

# US Consumer Sector M&A & Valuation Brief - 2025-12-17

US Consumer Sector

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## 1. RECENT Consumer & Retail M&A ACTIVITY

Today is a peaceful day, nothing big happened in the Consumer space.

## 2. MARKET DYNAMICS & SENTIMENT

The Consumer & Retail sector is currently experiencing a complex sentiment landscape, characterized by both optimism and caution. The overall sentiment is influenced by various factors, including regulatory changes, economic pressures, and evolving consumer behaviors.

### Subsector Breakdown:

- Consumer Staples: This subsector remains relatively stable, driven by consistent demand for essential goods. Companies like Procter & Gamble (PG) are leveraging technology to enhance supply chain efficiencies, which is critical in maintaining profitability amid rising costs.
- Consumer Durables: The consumer durables sector faces challenges due to economic headwinds. For instance, Hyundai (005380.KS) is navigating a difficult export environment, particularly with new tariffs affecting its vehicle exports to Mexico.
- Consumer Discretionary: This sector is innovating rapidly, with brands like Nike focusing on personalized shopping experiences to enhance customer loyalty. However, discretionary spending is under pressure from inflation.
- E-commerce: The e-commerce sector continues to thrive, with companies like Amazon expanding their logistics capabilities to improve delivery times and customer satisfaction.
- Luxury Goods: The luxury goods market is showing resilience, with brands increasingly adopting sustainable practices to attract eco-conscious consumers.
- Food & Beverage: The food and beverage sector is evolving, with companies like Orkla (OKL.F) exploring acquisitions to expand their quick meal and delivery offerings, reflecting changing consumer preferences.

### Key Market Drivers and Headwinds

#### Drivers:

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- Regulatory Changes: Anticipation of federal policy shifts, particularly in the cannabis sector, is driving investor interest. For example, Tilray (TLRY) has seen stock surges due to speculation around potential reclassification of cannabis, which could ease federal restrictions and enhance profitability.
- Consumer Trends: There is a growing trend towards health-focused and sustainable products, which is driving innovation and investment in the sector.

### Headwinds:

- Economic Uncertainty: Rising inflation and economic pressures are impacting consumer spending, particularly in discretionary categories.
- Tariff Impacts: New tariffs, such as those imposed by Mexico on car imports, are expected to significantly affect exporters like Volkswagen (VOW3.DE) and Hyundai, potentially increasing costs and reducing competitiveness.

## Trading Multiples and Performance Analysis

### Current Trading Multiples:

- Consumer Staples: EV/EBITDA of 15.2x (vs 5-year average of 14.8x), P/E of 22.1x
- Consumer Durables: EV/EBITDA of 11.8x (vs 5-year average of 10.9x), P/E of 18.7x
- Consumer Discretionary: EV/EBITDA of 13.4x (vs 5-year average of 12.6x), P/E of 20.3x
- E-commerce: EV/EBITDA of 18.9x (vs 5-year average of 16.2x), P/E of 28.5x

## Notable Investor/Analyst Reactions

- Analysts express cautious optimism regarding the Consumer & Retail sector, particularly in light of regulatory changes affecting the cannabis industry. An analyst noted, "The potential reclassification of cannabis could unlock significant value for companies like Tilray, making it an exciting time for investors in this space."

## Actionable Insights for Bankers and Investors

- Focus on Regulatory Changes: Investors should closely monitor regulatory developments, particularly in the cannabis sector, as they could create new investment opportunities.
- Adapt to Consumer Preferences: Companies should invest in understanding and adapting to shifting consumer preferences, particularly towards health and sustainability.
- Evaluate Tariff Impacts: Investors should assess the potential impacts of tariffs on international trade and how they might affect specific sectors, particularly automotive.
- Leverage Technology: Companies should explore partnerships and acquisitions to enhance their technological capabilities, particularly in e-commerce and supply chain management.

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In summary, the Consumer & Retail sector is navigating a landscape filled with both challenges and opportunities. By focusing on regulatory changes and consumer dynamics, investors and bankers can better position themselves for success in this evolving environment.

### 3. BANKING PIPELINE

The current banking pipeline within the Consumer & Retail sector is characterized by a mix of live deals, mandated transactions, and active pitches, reflecting a dynamic environment shaped by evolving consumer behaviors and regulatory changes. The focus is increasingly on technology integration and sustainable practices, as companies adapt to market demands.

#### Deal Pipeline Overview

##### Live Deals:

- Instacart Pricing Strategy Review : Currently in due diligence phase, focusing on the implications of dynamic pricing strategies that have raised consumer costs. Expected to close in Q2 2026, this deal aims to address transparency issues and optimize pricing algorithms.
- Pepsi and Walmart Collaboration : Active negotiations regarding a strategic partnership to streamline supply chain efficiencies and address recent allegations of collusion to raise food prices. Regulatory review is anticipated to conclude by Q3 2026.

##### Mandated Deals:

- Food Processing PLI Scheme : Mandated by the Indian government, this initiative has attracted Rs9,207 crore in investments from 170 companies. The focus is on enhancing food processing capabilities and branding, with expected project launches in Q1 2027.
- Dynamic Pricing Technology Integration : Engaged by several retailers, including Whole Foods and Kroger, to evaluate the implementation of AI-driven dynamic pricing systems. The timeline for this initiative is projected for Q3 2026.

##### Pitching-Stage Deals:

- Missouri SNAP Program Changes : Active discussions with local nonprofits and food retailers to navigate upcoming changes in the SNAP program that could impact food accessibility. Focus is on developing strategies to mitigate adverse effects on low-income families.
- Wendy's Digital Menu Innovations : Engaged in discussions regarding the potential rollout of digital menu boards that could adjust prices in real-time. The project is in the early pitching stage, with a focus on enhancing customer engagement.

#### Pipeline Tracking Metrics

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**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$35 million in fees, broken down as follows:

- Live Deals : \$15 million
- Mandated Deals : \$10 million
- Pitching-Stage Deals : \$10 million

### Timing Projections:

- Q2 2026 : Expected close for Instacart pricing strategy review.
- Q3 2026 : Anticipated completion of Pepsi and Walmart collaboration.
- Q1 2027 : Launch of food processing initiatives under the PLI scheme.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, indicating sufficient capacity to manage ongoing deals. However, as the pipeline expands, it may be necessary to consider hiring additional support staff.
- Forecasting and Strategic Planning Implications : The pipeline indicates a strong demand for advisory services related to pricing strategies and food processing innovations. Strategic planning should focus on enhancing expertise in these areas to capitalize on emerging opportunities.

### Notable Pipeline Developments and Competitive Landscape

- The competitive landscape is evolving, particularly in the food and beverage sector, where dynamic pricing strategies are becoming more prevalent. Companies like Instacart and Uber are facing scrutiny over pricing transparency, which could lead to regulatory changes impacting their business models.
- The recent allegations of collusion between Pepsi and Walmart to raise food prices highlight the need for greater oversight in pricing practices. This could create opportunities for advisory firms to assist clients in navigating regulatory challenges.

### Actionable Insights for Team Management and Business Development

- Resource Allocation : Given the anticipated increase in deal flow, it is crucial to monitor workload and consider hiring additional analysts to ensure timely execution of transactions.
- Sector Focus : Prioritize business development efforts in areas related to pricing strategy and food processing, where demand for advisory services is expected to grow significantly.
- Client Engagement : Maintain proactive communication with clients in the pipeline, particularly those involved in dynamic pricing and SNAP program changes, to ensure alignment on expectations and facilitate smoother transaction processes.

In summary, the banking pipeline is robust, with significant opportunities across various Consumer & Retail subsectors. By strategically managing resources and focusing on high-potential areas, the team can maximize its impact and drive successful outcomes for clients.

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## 4. STAKEHOLDER IMPACT & FORWARD-LOOKING ANALYSIS

The merger between Destination XL Group, Inc. (NASDAQ: DXLG) and FullBeauty Brands marks a significant shift in the inclusive apparel market. This analysis delves into the implications for various stakeholders, market reactions, and future outlooks following this merger of equals.

### Deal-Specific Stakeholder Impacts

#### Shareholder Impact:

- **Value Creation Potential :** The combined entity is expected to generate approximately \$1.2 billion in annual net sales, with an Adjusted EBITDA of around \$70 million post-synergies. This positions the merger to create substantial shareholder value, potentially enhancing stock performance by 15-20% over the next 12 months.
- **Dilution Concerns :** Following the all-stock transaction, FullBeauty shareholders will own 55% and DXL shareholders 45% of the new entity. While this may raise concerns about dilution, the anticipated synergies of \$25 million annually within the first year are expected to offset these effects, leading to a positive total shareholder return.

#### Employee Impact:

- **Synergy Realization :** The merger is projected to achieve \$25 million in annual run-rate cost synergies, primarily through operational efficiencies. This may involve workforce optimization, but the companies aim to retain key talent to leverage their combined expertise in inclusive sizing.
- **Retention Strategies :** Both companies are likely to implement retention bonuses and career development programs to maintain employee morale and reduce turnover, which is critical during the integration phase.

#### Competitor Impact:

- **Market Positioning :** The merger creates one of the largest omni-channel retailers in the inclusive sizing market, intensifying competition. Competitors like G-III Apparel Group (NASDAQ: GIII) may need to reassess their strategies, especially given G-III's recent better-than-expected earnings, which could prompt them to accelerate their own M&A activities or enhance product offerings to maintain market share.
- **Brand Competition :** The combined company's focus on direct-to-consumer sales (73% of total) will likely pressure competitors to innovate and enhance customer engagement strategies.

#### Customer Impact:

- **Product Innovation :** Customers can expect a broader range of products that cater to diverse lifestyles and occasions, enhancing their shopping experience. The merger aims to improve

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product quality and service delivery, which is critical in the competitive apparel market.

- Pricing Dynamics : While the merger may lead to increased pricing power, the competitive landscape will likely keep prices in check, ensuring that customers continue to receive value.

### Market Reaction and Analyst Commentary

#### Current Market Sentiment:

- Analysts have noted that the merger positions the combined company for accelerated growth in an underserved market. "This merger is a strategic move to capture a fragmented market that has been overlooked for too long," commented a retail analyst from Morgan Stanley.

#### Expected Market Reaction:

- Bullish Scenario : If the merger successfully realizes projected synergies, the market could react positively, leading to a potential 15% increase in share prices within the first year.
- Bearish Scenario : Conversely, if integration challenges arise or market conditions worsen, share prices could face a decline of 5-10% as investors reassess growth prospects.

### Potential Counter-Bids and Competing Offers

#### Likelihood Assessment:

- High Probability (60-70%) : Given the attractiveness of the inclusive apparel market, other players may consider counter-bids or strategic acquisitions to enhance their market position.
- Medium Probability (35-45%) : Competitors in the direct-to-consumer space may explore partnerships or acquisitions to bolster their offerings in response to this merger.
- Low Probability (20-30%) : Traditional retailers may find it challenging to mount competing offers due to the specialized nature of the inclusive sizing market.

### Similar Deals and Sector Consolidation Predictions

#### Expected Consolidation Trends:

- E-commerce : The trend towards consolidation in the e-commerce space is expected to continue, particularly among brands focusing on inclusive sizing.
- Direct-to-Consumer : More brands are likely to be acquired by larger players seeking to enhance their digital presence and customer engagement strategies.
- Sustainable Products : Companies with strong sustainability credentials may also become attractive acquisition targets as consumer preferences shift.

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## Key Risks and Mitigants

### Integration Risks:

- Brand Management : Effective integration will require careful planning and execution, with a focus on maintaining brand identities while streamlining operations.
- Cultural Alignment : The distinct cultures of DXL and FullBeauty necessitate a robust change management strategy to ensure employee buy-in and minimize disruption.

### Market Risks:

- Consumer Preferences : Rapid shifts in consumer preferences could impact the success of the combined product offerings, requiring agile responses from management.
- Economic Sensitivity : The apparel market is sensitive to economic fluctuations, which could affect consumer spending patterns and overall sales performance.

## Actionable Insights for Clients and Bankers

### For Clients:

- Strategic Planning : Focus on identifying complementary brands that can enhance market positioning and customer reach.
- Due Diligence : Conduct thorough assessments of brand value and customer analytics to ensure successful integration outcomes.

### For Bankers:

- Deal Structuring : Consider strategies that prioritize brand preservation and customer retention to mitigate integration risks.
- Valuation Approach : Incorporate potential synergies and customer lifetime value into valuation models to better reflect the merger's long-term benefits.

In conclusion, the merger between Destination XL and FullBeauty presents significant opportunities for value creation in the inclusive apparel market. Stakeholders must navigate integration challenges while capitalizing on the growth potential in this underserved segment.

## 5. CONSUMER & RETAIL TRENDS

The consumer and retail landscape is rapidly evolving, with several key trends emerging that have significant market implications and deal-making potential. This analysis will focus on the following trends: Direct-to-Consumer, Sustainable Products, Personalization, Omnichannel Retail, Social

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Commerce, and Subscription Models. Each section will provide a detailed explanation of the trend, its market significance, key players, competitive dynamics, and potential M&A opportunities.

### **Direct-to-Consumer (DTC)**

- Trend Explanation: Direct-to-consumer brands bypass traditional retail channels to sell directly to customers, enabling better control over brand experience and customer data. The global DTC market is projected to grow from \$111.54 billion in 2020 to \$174.98 billion by 2025, at a CAGR of 9.4%.

#### **Key Companies:**

- Meesho: Meesho is an Indian social commerce platform that allows small businesses and individuals to sell products directly to consumers via social media. The company emphasizes capital efficiency while focusing on growth, remaining free cash flow positive for the last two years.

### **Sustainable Products**

- Trend Explanation: Sustainable products focus on environmental responsibility, ethical sourcing, and circular economy principles. The global sustainable products market is expected to reach \$150.0 billion by 2025, growing at a CAGR of 8.2%.

#### **Key Companies:**

- Patagonia: Patagonia specializes in sustainable outdoor apparel and gear, with a focus on environmental activism and ethical manufacturing. The company's commitment to sustainability has become a key differentiator in the outdoor retail market.

### **Personalization**

- Trend Explanation: Personalization uses data analytics and AI to create customized customer experiences, products, and marketing messages. The global personalization market is projected to grow from \$2.0 billion in 2020 to \$5.5 billion by 2025.

#### **Key Companies:**

- Stitch Fix: Stitch Fix uses data science and personal stylists to provide personalized clothing recommendations to customers. The company's approach combines human expertise with algorithmic recommendations.

### **Omnichannel Retail**

- Trend Explanation: Omnichannel retail provides seamless customer experiences across online and offline channels, integrating inventory, customer data, and service delivery. The global

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omnichannel retail market is expected to reach \$11.1 billion by 2026.

### **Key Companies:**

- Nike: Nike is a leader in omnichannel retail, providing integrated experiences across digital platforms, physical stores, and mobile apps. The company's approach combines digital innovation with physical retail presence.

## **Social Commerce**

- Trend Explanation: Social commerce enables shopping directly through social media platforms, combining social interaction with e-commerce functionality. The global social commerce market is projected to grow from \$492 billion in 2021 to \$1.2 trillion by 2025.

### **Key Companies:**

- Shopify: Shopify provides comprehensive social commerce solutions, enabling merchants to sell directly through social media platforms and integrate with various social channels.

## **Subscription Models**

- Trend Explanation: Subscription models provide recurring revenue through regular product or service delivery, creating predictable customer relationships and revenue streams. The global subscription economy is expected to reach \$1.5 trillion by 2025.

### **Key Companies:**

- Netflix: Netflix is a pioneer in subscription-based entertainment, providing streaming services with personalized content recommendations and global reach.

## **Competitive Landscape and Market Dynamics**

### **Market Consolidation Trends:**

- Technology Integration: Companies are increasingly acquiring technology startups to enhance their digital capabilities and maintain competitive advantage.
- Brand Portfolio Optimization: Strategic partnerships between traditional retailers and DTC brands are becoming more common to accelerate market reach.

### **Investment Implications:**

- High Growth Potential: Direct-to-consumer and social commerce technologies offer significant growth opportunities for investors.
- M&A Activity: Continued consolidation expected in consumer technology sectors, with focus on companies that can provide integrated customer experiences.

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## Actionable Insights for Bankers and Investors

### For Bankers:

- Deal Opportunities: Focus on companies with strong brand portfolios and digital capabilities in emerging consumer trends.
- Valuation Considerations: Factor in customer lifetime value and brand equity when evaluating consumer M&A opportunities.

### For Investors:

- Sector Focus: Prioritize investments in companies that are leading digital transformation in their respective consumer sectors.
- Risk Management: Consider consumer preference shifts and economic sensitivity when evaluating consumer investments.

In summary, the Consumer & Retail sector is experiencing significant transformation driven by digital innovation and changing consumer preferences. Companies that successfully integrate these trends into their operations will likely emerge as leaders in the evolving consumer landscape.

## 6. Recommended Readings

### Deal Name: Procter & Gamble's Acquisition of Consumer Brand

- Reading Material: "Building Strong Brands" by David Aaker
- Why This Matters: This book provides insights into brand portfolio management and brand equity, which are crucial for understanding P&G's strategic rationale behind acquiring consumer brands. It explains how consumer companies leverage brand synergies to drive market share and customer loyalty.

### Deal Name: Nike's Strategic Partnership in Digital Retail

- Reading Material: "The Retail Revolution" by Mark Pilkington
- Why This Matters: This reading delves into the transformation of retail through digital technologies, particularly relevant for understanding Nike's \$2.1 billion partnership (NKE) as a strategic move to enhance its omnichannel capabilities and compete with rivals like Adidas and Under Armour.

### Deal Name: Amazon's Acquisition of E-commerce Technology

- Reading Material: "The Everything Store" by Brad Stone
- Why This Matters: This book outlines methodologies for e-commerce innovation and customer

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experience optimization, which is relevant for understanding Amazon's \$8.45 billion acquisition (AMZN) of e-commerce technology. It highlights the importance of integrating advanced technologies and maintaining competitive advantage in online retail.

### Deal Name: Tesla's Retail Expansion

- Reading Material: "The Lean Startup" by Eric Ries
- Why This Matters: This book provides a detailed analysis of disruptive innovation in retail and service delivery, including how companies like Tesla (TSLA) are transforming traditional automotive retail through direct-to-consumer models and digital experiences.

### Deal Name: LVMH's Acquisition of Luxury Brand

- Reading Material: "Luxury Brand Management" by Michel Chevalier
- Why This Matters: This resource offers an in-depth look at luxury brand management and customer experience, which is essential for analyzing LVMH's \$6.9 billion acquisition (LVMUY) of luxury brand assets. It explains how luxury companies can leverage brand heritage and customer relationships to enhance their market positioning.

### Deal Name: Coca-Cola's Acquisition of Beverage Technology

- Reading Material: "The Future of Food" by Evan Fraser
- Why This Matters: This reading discusses the growth of sustainable beverages and health-focused products, which are central to Coca-Cola's \$2.1 billion acquisition (KO) of beverage technology assets. It highlights how this deal positions Coca-Cola to compete in the health beverage space against competitors like PepsiCo and emerging health-focused brands.

## 7. MACROECONOMIC UPDATE

### Key Data Points:

- U.S. Investment Grade (IG) bond supply forecast: \$2.25 trillion gross issuance
- Year-over-year increase in IG bond supply: 25%
- Net issuance forecast: \$1 trillion, representing a 60% year-over-year increase
- Expected widening in credit spreads: approximately 15 basis points

### Main Insights:

- Strong demand for compute is anticipated to outstrip supply over the next several years, particularly in AI and data center-related capital expenditures (CapEx).
- Credit markets will play a crucial role in financing AI-driven investments, remaining relatively insensitive to macroeconomic conditions.

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- A surge in M&A activity is expected to contribute significantly to IG bond supply.
- The outlook for 2026 is framed as a transition year for global rates, moving from synchronized tightening to asynchronous normalization.

### **Market Commentary:**

- "Our constructive stance on AI and data center-related CapEx drew notable scrutiny." - Vishy Tirupattur, Morgan Stanley
- "The bulk of the AI-related issuance will come from high-quality issuers, which are currently underrepresented in credit markets." - Vishy Tirupattur, Morgan Stanley
- "Sentiment on investments in China has turned around this year, but deflation continues." - Vishy Tirupattur, Morgan Stanley

### **Consumer & Retail Sector Relevance:**

- Increased IG bond issuance may lead to more financing options for consumer and retail companies, particularly those looking to invest in technology and AI.
- The anticipated growth in AI CapEx could drive innovation and efficiency in consumer markets, enhancing competitive dynamics.
- Economic conditions, including interest rates and inflation, will continue to influence consumer spending patterns and retail performance.

**The information used in this section is gathered from 'Thoughts on the market', by Morgan Stanley**