

# MaxDividends

By BeatMarket team

## Free Edition

# Dividend Monthly Macro Overview the U.S. Market

 August 2025



# Introduction

“*The true investor will do better if he forgets about the stock market and focuses on his dividend returns and the operational results of his companies.*”

**Benjamin Graham**

Why do dividend investors tend to outperform other strategies in the market?

In today's financial world, we're constantly told that the most important thing about an asset is its price movement. News outlets are always hyping stock market swings, with daily updates on index changes, top gainers, and biggest losers. But not much attention is given to dividend changes, which are crucial for long-term investing.

Most investors never achieve true wealth, and a big reason for this is their tendency to panic every time prices dip. Many get excited when an asset jumps in price, but struggle to handle a simple 5% drop—they often sell in a panic. Price swings happen every day in a market full of speculators, but companies that pay dividends to shareholders offer more stability. There are over 211 U.S. companies that have maintained or even raised their dividends over the past 10 years!

When you focus on dividends, you're getting consistent, reliable returns on your capital, which brings peace of mind and confidence in your investments.

## MaxDividends Team

# Dividend Macro View

## The US Dividend Data

Dividend	Current Dividend Yield - ETF VOO	Average 5-Year Dividend Yield - ETF VOO	Dividend Growth (TTM) - ETF VOO	Dividend Growth (5 Years) - ETF VOO	Div. Growth (10 Years) - ETF VOO
Yield	1,21%	1,40%	4,73%	5,35%	6,23%

Table 1: Overall Performance. Source: seekingalpha.com

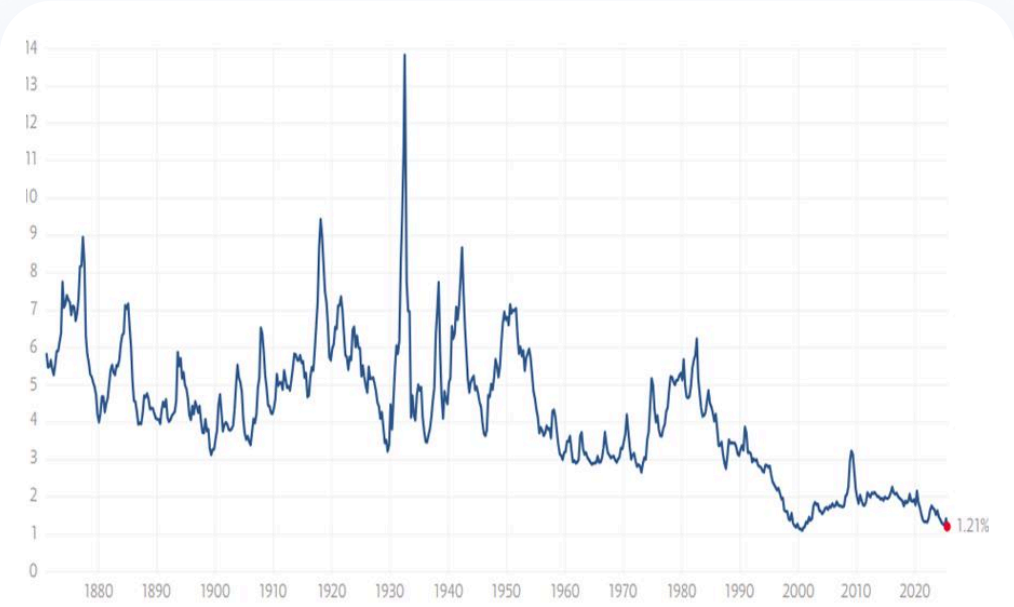


Figure 3: Dividend Yield of the S&P 500. Source: multpl.com

**The S&P 500 dividend yield** has been cut in half over the past decade. It now stands at 1.21%, which means stock prices relative to dividends are higher than usual. As a result, the dividend yield is at record lows.

**Inflation has been rising faster** than dividends have been increasing, leading to a correction in the S&P 500 dividend chart. Since mid-2022, inflation has been gradually declining, allowing the S&P 500 dividend chart to reflect growth. Since mid-2023, the pace of inflation’s decline has slowed significantly. However, the ongoing downward trend in inflation continues to positively impact the growth of the S&P 500 dividend chart.

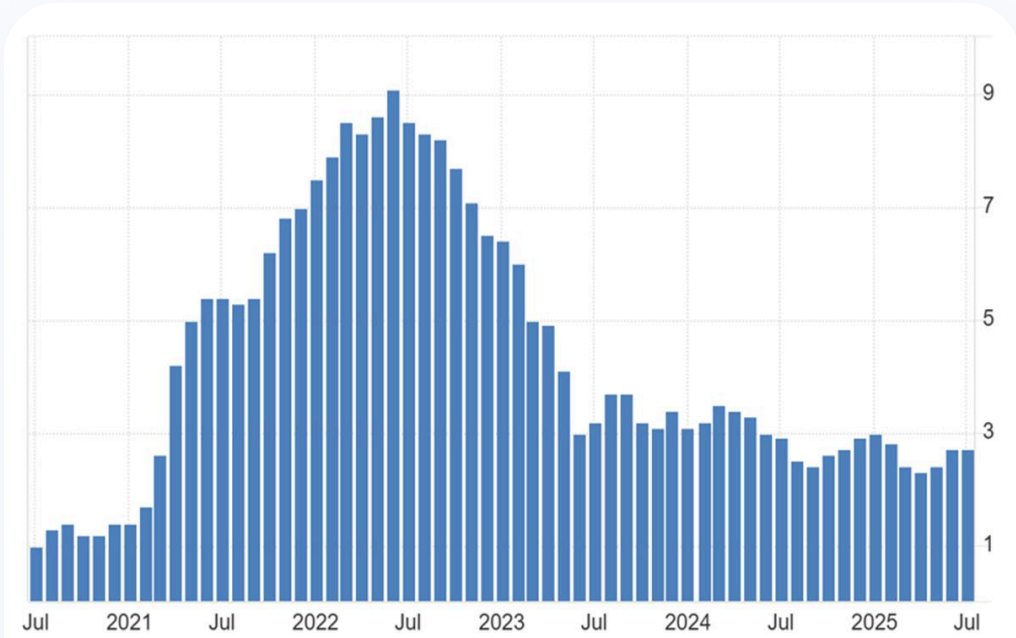
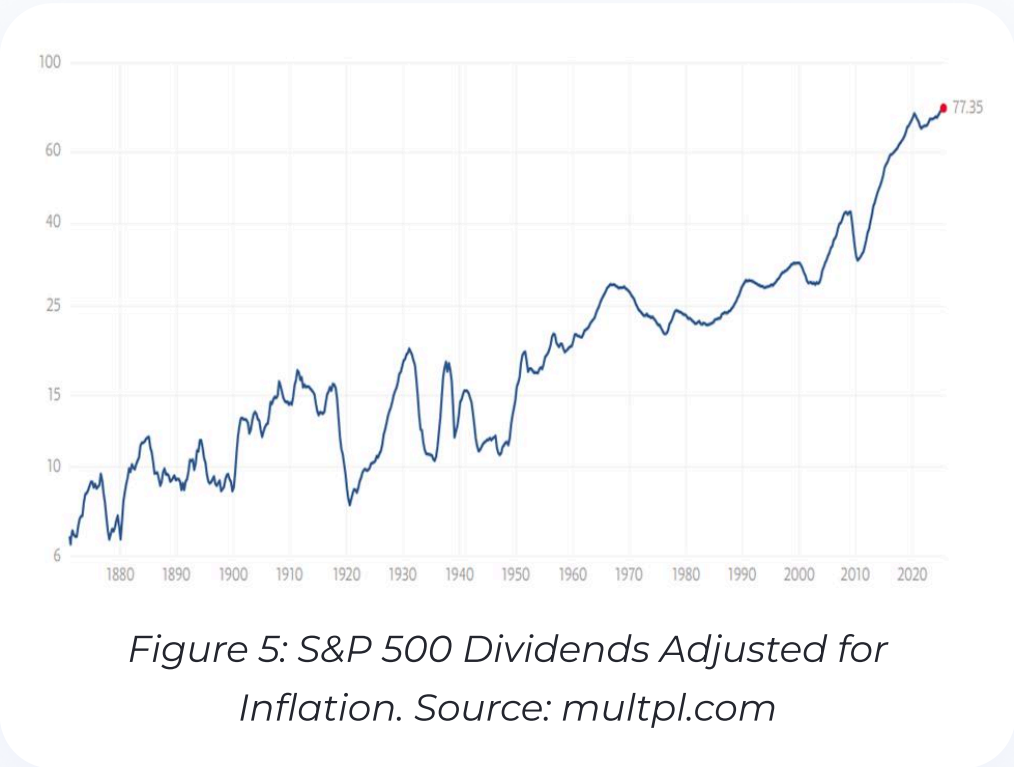


Figure 4: Inflation in the United States. Source: tradingeconomics.com

# Dividend Macro View

## The US Dividend Data

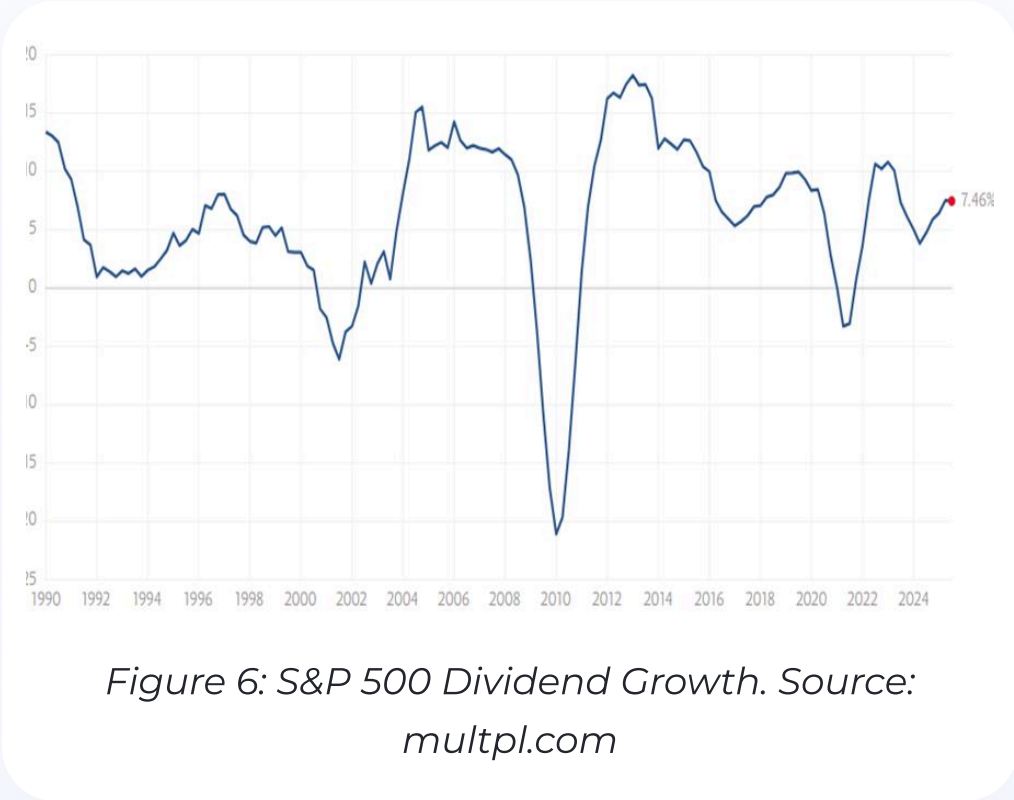


**Historical dividends from stocks** that are part of the S&P 500 Index are shown in Figure 5. The data is adjusted for inflation. With the current inflation rate (Figure 4), there is a gradual acceleration in the growth of dividends on the S&P 500 Index. The previous peak was in May 2020, when the dividend was 73.09. Currently, this figure stands at 77.35.

Month	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25
Yield	74.30	74.72	75.09	75.49	76.02	76.48	76.43	76.53	76.80	76.97	77.21	77.35

Table 2: S&P 500 Dividends Adjusted for Inflation. Source: multpl.com

**The S&P 500 dividend growth** is shown in Figure 6. Over the past 32 years, the chart has been negative only three times, and all of those periods were linked to crises. Over the past month, dividend growth has outpaced inflation, reaching 7.46%. The upward trend has continued over the past 12 months.





## The US Dividend Stocks List Changes

Here is a table showing the U.S. stock market companies that increased their dividends last month. However, some companies have reduced or suspended their dividend payments. The table includes only companies that have consistently paid dividends for five years or more. The data reflects only decisions made in the past month.

### List of Dividend Increases in July '25:

- Casey’s General Stores, Inc. (CASY) 14.00%
- Caterpillar Inc. (CAT) 7.09%
- Capital Southwest (CSWC) 0.03%
- Essential Properties Realty Trust, Inc. (EPRT) 1.69%
- First Farmers Financial Corporation (FFMR) 2.04%
- The First Bancorp, Inc. (FNLC) 2.78%
- General Mills, Inc. (GIS) 1.67%
- HEICO Corporation (HEI) 9.09%
- Investar Holding Corporation (ISTR) 4.76%
- The Kroger Co. (KR) 9.38%
- Lindsay Corporation (LNN) 2.78%
- Logitech International S.A. (LOGI) 12.19%
- Main Street Capital (MAIN) 2.00%
- Matson, Inc. (MATX) 5.88%
- National Fuel Gas Company (NFG) 3.88%
- Realty Income Corporation (O) 0.19%
- Oil-Dri Corporation of America (ODC) 16.13%
- PSB Holdings, Inc. (PSBQ) 6.25%
- Target Corporation (TGT) 1.79%
- Universal Health Realty Income Trust (UHT) 0.68%
- UnitedHealth Group Incorporated (UNH) 5.24%
- John Wiley & Sons, Inc. (WLY) 0.71%
- Worthington Industries, Inc. (WOR) 11.76%
- W. R. Berkley Corporation (WRB) 12.50%

### No dividend increases in over a year:

Broadstone Net Lease (BNL), Innovative Industrial Properties (IIPR), M&T Bank (MTB), Insperity (NSP), Omega Flex (OFLX), ConnectOne (CNOB), Haverty Furniture Companies (HVT), OneMain (OMF).

**This is free edition of Monthly Report from MaxDividends Team. To get full version upgrade to paid.**