



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 80% points. The greatest weakness of GENERAL MILLS INC is the variable Liabilities, Long Term, reducing the Economic Capital Ratio by 62% points.

The company's Economic Capital Ratio, given in the ranking table, is 63%, being 175% points above the market average of -113%.

Input Variable	Value in 1000 USD
Assets, Current	5,121,300
General and administrative Expense	0
Intangible Assets	21,019,000
Liabilities, Current	7,491,500
Liabilities, Long Term	12,474,000
Other Assets	1,085,800
Other Compr. Net Income	-318,600
Other Expenses	15,506,900
Other Liabilities	1,947,100
Other Net Income	91,100
Other Revenues	17,626,600
Property and equipment	3,580,600
Selling and Marketing Expense	0

Output Variable	Value in 1000 USD
Assets	30,806,700
Liabilities	21,912,600
Expenses	15,506,900
Revenues	17,626,600
Stockholders Equity	8,894,100
Net Income	2,210,800
Comprehensive Net Income	2,010,082
Economic Capital Ratio	63%