

Top 7 Stocks to Ride Out 2025's Second-Half Rally

How Smart Investors Are Positioning for Maximum Gains

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Introduction

The first half of 2025 tested even the most seasoned investors. With President Trump's sweeping tariff measures rattling global supply chains and renewed conflicts in the Middle East threatening oil prices, the stock market stumbled into April with a correction that had many calling for a prolonged downturn.

Yet here we are — as summer heats up, so do equities. The S&P 500 has staged a historic rebound, clawing back more than 20% from its April lows and notching multiple record closes in just the last few sessions. According to Goldman Sachs, this marks the index's fastest-ever recovery from a drop of 15% or more.

The question now is: **where does smart money go next?**

In this eBook, you'll discover:

- **7 stocks analysts have labeled 'highest conviction' for the rest of 2025**
- Context behind each pick — what's driving the upside and what risks investors should watch
- How this fits into a broader market outlook shaped by tariffs, rate cuts, and geopolitical tension

If you're looking to position your portfolio for the second half of the year, these names should be on your radar.

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Market Backdrop: Volatility and Opportunity

Before we break down the picks, let's frame the big picture.

Key trends shaping the next six months:

- **Trump's tariffs:** Universal tariffs have re-routed global trade and pressured corporate margins — but they've also driven a surge in domestic manufacturing and reshoring bets.
- **Oil and Middle East tensions:** Energy prices remain a wildcard, fueling commodity stocks and creating volatility for consumer sectors.
- **Interest rates:** The Fed's path has shifted from hikes to a potential rate cut by year-end if inflation data cooperates, which could keep equity valuations supported.
- **Investor sentiment:** Major banks — Goldman Sachs, Citi, JPMorgan, Barclays, Deutsche Bank, RBC — have all lifted year-end S&P 500 targets in the past month.

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ONON (ON Holdings AG)

\$54.01 ↑ 38.66% +15.06 5Y

Jul 3, 11:44:53 AM UTC-4 · USD · NYSE · Disclaimer



Sector: Consumer

Market Cap: \$17B

Price Target: \$70

The case: Swiss sneaker maker ON is riding a wave of premium brand momentum, expanding globally while stealing share from established players like Nike and Adidas. With new product lines and retail partnerships, ONON's revenue growth remains robust — a compelling story for investors betting on the 'athleisure premiumization' trend.

Investor takeaway: Keep an eye on gross margins. Rising tariffs could squeeze input costs, but ON's pricing power may soften the blow.

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SBUX (Starbucks)

\$94.16 ↑ 27.62% +20.38 5Y

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1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Consumer

Market Cap: \$105B

Price Target: \$105

Starbucks has underwhelmed so far in 2025, frustrating loyal shareholders with a tepid share price. Yet BTIG argues the coffee giant is set for a meaningful rebound.

Catalysts to watch:

- Menu innovation and loyalty app growth.
- Expansion in China, despite macro headwinds.
- Cost discipline and operating leverage.

Investor takeaway: For patient investors, SBUX could deliver a double-digit upside into 2026 if same-store sales pick up as expected.

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COF (Capital One Financial)

Capital One Financial Corp

\$220.80 ↑ 261.08% +159.65 5Y

Jul 3, 11:48:45 AM UTC-4 · USD · NYSE · Disclaimer

1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Financials

Market Cap: \$135B

Price Target: \$264

Rising credit card balances and robust consumer spending are a tailwind for Capital One. As one of America's largest issuers, COF is well-positioned to benefit from higher net interest income — even if the Fed cuts later this year.

Risks: Watch for rising delinquencies if household budgets crack under higher rates. But so far, consumer credit remains resilient.

Investor takeaway: For those looking for a solid financial stock with exposure to both lending and digital banking, COF is worth a deeper look.

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DXCM (Dexcom)

\$82.98 ↓ 18.52% -18.86 5Y

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1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Health Care

Market Cap: \$34B

Price Target: \$109

Dexcom is the global leader in continuous glucose monitoring (CGM) — a market expanding rapidly as diabetes management goes digital. The stock dipped recently after Medicare floated new reimbursement rules, but BTIG remains bullish:

Investor takeaway: For growth investors, DXCM is a play on long-term healthcare tech adoption. Regulatory noise may create buying opportunities.

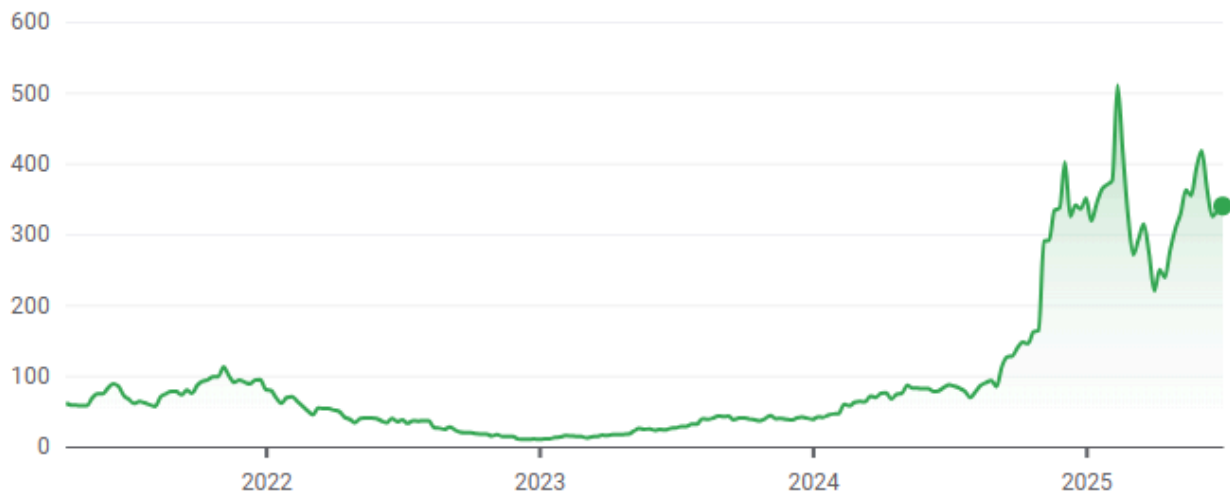
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APP (AppLovin)

\$339.50 ↑ 456.56% +278.50 5Y

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1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Technology, Media & Telecom

Market Cap: \$113B

Price Target: \$480

AppLovin is a behind-the-scenes powerhouse driving mobile advertising and app monetization. With privacy changes shaking up the digital ads space, AppLovin's machine learning-driven solutions have gained share.

Why analysts like it: Strong balance sheet, clear profitability, and dominant market position in app mediation and in-game monetization.

Investor takeaway: If you're betting on mobile gaming's sticky growth and the continued shift to digital ads, APP is a play to consider.

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SNOW (Snowflake)

\$222.13 ↓ 7.45% -17.87 5Y

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1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Technology, Media & Telecom

Market Cap: \$74B

Price Target: \$235

Snowflake's story hasn't changed: the cloud data giant remains a top pure-play on the explosion of data warehousing and AI-driven analytics. Yes, growth has cooled, but BTIG expects renewed enterprise spend to lift results in late 2025.

Watch for: Large deals and expanding partnerships with major cloud providers like AWS and Azure.

Investor takeaway: For those comfortable with volatility, SNOW is an attractive long-term bet on the modern data stack.

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EXPE (Expedia Group)

\$178.02 ↑ 109.70% +93.12 5Y

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1D 5D 1M 6M YTD 1Y 5Y MAX



Sector: Technology, Media & Telecom

Market Cap: \$22B

Price Target: \$210

Travel is back. Expedia has leaned hard into AI-powered booking tools and loyalty program revamps to grab share from rivals like Booking.com and Airbnb.

Why it's compelling: Rising disposable incomes, pent-up travel demand, and the potential for business travel to rebound strongly in 2025–26.

Investor takeaway: If you believe in the 'experience economy,' EXPE could deliver upside as travelers keep spending despite macro worries.

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How to Use This eBook

- ✓ **Do your homework:** Use these picks as a starting point for deeper research. Price targets are not guarantees — always weigh your risk tolerance.
- ✓ **Diversify:** Spreading bets across multiple sectors helps reduce single-stock risk.
- ✓ **Stay informed:** Follow earnings reports, macro headlines, and Fed statements that could shift sentiment fast.

Key Takeaway

The market's 2025 comeback has legs — but not without speed bumps. For investors who do their homework, these picks could help anchor a resilient, opportunity-rich portfolio for the second half of the year.

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