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Alphabet (Google) Stock Forecast 2024, 2025, 2030

Alphabet's (GOOGL) stock price recently reached an all-time high closing price of \$159.41 - but are additional gains possible, or has it struck a ceiling?

Shares in the US tech behemoth, which owns search engine Google, have risen \$14.54% year to far and 49.34% during the 12-month period ending April 24, 2024.

But is it the time to buy GOOGL stock, or should potential investors wait? What are the latest Alphabet stock predictions from industry experts?

In our Alphabet stock projection, we look at the stock's key performance factors and what to expect in 2024, 2025, and beyond.

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Key Takeaways

- In the last year, the price of GOOG's stock has increased by 49%.
- In 2023, Alphabet's revenues climbed by over 9%, reaching \$307.4 billion.
- CEO Sundar Pichai reiterates his dedication to artificial intelligence.
- The stock is rated as a "Moderate Buy" by Wall Street analysts.
- Under the Digital Markets Act, the European Commission has opened an investigation into Alphabet.

What is Alphabet?

Alphabet (Nasdaq: GOOG) is an American multinational technology conglomerate holding company that was created when Google was restructured in 2015. It is currently the parent company of Google and has a diverse revenue stream spread across search engines, social media, and cloud technologies.

Alphabet is one of the most valuable companies in the world. It is among the Big Five American information technology companies, alongside Apple, Microsoft, Amazon, and Meta (formerly Facebook). Alphabet is also recognized as the third-largest tech company in the world, by revenue.

Google started as a search engine, but Alphabet is currently a big tech company with a widely diversified interest. It offers products and services in computer hardware, internet, cloud computing, software, automation, artificial intelligence, robotics, biotechnology, autonomous cars, healthcare, corporate venture capital and more.

Google remains the most popular brand in Alphabet, but there are several other well-known brands of the holding company, including Google Fiber, DeepMind, Calico, CapitalG, GV, Intrinsic, Waymo, Verily, X Development, Wing, and Isomorphic Lab. The holding company was formed because the owners wanted to make Google's business "cleaner and more accountable" while allowing other group companies to operate autonomously and efficiently in their respective industries/markets.

Google share price has shown a tremendous recovery in 2023. The price action follows a brutal sell-off in 2022 which took the price to as low as \$83.

In its Q1 earnings report, the Google parent company reported a revenue of \$69.79 billion. While the figure was more the Refinitive's estimate of \$68.95, the net profits of the company still decreased from \$16.44 billion to \$15.05 billion. Since the release of this earnings report, Google share price has been surging.

The second leg of AI hype is also one of the driving factors behind the increase in Alphabet stock price. However, the latest analysis shows that the bulls are finally losing momentum after a strong upward rally that took the price from its March lows of \$89.42 to the recent highs of \$127.

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Alphabet (Google) Stock Fundamental Analysis

In the most recent Q1 2023 earnings report Google CEO Sundar Pichai said:

“We are pleased with our business performance in the first quarter, with Search performing well and momentum in Cloud. We introduced important product updates anchored in deep computer science and AI. Our North Star is providing the most helpful answers for our users, and we see huge opportunities ahead, continuing our long track record of innovation.”

The first quarter of the year was a relatively solid one for Alphabet, with its consolidated revenue coming in at \$69.8bn, growing 3% year-over-year (YOY). However, earnings per share (EPS) was at \$1.17 falling from \$1.23 the previous year.

Costs and expenses also increased 3.4%, from \$29.6bn in Q1 2022 to \$30.6bn. This was likely to be expected, as in 2022 the company said it would take a charge of between \$1.9bn and \$2.3bn, mostly in the first quarter of 2023, related to the layoffs of 12,000 employees it announced in January. It also expected to incur costs of about \$500 million related to reduced office space in Q1.

Meanwhile, on 21 April 2022, Alphabet announced that it would combine its DeepMind and Google Brain AI research units, ending a long-running internal rivalry between the London and Silicon Valley-based groups as it tries to make up lost ground in generative AI against Microsoft and OpenAI.

On 17 April, Alphabet lost about \$55bn in market value after a report from The New York Times suggested that competition was heating up in the mobile search market.

Alphabet (Google) Stock Forecasts for 2024, 2025 & 2030

So should you purchase, hold, or sell Alphabet?

As of April 24, 2024, MarketBeat aggregated the 34 Wall Street analysts' Alphabet share price projection, which rates the business as a "Moderate Buy."

There are 28 buy recommendations in place, 1 "Strong Buy" recommendation, and 5 "Hold" recommendations for the stock.

Though views differ greatly, the general majority for Alphabet stock forecast 2025 is for the stock to increase by 0.28% to \$158.71 during the upcoming year.

The most bullish experts predict that the stock price may drop as low as \$130, but even they are cautious about it reaching \$190.

The top ten analysts' predictions for Alphabet stock are displayed in the following table.

Date	Analyst Firm	Action	Rating Change	Price Target	Percentage Change
4/22/2024	KeyCorp	Boost Target	Overweight → Overweight	\$165.00 → \$175.00	+13.57%
4/19/2024	Jefferies Financial Group	Boost Target	Buy → Buy	\$175.00 → \$180.00	+15.38%

4/17/2024	Canaccord Genuity Group	Boost Target	Buy → Buy	\$180.00 → \$190.00	+22.21%
4/17/2024	Truist Financial	Boost Target	Buy → Buy	\$158.00 → \$170.00	+9.29%
4/16/2024	UBS Group	Boost Target	Neutral → Neutral	\$150.00 → \$166.00	+7.19%
4/10/2024	Citigroup	Reiterated Rating	Buy → Buy	\$168.00	+7.82%
4/10/2024	JMP Securities	Reiterated Rating	Market Outperform → Market Outperform	\$160.00	+3.05%
4/10/2024	BMO Capital Markets	Reiterated Rating	Outperform → Outperform	\$178.00 → \$185.00	+19.15%
4/10/2024	Wedbush	Reiterated Rating	Outperform → Outperform	\$175.00	+11.75%

Source: MarketBeat, as of April 24, 2024

Wallet Investor's algorithmic forecasts indicate that the stock price may reach \$159.19 in the upcoming year.

Although a 2030 prediction for Alphabet stock is too far off, the website projects a price of \$177.76 for the stock through 2029.

Be aware that projections made by analysts and algorithms may turn out to be inaccurate.

Alphabet (Google) Stock Forecast 2025

The 45 analysts offering Google stock forecast 2025 have a median target of \$330, with a high estimate of \$360 and a low estimate of \$290.

For 2025, Google stock is expected to build on the gain it has made over the year and become more valuable. This is the year we all expect that Google stock will hit the \$300 mark.

Alphabet (Google) Stock Forecast 2030

For Alphabet Google stock forecast 2030, we will still reference the reliable data from experts.

According to analysts, Google stock price will be \$900 by the end of the year 2030, with a max estimate of \$950 and a low estimate of \$830.

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Should You Invest in Alphabet (Google) Stock?

Google has dominated the internet for several years. The foremost tech company had also diversified significantly to other profitable niches, even before the owners established Alphabet to serve as the holding company. It is now well-positioned to take advantage of recent tech trends and grow even bigger in the future.

It is also important to note that Google stock has been one of the most consistent gainers in the tech sector for years. The stock has grown from an IPO price of \$85 to its recent price of more than \$2500 per share (Before Split) in just 17 years and a few months. Looking at the price predictions sections above, you can see that industry experts expect the Alphabet (GOOG) stock to gain more in the future. Obviously, it is a good buy.

Are you planning to buy Google stock this year? You can go ahead as it appears like an all-round good investment.

Conclusion

In the coming months and years, how do you think the price of GOOGL stock will fluctuate?

Companies' plans for digital advertising spending in the coming years will determine Alphabet's future performance to a large extent.

The optimistic outlook holds that this number will keep going up as more and more people use the internet. Google, being a dominant player in the search engine industry, stands to gain from this.

But this income stream is crucial to the company's survival, so if this section lets the company down, the stock price will take a beating.

It should be mentioned that Alphabet has never announced or distributed a dividend. It has declared that "the primary use of capital continues to be to invest for the long term growth of the business."

FAQs

Are Alphabet and Google the same company?

Alphabet is the holding company for Google and other brands that were formerly under it before it was restructured in 2015. Though the two names are often used interchangeably, Alphabet is the

major international multinational that controls Google and several old and new subsidiaries. The Google (GOOG or GOOGL) stock, however, is the same thing as the Alphabet (GOOG) stock.

Is Google stock a profitable investment?

Google stock has been a very good investment. Google was a highly profitable company before restructuring to make Alphabet the holding company. As a group, Alphabet is generally profitable. The stock has also been gaining value consistently, making it a very attractive investment option. Overall, it is a profitable investment.

Will Google stock price reach \$1000?

From all indications, the Google stock can reach \$1000 in the future. Based on the data we have at hand, it will take a long time for this to happen, but it is almost inevitable. We don't expect Google stock to hit \$1000 before 2030, but it will certainly get to that range maybe within the next ten years.

Is Google stock a good investment?

If we are to rely on how well it has performed in the past and how well it has been projected to perform in the future, Google stock is a good investment for the future. Again, considering what Google and other brands owned and controlled by Alphabet has achieved, there is no reason to doubt the future of Alphabet (GOOG) stock. It is an excellent investment that can get even better in the future.

Where to buy Google shares?

[BTCC](#) is one of the best platforms as it witnesses a large trading volume of GOOGL. The exchange is highly recommended due to its favourable attributes such as extremely low fees, user-friendly interface, excellent customer support, and robust security measures with no reported hacks or security breaches to date.

Furthermore, BTCC is a one-stop trading platform, allowing users to trade [cryptocurrencies](#), [stocks](#) and [commodities futures](#) with USDT.

Buying GOOGL stocks on BTCC is simple. Check [here](#) to [create an account](#) on BTCC and choose to purchase GOOGL with [USDT](#) and a leverage up to 50x.

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How to Trade Crypto Futures on BTCC?

Now you can trade **BTC** on [BTCC](#). BTCC supports a diverse selection of cryptocurrencies for trading. This includes popular cryptocurrencies such as Bitcoin (BTC), Ethereum (ETH), Litecoin (LTC), Bitcoin Cash (BCH), and others. BTCC also offers products such as crypto, gold, and tokenized stocks to help investors rationally allocate their assets.

1. Register an Account

Join BTCC now and get up to [10,055](#) USDT when you deposit and trade. Click the button below to sign up now.

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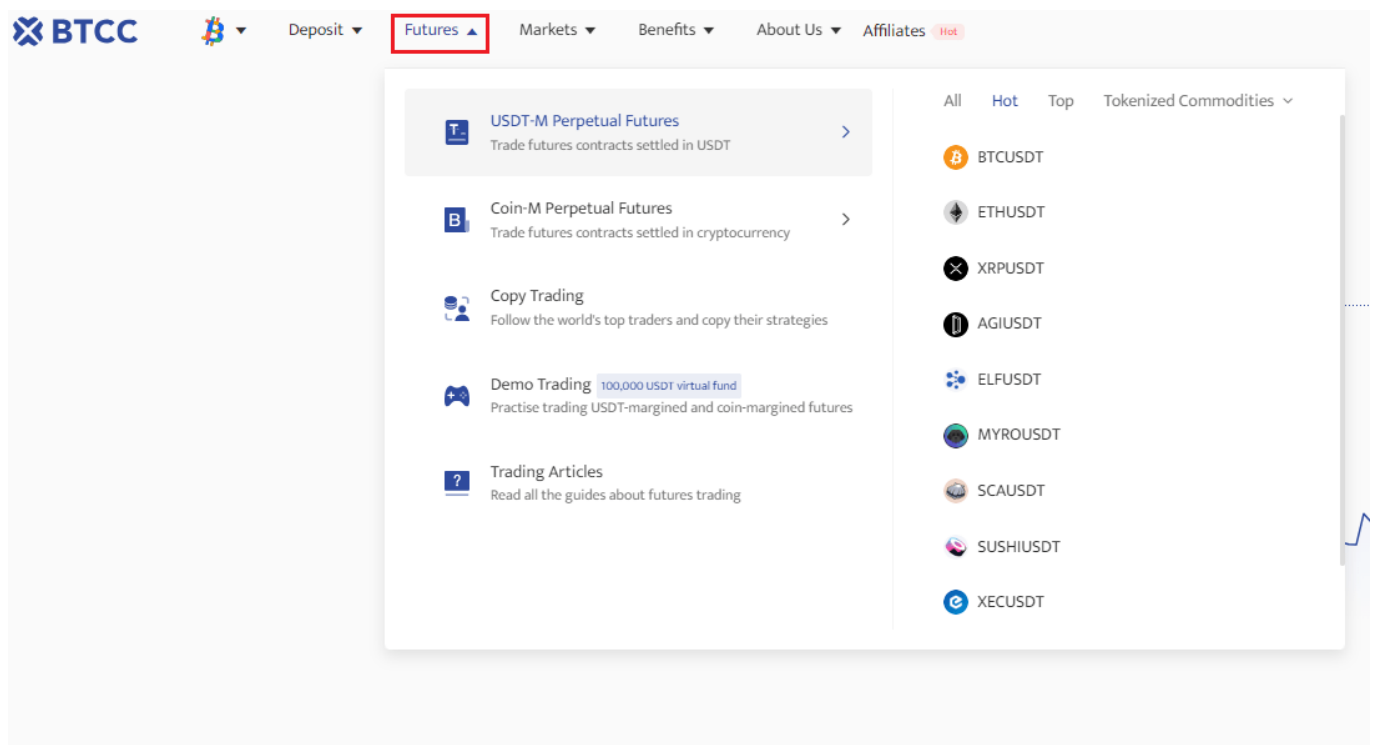
2. Deposit Funds

Once your account is set up, you'll need to deposit funds into your BTCC account. BTCC may offer various deposit methods such as bank transfers, cryptocurrency deposits, or other payment options. Choose the method that works best for you and follow the instructions provided to deposit funds into your account. BTCC mainly offers USDT margin and future trading. Therefore, you need to buy USDT before trading.

3.How to Trade BTC?

Here are the steps to trade **BTC** on BTCC

1) First, tap “Futures” on the website homepage










2) Select a product you would like to trade from the list here. BTCC currently offers daily and perpetual futures

Search coins/trading pairs

All **USDT-M Perpetual Futures** Coin-M Perpetual Futures

< **Hot** All Top Meme SOL Ecosystem BTC Ecosystem Bot & AI ARB Ecosystem >

Products Current price 24h Change

★  ARBUSDT 🔥	1.1422	-1.03%
★  BTCUSDT 🔥	63437.20	-0.56%
★  CKBUSDT 🔥	0.021931	-1.88%
★  ETHUSDT 🔥	3078.53	-0.18%
★  FILUSDT 🔥	6.020	-0.92%
★  FIROUSD 🔥	1.5648	-0.12%
★  SOLUSDT 🔥	139.0471	+1.97%

3) Check time to settlement. The settlement time of these futures type is different, you can check the time for settlement for each product here.

65 day(s), 13 hour(s), and 47 min(s)
until settlement

4) After choosing product, you can decide whether you would like to buy or sell it. You only need to own USDT to trade USDT-margined futures. That is to say you can sell BTCUSDT futures without owing any BTC Coin.

The screenshot displays a trading interface with the following elements:

- Leverage:** A dropdown menu set to **20x** with a gear icon for settings.
- Order Type:** Two buttons, **Open** (green) and **Close** (grey), with a calendar icon.
- Order Type Selection:** Three tabs: **Market** (underlined), **Limit**, and **SL/TP**.
- Price:** A grey box labeled **Best Bid Price**.
- Quantity:** A grey box with **Quantity** and **BTC** (with a dropdown arrow).
- Contract Value:** Text indicating **Contract Value ≈ 0.00USDT**.
- Slider:** A horizontal slider with five markers, the first of which is filled with a blue circle.
- TP/SL:** A checkbox labeled **Set TP/SL**.
- Fee:** Text indicating **Free** and **0.00USDT**.
- Open Long/Short:** Two buttons, **Open long** (green) and **Open short** (red).
- Max Long/Short:** Text indicating **Max long 0.00 BTC** and **Max short 0.00 BTC**.
- Margin:** Text indicating **Margin 0.00 USDT** for both long and short positions.

5) Then select your order type, and choose your leverage.

Set leverage BTCUSDT



The leverage adjustment will affect all positions and margins under the current trading pair.

Current leverage: 20x

— 20 +



Max. position size 0.00 BTC

Required margin 0.00 USDT

Confirm

If you choose Limit or SL/TP order, you will need to enter your order price here.

Leverage 20x



Open

Close





Market



Limit

SL/TP

Best Bid Price


Enter the quantity or choose the percentage under the quantity field.

Leverage **20x**  


Open  **Close** 

Market Limit SL/TP

Best Bid Price

Quantity | 0.1 BTC 

Contract Value ≈ 6350.35USDT



You can also set up stop loss or take profit targets to limit losses or maximise earnings.



Set TP/SL

Advanced

Take profit

USDT

Stop loss

USDT

Free

0.00USDT

Open long

Open short

6)After everything is set up, Buy or Sell to play your order. A confirmation window will show up, check if all info is correct and click [Confirm] to open the position.

BTCC FAQs

1.Can U.S. traders use the BTCC exchange?

Of course, BTCC accepts US traders on its platform. They can sell, purchase, or trade bitcoins in the excess marketplace using the BTCC exchange. And, of course, any USD deposits must be KYC-verified first.

2.What can you trade on the BTCC?

BTCC allows users to trade over 300 crypto futures, including USDT-margined and coin-margined options. Traders can use up to 225x leverage to enhance their trades. Furthermore, the site provides handy choices for both cryptocurrency and fiat deposits.

3.Is BTCC the ideal exchange for you?

If Bitcoin trading is your top priority, BTCC is definitely the finest exchange for you. This company has been focused on Bitcoin since 2011 and provides a user-friendly platform for all types of traders, both experienced and new.

4.Is the BTCC Exchange trustworthy?

BTCC has a 13-year track record of secure operations, with zero security problems. Along with this, it has adopted current security measures, making it a safer and more trustworthy environment than its contemporaries.

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[Trade on BTCC Now](#)

About BTCC

BTCC is one of the world's oldest and most popular bitcoin exchanges. Bobby Lee created it in 2011, with its headquarters initially located in Shanghai, China. BTCC contributed significantly to the early development of the Bitcoin and cryptocurrency ecosystems.

BTCC initially concentrated on Bitcoin trading, but it gradually expanded its capabilities to cover other cryptocurrencies as well. The exchange allows users to purchase, sell, and trade numerous cryptocurrencies, including as Bitcoin (BTC), Ethereum (ETH), Litecoin (LTC), and Bitcoin Cash (BCH), among others.

BTCC has received recognition for its strong trading platform, liquidity, and security precautions. The exchange provides features such as spot trading, margin trading, and futures trading to accommodate various types of traders and investors. It gives consumers real-time access to market data, order books, and trading charts, allowing them to make informed trading decisions.

BTCC has undergone various alterations throughout the years in order to adapt to the changing regulatory landscape. It expanded its activities abroad, opening offices in other countries to serve a global customer base. However, cryptocurrency legislation and availability may differ based on jurisdiction.

As the cryptocurrency market evolves, BTCC remains a significant player in the industry, providing a variety of services and contributing to the growth and development of the crypto ecosystem.

BTCC Pros

- **Established Reputation:** BTCC is one of the oldest and most well-known cryptocurrency exchanges, having been operational since 2011. Its history in the market enhances its credibility and trustworthiness.
- **A Diverse Selection of Cryptocurrencies:** BTCC allows customers to access and exchange a wide range of digital assets.
- **Margin and Futures Trading:** BTCC provides margin and futures trading options, allowing customers to expand their trading holdings and potentially increase their profits.
- **Proficient Trading Instruments:** such as real-time market data, trading charts, and

technical analysis indicators. These tools can help users make informed trading decisions.

- **Security Measures:** BTCC values security and uses a variety of safeguards to secure customer payments and information. This includes two-factor authentication (2FA) and cold storage of cryptocurrency assets.

BTCC Bonus

BTCC bonuses apply to different categories of users. You can deposit and receive up to 10,055 USDT. Every new user gets a **10 USDT** coupon after completing their registration. You will also get an additional **20 USDT** coupon on completing your KYC verification.

• Bonus On First Deposit And Trade

You will get a bonus worth 10 USDT when you deposit 200 USDT and above within 7 days of opening an account. The reward includes a 5 trading fund and a 5 USDT coupon.

Get 20 USDT
Identity verification (KYC)
20 USDT coupon
Verify identity

Get 10 USDT
First deposit
Make your first deposit of 200 USDT or more within 7 days to get a 5 trading fund + a 5 coupon
Deposit

Or

Get 20 USDT
First deposit
Make your first deposit of 500 USDT or more within 7 days to get a 20 trading fund
Deposit

If the deposit is 500 USDT and above, you will get a 20-trading fund. Furthermore, if you make a cumulative deposit of 2000 USDT within 30 days of opening an account, you will get a 30 USDT trading fund. Trading within 7 days of signing up will also earn you a 20 USDT coupon.

• BTCC Futures Trading Bonus

You can earn bonuses from trading futures on BTCC within a stipulated time.

Get 30 USDT
Cumulative deposit
 Make deposits of 2,000 USDT or more cumulatively within 30 days to get a 30 USDT trading fund. Deposit

Get 210 USDT
Cumulative futures trading volume
 Trade 200,000 USDT or more in volume cumulatively to get a 10 USDT trading fund and a 200 USDT coupon. Trade

Get 320 USDT
Cumulative futures trading volume
 Trade 500,000 USDT or more in volume cumulatively to get a 20 USDT trading fund and a 300 USDT coupon. Trade

Get 550 USDT
Cumulative futures trading volume
 Trade 1,000,000 USDT or more in volume cumulatively to get a 50 USDT trading fund and a 500 USDT coupon. Trade

- A cumulative future trade of 200,000 USDT and above will earn you a 10 USDT trading fund and a **200 USDT** coupon.
- A cumulative future trade of 500,000 USDT and above will earn you a 20 USDT trading fund and a **300 USDT** coupon.
- A cumulative future trade of 1 million and above will earn you a 50 USDT trading fund and a **500 USDT** coupon.
- A cumulative future trade of 5 million USDT and above will earn you a 125 USDT trading fund and a **1000 USDT** coupon.
- A cumulative future trade of 10 million USDT and above will earn you a 250 USDT trading fund and a **2000 USDT** coupon.
- A cumulative future trade of 20 million USDT and above will earn you a 500 USDT trading fund and a **5000 USDT** coupon.

Get 1125 USDT
Cumulative futures trading volume
Trade 5,000,000 USDT or more in volume cumulatively to get a 125 USDT trading fund and a 1000 USDT coupon.

Get 2250 USDT
Cumulative futures trading volume
Trade 10,000,000 USDT or more in volume cumulatively to get a 250 USDT trading fund and a 2000 USDT coupon.

Get 5500 USDT
Cumulative futures trading volume
Trade 20,000,000 USDT or more in volume cumulatively to get a 500 USDT trading fund and a 5000 USDT coupon.

• Other Bonus

Invite a Friend

Invite a friend to BTCC to get a 25% rebate on their trading fees. You can get up to 530 USDT in rewards per referral.

[TRADE_PLUGIN]BTCUSDT,ETHUSDT[/TRADE_PLUGIN]

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