

# CROCS, INC. (CROX) — Peer Benchmark Pack

Fiscal 2025 vs 4 peers · Generated 2026-07-11 · Source: SEC EDGAR XBRL filings (10-K)

## 1 · Core benchmark — CROX vs peer set (latest fiscal year)

These eight metrics are **guaranteed** for every company CompsDesk covers — validated present for ≥3 fiscal years before a company enters our universe.

METRIC	CROX	PEER MEDIAN	PERCENTILE
Revenue	\$4.04B	\$4.00B	50th
Revenue growth (YoY)	<b>-1.5%</b>	8.3%	25th
Operating margin	<b>3.7%</b>	8.0%	33rd
Net margin	<b>-2.0%</b>	6.0%	0th
FCF margin	<b>16.3%</b>	6.9%	75th
Capex % of revenue	1.3%	1.2%	50th

## 1b · Extended metrics — where the company discloses them

Shown only where the underlying line items appear in the filing. A blank ("n/a") means the company did not disclose it under a mapped XBRL tag — **we never estimate**. This is expected and honest, not a defect.

METRIC	CROX	PEER MEDIAN	PERCENTILE
Gross margin	<b>58.3%</b>	45.0%	100th
SG&A % of revenue	<b>36.4%</b>	34.7%	67th
R&D % of revenue	0.7%	1.3%	0th
Effective tax rate	211.3%	17.1%	100th
Accruals ratio	<b>-974.9%</b>	-30.8%	0th
Net debt / EBITDA	<b>4.81x</b>	1.50x	100th
Cash conversion cycle	<b>47d</b>	68d	0th
Buybacks + dividends	\$582.3M	\$574.8M	50th

Percentile = share of peers at or below CROX's value. Green/red = better/worse than peer median where direction is unambiguous.

## 2 · Five-year trend — CROX

METRIC	FY2025	FY2024	FY2023	FY2022	FY2021
Revenue	\$4.04B	\$4.10B	\$3.96B	\$3.55B	\$2.31B
Revenue growth (YoY)	-1.5%	3.5%	11.5%	53.7%	66.9%
Operating margin	3.7%	24.9%	26.2%	23.9%	29.5%
Net margin	-2.0%	23.2%	20.0%	15.2%	31.4%
FCF margin	16.3%	22.5%	20.6%	14.0%	22.1%
Capex % of revenue	1.3%	1.7%	2.9%	2.9%	2.4%
Gross margin	58.3%	58.8%	55.8%	52.3%	61.4%
SG&A % of revenue	36.4%	33.3%	29.4%	28.4%	31.9%
R&D % of revenue	0.7%	0.6%	0.5%	0.5%	0.6%
Effective tax rate	211.3%	-4.3%	9.6%	24.8%	-9.3%
Accruals ratio	-974.9%	-4.5%	-17.4%	-11.7%	21.8%
Net debt / EBITDA	4.81x	1.07x	1.39x	2.39x	0.78x
Cash conversion cycle	47d	43d	54d	82d	50d
Buybacks + dividends	\$582.3M	\$552.5M	\$175.0M	\$0	\$1.00B

## 3 · Full peer comparison (latest fiscal year)

METRIC	CROX	DECK	WWW	SHOO	NKE
	FY2025	FY2026 · 2026-03-31	FY2026 · 2026-01-03	FY2025 · 2025-12-31	FY2025 · 2025-05-31
Revenue	<b>\$4.04B</b>	\$5.47B	\$1.87B	\$2.52B	\$46.31B
Revenue growth (YoY)	<b>-1.5%</b>	9.8%	6.8%	11.0%	-9.8%
Operating margin	<b>3.7%</b>	23.1%	8.0%	3.2%	n/a
Net margin	<b>-2.0%</b>	18.7%	5.1%	1.9%	7.0%
FCF margin	<b>16.3%</b>	20.1%	6.7%	4.7%	7.1%
Capex % of revenue	<b>1.3%</b>	1.5%	0.8%	1.7%	0.9%
Gross margin	<b>58.3%</b>	57.7%	47.3%	41.6%	42.7%
SG&A % of revenue	<b>36.4%</b>	34.6%	38.9%	n/a	34.7%
R&D % of revenue	<b>0.7%</b>	1.3%	n/a	n/a	n/a
Effective tax rate	<b>211.3%</b>	n/a	16.9%	36.9%	17.1%
Accruals ratio	<b>-974.9%</b>	-15.4%	-46.1%	-230.9%	-14.9%
Net debt / EBITDA	<b>4.81x</b>	n/a	1.93x	1.07x	n/a
Cash conversion cycle	<b>47d</b>	n/a	68d	n/a	n/a
Buybacks + dividends	<b>\$582.3M</b>	\$1.08B	\$47.8M	\$74.5M	\$5.29B

Peer fiscal years within  $\pm 1$  of FY2025 are aligned to their own latest annual filing; fiscal calendars differ across companies.

## 4 · Data coverage & provenance

COMPANY	CORE-METRIC COVERAGE	FISCAL YEARS AVAILABLE
CROX — CROCS, INC.	100%	6
DECK — DECKERS OUTDOOR CORP	100%	6
WWW — WOLVERINE WORLD WIDE, INC.	100%	6
SHOO — STEVEN MADDEN, LTD.	100%	6
NKE — NIKE, Inc.	83%	6

CONCEPT	XBRL TAG USED (CROX, FY2025)	FORM	PERIOD END	FILED
revenue	RevenueFromContractWithCustomerExcludingAssessedTax	10-K	2025-12-31	2026-02-12
costOfRevenue	CostOfGoodsAndServicesSold	10-K	2025-12-31	2026-02-12
grossProfit	GrossProfit	10-K	2025-12-31	2026-02-12
sga	SellingGeneralAndAdministrativeExpense	10-K	2025-12-31	2026-02-12
rnd	ResearchAndDevelopmentExpense	10-K	2025-12-31	2026-02-12
operatingIncome	OperatingIncomeLoss	10-K	2025-12-31	2026-02-12
netIncome	NetIncomeLoss	10-K	2025-12-31	2026-02-12
pretaxIncome	IncomeLossFromContinuingOperationsBeforeIncomeTaxesExtraordinaryItemsNoncontrollingInterest	10-K	2025-12-31	2026-02-12
taxExpense	IncomeTaxExpenseBenefit	10-K	2025-12-31	2026-02-12
cfo	NetCashProvidedByUsedInOperatingActivities	10-K	2025-12-31	2026-02-12
capex	PaymentsToAcquirePropertyPlantAndEquipment	10-K	2025-12-31	2026-02-12
dna	DepreciationDepletionAndAmortization	10-K	2025-12-31	2026-02-12
cash	CashAndCashEquivalentsAtCarryingValue	10-K	2025-12-31	2026-02-12
debtLongTerm	LongTermDebtNoncurrent	10-K	2025-12-31	2026-02-12
inventory	InventoryNet	10-K	2025-12-31	2026-02-12
receivables	AccountsReceivableNetCurrent	10-K	2025-12-31	2026-02-12
payables	AccountsPayableCurrent	10-K	2025-12-31	2026-02-12
buybacks	PaymentsForRepurchaseOfCommonStock	10-K	2025-12-31	2026-02-12
totalAssets	Assets	10-K	2025-12-31	2026-02-12

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