

The header features a light blue background with various food icons in a darker blue color, including donuts, hot dogs, corn cobs, and skewers. In the center, a white rectangular box with a dark blue border contains the text "STIFEL Bits".

# STIFEL *Bits*

July 16, 2025

## The Appetizer

This week's Stifel Bits is being brought to you by our CIO Office summer interns. Enjoy!

*“If any of you all have some (connections) and get her a couple of extra days off so she can (stay and) we can keep this rolling, that’d be great.”*

– Ben Shelton pleading with Morgan Stanley to give his sister time off to watch his Wimbledon run.

*Now, on to the numbers. Drum roll, please ...*

- **30:** The median [age of first marriage](#) in the U.S. Data shows younger people are reluctant to tie the knot, compared to previous generations.
- **80,000:** The number of shells fired for [Macy's Fourth of July Fireworks](#) show, lighting up the Brooklyn Bridge.
- **70.5:** The number of hot dogs Joey Chestnut ate in his return to the [Nathan's Famous International Hot Dog Eating Contest](#). Because 70 just wasn't enough.
- **\$244 billion:** The value of the global [AI tools and services industry](#), which is a 31% increase from the prior year.
- **\$147 million:** And years later, [Jurassic World](#) reigns again! The gross box office opening of Jurassic World – coincidentally, the same number of years since the Jurassic Age.

## Dig In

“Prime Day”

Michelle, a suburban mom who loves her Range Rover, would not let tariff-talk ruin her favorite holiday: [Prime Day](#). Even though analysts forecasted a decline in sales due to taxes on imports, consumers wrote their own narrative, adding Dawn Platinum Powerwash, Liquid I.V. packets, and Premier Protein shakes to their carts without hesitation. The annual event was four days long, racking up ~100K orders, up 7% from 2024.

Two-thirds of items sold cost less than \$20, showing consumers really got a lot of bang for their buck this shopping season. That said, with Walmart deals and Target Circle Week in the mix, Prime Day did have competition. Shoppers did their homework, with over half comparing prices across different vendors before finally hitting checkout.

Apparently, some shoppers didn't get the memo: You must be a Prime member to get the deals. 13% of shoppers were not Prime members and probably wondered why everyone was so excited about their savings...

# Weekly Specials

It is now snack time all the time! Leading snack companies are rolling out **smaller packaging** for cookies and chips to keep consumers buying.

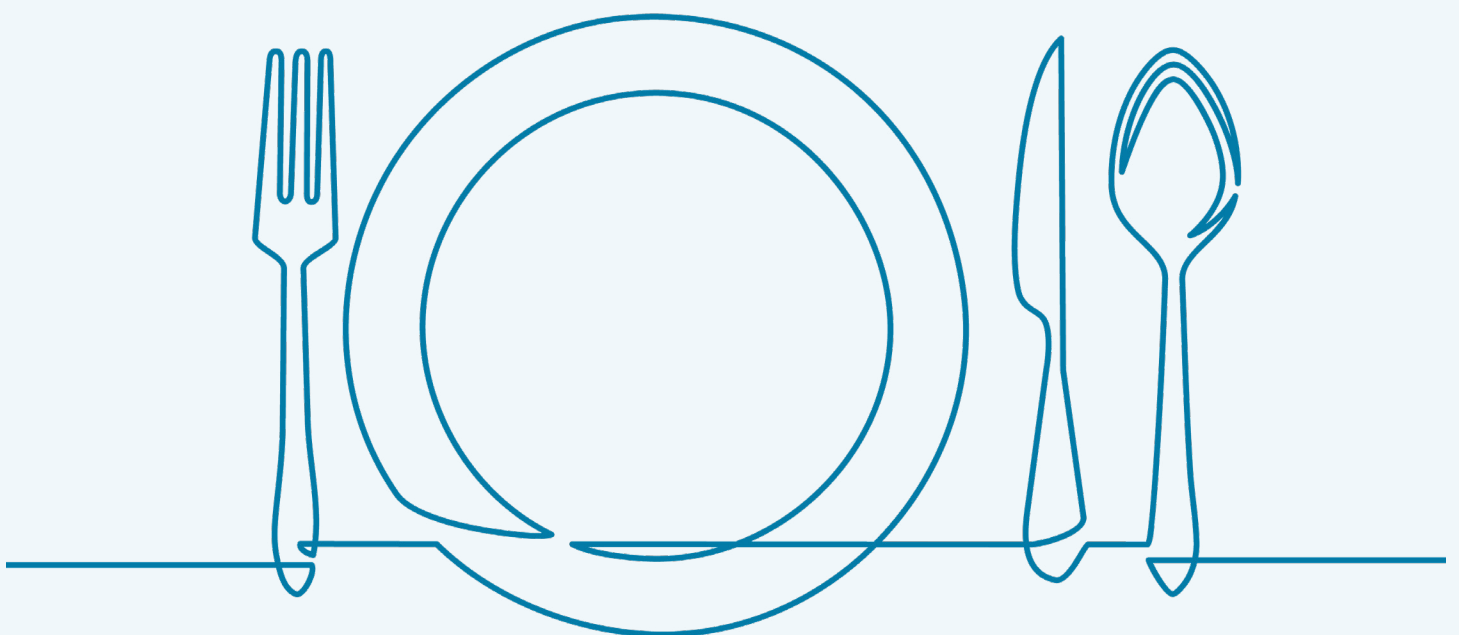
“Copping” copper will be pricier than ever before, now that President Trump announced a **50% tariff on all copper imports**, sending futures shooting up.

Red Bull gives you wings ... straight out the door. **Red Bull fired Christian Horner**, who ran its F1 racing team since 2005 and led it to eight drivers’ world championships.

**China’s first Legoland** opens in Shanghai. I wouldn’t want to go through the instruction manual for that set!

## Corporate Lunch

- **Alphabet** may become alphabet soup, with A, B, C, D, E, and F floating in separate directions. Analysts at D.A. Davidson **forecast** that investors will only be happy with a six-way company breakup.
- Knee deep in “Merck-y” waters, **Merck & Co.** plans to **acquire Verona Pharma** by the end of the year – preemptive damage control for the patent losses that may erode its sales by \$18 billion.
- **Apple** hits the gas with **F1**, the new movie that has been revving sales engines.
- Don’t swear to God, swear to **Goldman** that **you haven’t accepted any Private Equity jobs**.
- Has your scrolling been interrupted by more ads than usual lately? AI may be the culprit. **Unilever’s** AI remixes influencer content to create even more content, reaching new audiences and propelling even **soap** into virality.
- You might see your Nordstrom package rounding the baggage claim! **Delta** is now offering **door-to-door delivery**, allowing e-commerce packages to be transported via commercial flights.
- In a sweet leadership shift, **Hershey** introduces a **former Wendy’s executive** as CEO. Could a Frosty-flavored chocolate bar be in the works?
- Scoot over Apple, **Nvidia** just set a record by being the first company to surpass the **\$4 trillion market capitalization** mark.



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