investment summary

We rate Fiskars Group SELL with a 12-month target price of EUR 11.13, implying 20% downside from the current share price of EUR 13.90. Our view is that the current share price already discounts a faster and fuller margin recovery than Fiskars is likely to deliver.

Fiskars enters 2026 with improving cash flow, a clearer operating structure and early signs of stabilisation. The Group operates through two business areas: BA Vita, focused on premium lifestyle brands, and BA Fiskars, focused on functional household and outdoor products. BA Vita accounts for 54% of net sales, making its recovery central to the investment case.

Our thesis rests on expectations being ahead of execution. Management targets an EBIT margin of at least 12% by 2030 and consensus implies a recovery toward approximately 10.6% by 2028E, while our base case assumes Fiskars stabilises at around 9%. BA Vita reported a comparable EBIT margin of -0.6% in Q1 2026, compared with 20.1% for BA Fiskars. The EUR 28m cost savings programme and channel shift are meaningful responses, but the segment remains in an operational reset.

Our DCF implies a fair value of EUR 11.13 per share, while the peer-based valuation indicates EUR 12.86 per share. Both methods suggest the shares trade above fair value, supporting our SELL recommendation.

Recommendation: SELL
Target price: 11.13
Price: 13.9
Downside: (20%)
Ticker: FSKRS
Date: 16 June 2026
52-week price range: 11.90-14.86

Analysts
Erik Lindholm
Johannes Lavinkoski

Hanken School of Economics

Key figures (MEUR)	2024A	2025A	2026E	2027E
Revenue	1157.10	1140.20	1151.60	1168.90
Growth	2.4%	(1.5%)	1.0%	1.5%
EBITDA	119.10	122.20	161.20	163.60
EBIT	37.10	38.10	80.6	81.8
NOPAT	28	41	64	65

Company Overview

Fiskars Group (the Group) is a Finnish consumer goods company that designs and sells products for indoor and outdoor living, including tableware, cooking products, scissors, and gardening tools. Revenue is primarily generated through physical product sales, distributed via wholesale partners and direct-to-consumer channels, including e-commerce. The Group serves both consumers and businesses, with a diversified customer base and no single customer accounting for more than 5% of net sales.

The Group consists of two operationally independent business areas (BA): BA Vita and BA Fiskars. BA Vita includes premium lifestyle brands such as Royal Copenhagen and Moomin Arabia, while BA Fiskars focuses on functional household and outdoor products under brands like Fiskars and Gerber. The divisions were legally separated in 2025, with the Group acting as a holding company. A third, non-core segment contributes less than 1% of net sales.
Revenue is balanced across segments, with BA Vita accounting for 54% of net sales and BA Fiskars 46%. BA Vita has greater exposure to Europe and Asia-Pacific, while BA Fiskars is more exposed to the US market, which represents roughly 30% of group sales and contributes to recent performance pressure. This is reinforced by differences in distribution, with BA Vita maintaining a more balanced DTC and wholesale channel mix, and BA Fiskars remains primarily wholesale driven.

The Group is still in transition, but it enters 2026 with improving cash flow, a new operating structure after the legal separation of its two business areas, and early signs of stabilisation.

Industry & Competitive Position

Market structure: The Group operates in the consumer discretionary sector, with industry exposure to branded home and living products. The sector is highly exposed to cyclical demand, and thus vulnerable to changes in consumer spending and seasonal patterns, which are key drivers. For the Group, this exposure is amplified because the nature of its product offering is non-essential and durable, meaning purchases can be postponed during weaker periods. Demand also varies meaningfully throughout the year. BA Fiskars is particularly exposed to the spring gardening season and typically generates a large share of its profitability during the first half of the year, while BA Vita's premium home and gifting categories are more weighted towards the second half.

Competitive landscape: The market is highly fragmented, with competition from global brands, premium design-led players, and low-cost private label products. Competitive dynamics differ across product categories: design-led segments, such as tableware and home décor, compete on brand and aesthetics, while more practical categories, such as garden tools, are more price-sensitive and easier to compare across products. Across both segments, the rise of e-commerce has increased price transparency and intensified competition, particularly from lower-cost and retailer-owned brands.

Competitive advantage assessment: The Group spans both functional and design-driven categories within the home and living market, exposing the Group to different competitive dynamics within a single portfolio. BA Vita benefits from premium brands such as Iittala, Royal Copenhagen, and Moomin Arabia, which support pricing power and differentiation. BA Fiskars operates in more functional categories with more price-driven competition. Consequently, the Group's competitive advantages are more pronounced in its premium categories than its functional product categories.

Investment Thesis

Thesis 1: Expectations May be Ahead of Execution
Management targets a group EBIT margin of at least 12% by 2030, while consensus estimates imply a recovery towards approximately 10.6% by 2028E. In contrast, our base case assumes the Group stabilises at around 9%, as we believe the market underestimates the time and execution required to restore BA Vita to sustainable profitability.

Our view is not contingent on turnaround failure. We expect the Group to achieve partial margin normalisation, with profitability improving from current levels but remaining below both management's long-term ambitions and the recovery profile implied by current market expectations. As a result, we view fully meeting management's long-term profitability ambitions as an upside scenario rather than our base case.

Thesis 2: BA Vita - the Missing Piece
The market appears to treat BA Vita's recovery as a matter of when, not if. Vita's recovery is the critical piece of the medium-term equity story, but the operating record suggests the market may be pricing a faster improvement than is likely to emerge. In late 2025, a profit warning driven by fixed cost under-absorption and approximately EUR 4m in inventory write-downs arrived less than a month after the Q3 report, indicating limited near-term management visibility. In Q1 2026, BA Vita reported a comparable EBIT margin of -0.6% against BA Fiskars at 20.1%. While the EUR 28m cost savings programme and an ongoing shift away from an oversaturated physical DTC network towards wholesale and e-commerce represent meaningful responses, a significant operational reset remains under way. We therefore believe the market is underestimating both the duration and cost of Vita's recovery.

Valuation

Because our view hinges on the pace of earnings recovery, we use a discounted cash flow model as the primary valuation framework, supported by a comparable company analysis. The DCF allows explicit modelling of the Group's long-term earnings recovery, while the CCA provides a market-based benchmark against listed Nordic and European consumer goods peers.

Our DCF implies a fair value of EUR 11.13 per share, while the CCA indicates EUR 12.86 per share. Both methodologies support the same view, that the Group is trading above our estimate of fair value. Accordingly, we derive a 12-month target price of EUR 11.13 per share, anchored to the DCF base case.

Discounted cash flow model. Our DCF uses an unlevered free cash flow approach with explicit forecasts to 2035 and a perpetuity growth terminal value, with revenue growth averaging approximately 1.8% throughout.

Three assumptions drive the valuation: (1) a WACC of 8.61%, (2) a terminal growth rate of 2.5%, and (3) a long-term EBIT margin of approximately 9%.

The WACC is estimated at 8.61%. The cost of equity is derived using CAPM and incorporates a 100-basis point liquidity premium.

A terminal growth rate of 2.5% is applied, consistent with long-run nominal Eurozone GDP growth and distinct from the Group's -0.2% revenue CAGR over 2019-2025, a period shaped by COVID disruption and a post-pandemic demand surge.

We use a 9% long-term EBIT margin assumption, consistent with the Group's normalised historical operating margin range of roughly 7–9%. This reflects a cautious view of the Group's ability to sustain the margin expansion implied by management's 12% target. Under our base case, margins gradually recover to this level over the forecast period, remaining below both consensus expectations and management's long-term ambitions. On this basis, the DCF implies an enterprise value of approximately EUR 1.336bn and an equity value of EUR 0.913bn, corresponding to a fair value of EUR 11.13 per share, or about 20% downside from the current share price.

Relative valuation. We use a peer-based valuation as a cross check, using Husqvarna, Harvia, Marimekko, Villeroy & Boch, and Orthex. Husqvarna was selected as the closest BA Fiskars comparable given its exposure to outdoor products and Nordic market presence. Harvia and Marimekko provide reference points for Finnish branded consumer companies with premium positioning and pricing power, illustrating the multiples a well-executing domestic brand can command. Villeroy & Boch offers a close product overlap with BA Vita among listed European peers. Orthex serves as a domestic household goods reference point.

Company	EV/EBIT	P/E	EBIT Margin	Rev Growth (%)
Husqvarna B	11.9x	10.2x	7.6%	0.0%
Harvia	19.3x	22.7x	20.2%	12.0%
Marimekko	11.8x	13.3x	17.4%	5.2%
Villeroy & Boch	14.3x	7.9x	6.1%	-8.6%
Orthex	8.5x	7.9x	10.3%	3.6%
Fiskars	15.3x	19.1x	9%	2.1%

Note: All figures presented in the comparables table are based on 2026E estimates (Source: S&P Capital IQ)

EV/EBIT 2026E is applied as the primary valuation multiple, as the central investment debate concerns the nature of the Group's operating margin recovery.

The peer group trades at a median EV/EBIT 2026E of 11.9x, while the 75th percentile is 14.3x. We apply the 75th percentile as our primary benchmark; the Group maintains a gross margin LTM of approximately 47%, well above functional-product peers such as Husqvarna and Orthex, reflecting the pricing power of its premium brand portfolio. This is a deliberately generous assumption.

The Group currently trades at approximately 15.3x EV/EBIT 2026E, above the peer-derived reference point. Applying the 75th percentile multiple implies a fair value of EUR 12.86 per share, representing approximately 8% downside.

We conclude with a SELL recommendation. The Group retains significant brand equity, a credible restructuring plan, and an attractive dividend profile that may continue to appeal to income-oriented investors. However, at current levels the market appears to be pricing in a recovery whose pace has yet to be proven, leaving material downside risk.

Sensitivity analysis. The sensitivity table shows the impact of changes in WACC and terminal growth assumptions on our DCF valuation. Fair value ranges from EUR 8.95 to EUR 14.34 per share, with the base-case WACC still implying values below the current share price.
At a lower WACC and slightly higher terminal growth assumption, implied value moves closer to the current share price, indicating that a rating change would require meaningfully more favourable valuation assumptions.

	2,00 %	**2,25 %**	**2,50 %**	**2,75 %**	**3,00 %**
7,91 %	12,26	12,71	13,2	13,74	14,34
8,26 %	11,29	11,68	12,1	12,57	13,07
8,61 %	10,43	10,77	**11,13**	11,53	11,96
8,96 %	9,65	9,95	10,27	10,61	10,99
9,31 %	8,95	9,21	9,49	9,79	10,11

Risks

Faster than Expected Vita Recovery. If the EUR 28m cost savings programme delivers ahead of schedule, and the ongoing wholesale pivot proves profitable faster than expected, Vita margins could recover towards management's ≥12% EBIT margin target more rapidly than our base case allows for. This would represent meaningful upside to our current recommendation and could warrant a more positive view.

Potential Value Creation from Structural Separation. The recent legal separation of BA Fiskars and BA Vita creates structural optionality that our base case is yet to capture. Management has acknowledged in public commentary (Hufvudstadsbladet, May 2026) that the new structure provides a more favourable setting for a potential divestment of a business area should the right opportunity emerge, though no active process is under way. A transaction at segment multiples could deliver shareholder value materially above our target price, regardless of the pace of the underlying earnings recovery.

Appendix

Trading Multiples						EV / EBIT			EV / EBITDA			P / E	EBITDA Margin	EBIT Margin
Company	Ticker	Mkt Cap	EV	Net Debt / EBITDA	Debt / Cap	LTM	'26E	'27E	LTM	'26E	'27E	'26E	'26E	'26E
Husqvarna B	HUSQ.B-SE	2 301,7	3 406,8	1,9x	35,5%	13,1x	11,9x	11,8x	6,3x	5,9x	5,7x	19,9x	14,0%	6,9%
Harvia	HARVIA-FI	735,3	780,2	1,0x	12,3%	21,1x	19,3x	18,0x	16,5x	16,5x	13,2x	22,7x	20,8%	17,8%
Marimekko	MEKKO-FI	416,0	383,3	0,0x	6,9%	12,4x	11,8x	11,1x	9,0x	8,6x	8,1x	13,3x	22,3%	16,3%
Villeroy & Boch Vz	VIB3-DE	426,5	881,1	2,1x	66,9%	15,7x	14,3x	13,0x	5,6x	5,2x	5,0x	28,0x	12,8%	4,7%
Orthex	ORTHEX-FI	76,7	83,8	0,7x	23,9%	8,8x	8,5x	7,7x	5,7x	5,3x	5,0x	13,1x	17,4%	10,9%
Max		2 301,7	3 406,8	2,1x	66,9%	21,1x	19,3x	18,0x	16,5x	16,5x	13,2x	28,0x	22,3%	17,8%
75th Percentile		735,3	881,1	1,9x	35,5%	15,7x	14,3x	13,0x	9,0x	8,6x	8,1x	22,7x	20,8%	16,3%
Median		**426,5**	**780,2**	**1,0x**	**23,9%**	**13,1x**	**11,9x**	**11,8x**	**6,3x**	**5,9x**	**5,7x**	**16,6x**	**17,4%**	**10,9%**
25th Percentile		416,0	383,3	0,7x	12,3%	12,4x	11,8x	11,1x	5,7x	5,3x	5,0x	13,3x	14,0%	6,9%
Min		76,7	83,8	0,0x	6,9%	8,8x	8,5x	7,7x	5,6x	5,2x	5,0x	13,1x	12,8%	4,7%
Mean		**791,3**	**1 107,0**	**1,1x**	**29,1%**	**14,2x**	**13,1x**	**12,3x**	**8,6x**	**8,3x**	**7,4x**	**19,4x**	**17,5%**	**11,3%**
Fiskars	FSKRS	1 140,0	1 605,0	2,6x	32,3%	17,4x	15,3x	13,6x	10,5x	9,1x	8,4x	18,5x	15,0%	9,0%

Company	Ticker	Share Price	Diluted Shares	Market Cap	(+) Debt	(-) Cash	Enterprise Value	EBIT LTM	EBIT '26E	EBIT '27E	EBITDA LTM	EBITDA '26E	EBITDA '27E	EPS '26E
Husqvarna B	HUSQ.B-SE	4,0	572,8	2 301,7	1 265,7	155,6	3 479,5	266,3	292,0	295,0	551,3	593,0	610,0	0,20
Harvia	HARVIA-FI	39,3	18,8	735,3	102,8	53,5	791,4	37,5	41,0	44,0	47,9	47,9	60,0	1,73
Marimekko	MEKKO-FI	10,2	40,7	416,0	30,9	32,7	388,2	31,4	33,0	35,0	42,9	45,0	48,0	0,77
Villeroy & Boch Vz	VIB3-DE	16,3	26,8	228,2	461,7	100,4	883,7	56,2	62,0	68,0	157,6	170,0	178,0	0,58
Orthex	ORTHEX-FI	4,3	17,8	76,7	24,1	13,3	85,0	9,7	10,0	11,0	15,0	16,0	17,0	0,33
Max		39,3	572,8	2 301,7	1 265,7	155,6	3 479,5	266,3	292,0	295,0	551,3	593,0	610,0	1,73
75th Percentile		16,3	40,7	735,3	461,7	100,4	883,7	56,2	62,0	68,0	157,6	170,0	178,0	0,77
Median		**10,2**	**26,8**	**416,0**	**102,8**	**53,5**	**791,4**	**37,5**	**41,0**	**44,0**	**45,4**	**46,5**	**54,0**	**0,58**
25th Percentile		4,3	18,8	228,2	30,9	32,7	388,2	31,4	33,0	35,0	42,9	45,0	48,0	0,33
Min		4,0	17,8	76,7	24,1	13,3	85,0	9,7	10,0	11,0	15,0	16,0	17,0	0,20
Mean		**14,8**	**135,3**	**751,6**	**377,0**	**71,1**	**1 125,6**	**80,2**	**87,6**	**90,6**	**162,9**	**174,4**	**182,6**	**0,72**
Fiskars	FSKRS	13,9	81,0	1 140,0	545,0	85,8	1 605,0	92,0	105,0	118,0	153,5	176,0	190,0	0,75

DCF	Hist.	Hist.	Hist.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Proj.	Terminal
Company	2022A	2023A	2024A	2025A	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E	2035E
Revenue	1 248,4	1 129,8	1 157,1	1 140,2	1 151,6	1 168,9	1 186,4	1 210,1	1 234,3	1 259,0	1 284,2	1 309,9	1 336,1	1 362,8
% Growth		*(9,5%)*	*2,4%*	*(1,5%)*	*1,0%*	*1,5%*	*1,5%*	*2,0%*	*2,0%*	*2,0%*	*2,0%*	*2,0%*	*2,0%*	*2,0%*
EBITDA	194,1	164,9	119,1	122,2	161,2	163,6	166,1	173,0	182,7	191,4	197,8	205,7	207,1	184,0
% Margin	16 %	15 %	10 %	11 %	14,0%	14,0%	14,0%	14,3%	14,8%	15,2%	15,4%	15,7%	15,5%	13,5%
% Growth		*(15,0%)*	*(27,8%)*	*2,6%*	*31,9%*	*1,5%*	*1,5%*	*4,2%*	*5,6%*	*4,8%*	*3,3%*	*4,0%*	*0,7%*	*(11,2%)*
EBIT	**134,7**	**98,9**	**37,1**	**38,1**	**80,6**	**81,8**	**83,0**	**88,3**	**96,3**	**103,2**	**110,4**	**117,9**	**120,2**	**122,7**
% Margin	11 %	9 %	3 %	3 %	7,0%	7,0%	7,0%	7,3%	7,8%	8,2%	8,6%	9,0%	9,0%	9,0%
% Growth		*(26,6%)*	*(62,5%)*	*2,7%*	*111,6%*	*1,5%*	*1,5%*	*6,4%*	*9,0%*	*7,2%*	*7,0%*	*6,7%*	*2,0%*	*2,0%*
Tax	(25,0)	(9,7)	8,9	(2,9)	(16,1)	(16,4)	(16,6)	(17,7)	(19,3)	(20,6)	(22,1)	(23,6)	(24,0)	(24,5)
Tax Rate	(18,6%)	(9,8%)	24 %	(7,6%)	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %
NOPAT	**160**	**109**	**28**	**41**	**64**	**65**	**66**	**71**	**77**	**83**	**88**	**94**	**96**	**98**
% Growth		*(32,0%)*	*(74,0%)*	*45,4%*	57,3%	1,5%	1,5%	6,4%	9,0%	7,2%	7,0%	6,7%	2,0%	2,0%
(+) Depreciation & Amortization	59,4	66,0	82,0	84,1	*80,6*	81,8	83,0	84,7	86,4	88,1	87,3	87,8	86,8	61,3
% Revenue	5 %	6 %	7 %	7 %	7,0%	7,0%	7,0%	7,0%	7,0%	7,0%	6,8%	6,7%	6,5%	4,5%
(-) CapEx	48,1	50,8	52,5	43,5	46,1	46,8	47,5	48,4	49,4	50,4	51,4	52,4	53,4	61,3
% Revenue	3,9%	4,5%	4,5%	3,8%	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%	4,0%	4,5%
(+/-) Change in WC	(208,9)	111,0	28,6	(16,2)	(23,0)	(23,4)	(23,7)	(24,2)	(24,7)	(12,6)	(12,8)	0,0	0,0	0,0
% Revenue	(16,7%)	10 %	2 %	(1,4%)	(2,0%)	(2,0%)	(2,0%)	(2,0%)	(2,0%)	(1,0%)	(1,0%)	0,0%	0,0%	0,0%
Unlevered Free Cash Flow	**(37,9)**	**234,8**	**86,3**	**65,4**	**76,0**	**77,1**	**78,3**	**82,8**	**89,4**	**107,8**	**111,5**	**129,7**	**129,6**	**98,1**

Discount Rate	8,61 %
Terminal Growth Rate	2,50 %
Sum of PV Unlevered FCF	615
Terminal Value	1 647
PV of Terminal Value	721
Implied Enterprise Value	**1 336**
(-) Debt	506
(+) Cash	83
Implied Equity Value	**913,0**
Implied Share Price	**11,13**
Upside/Downside	(19,9%)

Shares Outstanding	82
Current Share Price	13,90
Market Cap	1 140
Enterprise Value	1 572

Weighted Average Cost of Capital ($mm)	
Market Risk Premium	4,75 %
Beta	1,18
Risk Free Rate	2,50 %
Liquidity Premium	1,0 %
Cost of Equity	9,11 %
Weighted Average Cost of Debt	5,10 %
Tax Rate	20,00 %
Cost of Debt	4,08 %
Target Debt/Value Ratio	10,00 %
Target Equity/Value Ratio	90,00 %
Debt Weight	10,00 %
Equity Weight	90,00 %
WACC	8,61 %

Source: FactSet, Capital IQ, Analyst estimates

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