



Nourish Your Market-Beating TFSA With This Vital Stock

Description

Jamieson Wellness Inc. ([TSX:JWEL](#)) is a relative newcomer to the TSX that you may not have been introduced to yet. This stock offers investors a compelling risk/reward trade-off at current levels, despite being a stock that average Canadian investors may be unfamiliar with.

Jamieson is a vitamin and mineral company that's been around for nearly a century. You probably have a tonne of Jamieson essential supplements in your medicine cabinet without even knowing it. Jamieson products come with the recognizable green cap, and over the decades, the [brand](#) has built quite a solid reputation for itself.

The company has come a long way, and it may come as a shock to you to find out that the company isn't a subsidiary of a larger publicly traded firm, like many other established players in the space. Although Jamieson is in the seemingly "boring" and "old-fashioned" no-moat business of vitamins and minerals, the company has, in fact, built a wide moat for itself in the form of its brand. And going forward, the company's poised to [expand its global reach and its product line](#), as the ageing baby boomer generation accelerates their pill consumption as their aches and pains begin to mount.

A wide-moat business in a no-moat industry?

Make no mistake, any startup firm could easily create a competing firm of their own, but they'd be pressed to see a magnitude of sales that are close to that of Jamieson.

The unmistakable green-cap product is something that Canadians have grown to trust over the decades; it's this kind of trust that can only be earned with time. When you're purchasing something meant for your health, you really can't afford to risk taking a supplement with sub-par manufacturing or quality standards. Instead of doing all the research to ensure what they're taking is of high-quality, most would just reach for the green-capped product in the pharmacy aisle. After all, who would want to research tonnes of products on their smartphones to save a buck or two?

Jamieson has a pretty wide moat that many investors don't give it credit for. The real value of its reputation and brand is not reflected in the company's balance sheet. Thus, I believe shares may be a better value than popular metrics would indicate. This, when combined with promising long-term

growth prospects, makes Jamieson one of the most compelling low-tech growth IPOs to hit the TSX in recent memory.

Given the predictable nature of its low-tech growth profile and favourable forward-looking trends, I'd recommend getting some skin in the game today with the intention of picking up more shares on a meaningful pullback.

Stay hungry. Stay Foolish.

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