

When you see the word “forecast,” it should be closely followed by, “Forecasts are based on assumptions and are subject to revisions over time. Financial, economic, political, and regulatory issues may cause the actual results to differ from the forecast.”

That was so true in 2025.

After April 2, 2025, when Liberation Day tariffs were rolled out, many market gurus lowered their full-year forecast for the S&P 500—only to update their outlook again a few months later as stock prices roared higher.

So a lesson learned—forecasts can be moving targets on Wall Street.

The table shows what the Street’s best and brightest are looking for in 2026. If you toss out the highest and lowest, you can see that the others settle into a pretty tight range for the year.

## Price Targets for the S&P 500

Six leading Wall Street firms issue 2026 forecasts

*Blink and you'll miss it. Firms are notorious for adjusting outlooks.*

Firm	2026 S&P 500 Target
Deutsche Bank	8,000
Bank of America	7,100
RBC	7,750
JPMorgan	7,500
Morgan Stanley	7,800
Goldman Sachs	7,600
<b>GROUP AVERAGE</b>	<b>7,625</b>

TheStreet.com, December 4, 2025

The S&P 500 Composite Index is an unmanaged index that is generally considered representative of the U.S. stock market. Index performance is not indicative of the past performance of a particular investment. Individuals cannot invest directly in an index. Past performance does not guarantee future results. And the return and principal value of stock prices will fluctuate as market conditions change. Shares, when sold, may be worth more or less than their original cost.

What the table doesn’t show is that there will be highs and lows during the year. There will be times when stock prices look invincible. And there will be times when you wonder why you invest in stocks at all.

So here’s to a Happy New Year!

In 2026, let’s all follow the scout motto and “Be Prepared.”

TheStreet.com, “Bank of America unveils surprise 2026 stock-market forecast,”  
December 4, 2025.



**Scott E Holstein**

[seh@prudential.com](mailto:seh@prudential.com)

(800) 458-9330

Prudent Wealth Management, Inc.  
Wealth Manager | Financial Advisor

<http://www.prudential.com>



This material was developed and produced by FMG Suite to provide information on a topic that may be of interest. FMG Suite is not affiliated with the named broker-dealer, state- or SEC-registered investment advisory firm.

The S&P 500 Composite Index is an unmanaged index that is generally considered representative of the U.S. stock market. Index performance is not indicative of the past performance of a particular investment. Individuals cannot invest directly in an index. Past performance does not guarantee future results. And the return and principal value of stock prices will fluctuate as market conditions change. Shares, when sold, may be worth more or less than their original cost.

[Make a phone appointment](#)

Securities offered through Cetera Wealth Services, LLC (doing insurance business in CA as CFGAN Insurance Agency LLC: CA Insurance Lic# 0644976), member FINRA/SIPC. Advisory Services offered through Cetera Investment Advisers LLC, a registered investment adviser. Cetera is under separate ownership from any other named entity. CA Insurance License # 0K99821. Certain advisory services and financial planning services offered through Vicus Capital, Inc., a federally registered investment advisor. Cetera is under separate ownership from any other named entity.

Confidential: This email and any files transmitted with it are confidential and are intended solely for the use of the individual or entity to whom this email is addressed. If you are not one of the named recipient(s) or otherwise have reason to believe that you have received this message in error, please notify the sender and delete this message immediately from your computer. Any other use, retention, dissemination, forward, printing, or copying of this message is strictly prohibited.

This informational email is an advertisement and you may opt out of receiving future emails. To opt out, please click the "Unsubscribe" link below.

This message was sent by  
Prudent Wealth Management, Inc.  
(800) 458-9330  
301 York Road  
Ste 200  
Warminster, PA 18974

[Unsubscribe](#)